

ACCEPTING CONSIGNMENTS

CONSIGNORS TO MOREAN AUCTIONS REALIZE THE HIGHEST PRICES
IN THE HOBBY. SEE BELOW FOR VERY RECENT EXAMPLES.

CALL DAN AT 617-448-2300

**LIVE
NOW!**
CHECK IT OUT
OUR CURRENT
INCREDIBLE AUCTION
MOREANAUCTIONS.COM


The Breweriana Collector
NABA
PO Box 51008
Durham NC 27717-1008

PRICES REALIZED

FROM OUR MOST
RECENT AUCTIONS*

* INCLUDES BUYERS PREMIUM



\$59,670

\$58,7100

\$47,880



\$49,590

\$45,600

\$45,030

\$45,030

\$42,705

\$41,040

\$40,470

\$40,470

\$39,000



\$30,780

\$36,480

\$51,870



\$26,910

Morean
AUCTIONS

MOREANAUCTIONS.COM
MOREAN AUCTIONS LLC • MASS. AUCTIONEER 3322



\$42,180

PRSR STD
U.S. POSTAGE
PAID
PONTIAC, IL
PERMIT NO. 592

BREWERIANA COLLECTOR

Fall 2024

VINTAGE BEER ADVERTISING & BREWERY HISTORY

Volume 207



WHAT'S INSIDE: Selecting convention cities ~ St. Louis Convention Recap
Cone Top Museum presents "Haydock Haydays" ~ Treasures found at the convention
"Man from the Sky Blue Waters" ~ Insuring your collection ~ The "Kentucky Table" crowns find
Rescuing the Ranger ~ The Kuebler Kub ~ much more!

WE ALSO BUY QUALITY INDIVIDUAL PIECES AND COLLECTIONS.



BREWING HISTORY ON DISPLAY

BEER, AMERICANA & BREWERIANA

The Mill at Vicksburg's restoration project includes a museum that will tell the story of American beer and its role in our culture. In the early to mid-twentieth century, regional breweries built awareness with brand art that collectors call breweriana—a reminder of good times, craftsmanship, regional Americana and iconic beers.

The Cone Top Brewery Museum will be a destination for NABA members, serious collectors and casual visitors to discover one of the country's largest breweriana collections.



WATCH OUR BREWERY MUSEUM VIDEO
online at: conetopmuseum.com

Come along as we share the compelling story of beer and its place in The Mill at Vicksburg, including a brewery museum devoted to breweriana. We look forward to hosting NABA conferences and events in the future!



The Cone Top Brewery Museum is currently located in downtown Vicksburg, Michigan.

Contact us if you'd like to stop in!

In addition, you can see thousands of artifacts that we've collected by visiting our online brewery museum at conetopmuseum.com.



NABA
PO Box 51008, Durham NC 27717-1008
919-824-3046
nababrew@comcast.net
www.nababrew.com

BREWERIANA COLLECTOR STAFF

Ken Quaas.....Editorial Director
Virginia Lepley.....Design Director
Dave Alsgaard.....Managing Editor
Doug Hoverson.....Associate Editor
John Stanley.....Ad Manager
Joel Gandt, Mike Paul and
Matt Scherzinger.....Editorial

REGULAR COLUMNISTS

Pietro Raimondi Mark Rogers
Rick Basken Barry Travis
Peter Bayer Christopher Watt

NABA OFFICERS

Ken Quaas.....President
Mike Michalik.....Vice President
James Kaiser.....Treasurer
Dave Alsgaard.....Recording Secretary
John Stanley.....Executive Secretary

BOARD OF DIRECTORS

2023-2025	2024-2026
Bill Baburek	Joe Gula
Scott Brown	Matt Olszewski
Darla Long	Charlie Staats
	Christopher Watt

CREATIVE DIRECTOR

Barry Travis

WEBMASTER	SOCIAL MEDIA
Dan Bora	Rusty Long

MEMBERSHIP COMMITTEE

Bill Baburek, Chair
Todd Barnes Larry La Duc
Paul Cervenka Stevan Miner
Clayton Emery Mike Moon
Ken Jones Jared Sanchez
Robert Keasey Charlie Smith
Dave Unwin

2025 CONVENTION

Chair: Mike Michalik
Co-Chair: Joe Gula

2025 AUCTION

Chair: Matt Olszewski

DIRECTORS EMERITUS

George Bailey (NABA Historian)
John Ferguson Larry Moter

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"

Fall 2024

#207

-President's Message, <i>Ken Quaas</i>	2
Executive Secretary's Report, <i>John Stanley</i>	3
NABA welcomes new members.....	4
NABA News	5
Serving up local shows with the Handsome Waiter.....	9
How are decisions made on convention sites? <i>Mike Michalik and Ken Quaas</i>	12
NABA holds another record-setting convention, <i>Dave Alsgaard</i> <i>with Ken Quaas, Rusty Long and Joe Gula</i>	14
Cone Top Museum: "Haydock Haydays, <i>Ken Quaas</i>	36
Tales of Treasures found at the 2024 NABA convention, <i>Rusty Long</i>	44
Barry'd Treasures, <i>Barry Travis</i>	52
Documenting and insuring your breweriana collection, <i>Robert E. O'Connell</i>	56
Cornering a pair of beautiful signs through NABA, <i>Randy Huetsch</i>	59
Serving Up Great Trays, <i>Peter Bayer</i>	60
"Kentucky Table" find of crowns, <i>Dave Timmer</i>	66
Rescuing and reviving the Ranger, <i>Trey Rowe</i>	72
Auction Hysteria, <i>Christopher Watt</i>	74
Chalk Talk, <i>Rick Basken</i>	77
Taps	80
Upcoming Shows, <i>Dave Alsgaard</i>	84
Buy-sell-trade.....	92
BC advertising guidelines.....	92

Cover image: Decal on wood sign for the Upper Peninsula Brewing Company, Marquette, MI, 16 x 24 in., by The Meyercord Co., Chicago, IL, c. 1895-1919. The featured beer on the sign are Drei Kaiser, Porter, and Quality brands. Collection of Dave Alsgaard.

This issue and our next three covers will feature breweriana from Michigan, to celebrate our convention being held in **Kalamazoo, July 22-26, 2025.**

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.

CONTACT US

www.conetopmuseum.com
curator@millmuseums.com
Barry Travis: 612.578.2613
Stevan Miner: 507.525.2858

VICKSBURG, MICHIGAN

THE MILL



President's Message

We had to do it.

There was just so much to show and tell you with this issue of the magazine that we extended it to a record-tying 96 pages. We hope you'll take your time with it, digest it a bit, and then come back to it multiple times. Most of all, we hope you'll enjoy it.

There are a lot of exceptional stories in this issue thanks to the more than 100 outstanding members who contributed to the various articles. And there's so much to tell you about our 53rd convention in St. Louis this past summer. You'll see a lot of pictures of all of the activities enjoyed by the nearly 500 people who were there. Some you may recognize (who doesn't know **Helen Haydock**, "NABA's First Lady?"), while others may be new faces.

But that's what our conventions are all about. Enjoying time with old friends and making new ones. It's the people we meet on our collecting journey that make this hobby wonderful.

In recent years, our conventions have had record attendance and the programming (fancy word for "things to do") has greatly expanded. I can't imagine a better team than **Mike Michalik**, **Joe Gula**, and **Dave Alsgaard** as the leadership and backbone of our conventions.

And this year, we had the tireless efforts of our local leader in St. Louis, **Rusty Long**, who not only helped organize an enjoyable bus tour, but also secured an incredible quantity of quality craft beer for our hospitality room—all of it donated!

I could fill 10 pages just thanking terrific NABA members like **Darla Long**, **Joel Gandt**, **Randy Huetsch**, **Dave Birk**, **Don and Mary Ellen Roussin**, **Barry Travis** and **Matt Scherzinger**, who significantly contributed toward making this convention great. There are countless others as well. And then there's **Chris Moore** and his wonderful Cone Top team.



All of the members mentioned above, in addition to NABA's talented Board of Directors and Membership Committee, (led by **Charlie Smith** and now **Bill Baburek**) have been integral to NABA's convention successes, as well as our club's amazing +85% growth in membership over the past five years. The vitality of this organization depends on the generosity of our members in volunteering their time, effort, and talents they contribute to nurturing NABA.

Many of us on NABA's leadership team are often asked why we think the organization has grown so much. Yes, we've taken steps to build the club's appeal. We've improved the magazine, more than doubling the number of pages with even more robust content. And I've already mentioned our successful conventions.

But when we surveyed the hundreds of new members over the past couple of years about why they joined NABA, the overwhelming answer was because a current member(s) personally recommended it. Any successful marketer knows that there is nothing more powerful than word-of-mouth advertising.

So, thank you for supporting our club. It is you who make NABA so special and give it the appeal to attract new members. We very much hope to see you at the **54th Annual Convention in Kalamazoo, Michigan, from July 22-July 26, 2025**. There will be so many old friends to see and new ones to meet!

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	92	795	59	09/30/2024

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

Got breweriana to sell?

Help your club by consigning in our online auction!

COMING IN
JUNE 2025!

Proceeds are
essential to NABA's
operating funds

To consign your breweriana:
Email Matthew Olszewski at mattski323@gmail.com



Welcome to our 59 new or rejoined members!

Ed Beckmann (Virginia)
Glendale, AZ
ebeck3@cox.net
NY, Pre-Pro, Foam Scrapers

Jon Bellos
St. Louis, MO
j.bellos@att.net
Cans, Signs, Tap Handles,
Neons, Openers,
Trays, Coasters, Other
Breweriana

Ryan Coleman
St. Louis, MO
rrcoleman1@gmail.com
Glasses, Signs

Jed Conroy
Bethalto, IL
jwconroy@charter.net

Greg Cullum (Jennifer)
High Ridge, MO
Racerx5436@aol.com
St Louis Breweriana

Jim Davis (Cindy)
St. Louis, MO
jdavis@ipxexchange.com
Falstaff, Schlitz

Desmond
Stilwell, KS
neons@pubdecor.com
All Breweriana; esp. Neons

Otto Dorris (Karen)
Bixby, OK
havesoda@aol.com
Any Advertising

Larry Drumb (Emily)
DeLand, FL
ldrumb18@gmail.com
Mostly Cans

Jeff Elias
Chesterfield, MO
jefftelias@gmail.com
All Breweriana

Jacob Eubanks (Cassandra)
Saint Charles, MO
jacobeubanks@gmail.com
Crates, Ball Knobs - Indiana,
Illinois, Missouri

Brad Flinders
O Fallon, IL
sporzfan@aol.com
Cans & bottles

Paul Flora (Linda)
Clio, MI
flora4@outlook.com

Matthew Foote (Kathy)
Cincinnati, OH
m_b_foote@yahoo.com
Hamm's Items

Erik Forde
La Crosse, WI
axela315@charter.net
All breweriana and Advertising
from La Crosse, WI area

Donald Gravlin
Caseyville, IL
gravlindon@gmail.com
Pre-Pro items and Cans

Tom Hartman (Ann)
Jerseyville, IL
hartmantom40@gmail.com

Tom Holmstrom (Julie)
Mora, MN
carpentertom.th@gmail.com
Hamm's & Grain Belt

Andrew Humbert
Picayune, MS
ajhumbert@aol.com
Early Color Lithograph
Advertising. Salesman Samples.
Breweriana

Dustin Hunter
Mingo, IA
dustinhunter84@gmail.com

Donald Johnson (Penny)
Stevensville, MD
chesapeakebay126@gmail.com
Baltimore area breweriana

Jim Kennedy
Ballwin, MO
jimk815@gmail.com

Clint Kidwell
Schertz, TX
Clint.kidwell@yahoo.com
Pearl, Lonestar

Thomas Korte
Columbia, IL
tpk125@msn.com
Falstaff, Anheuser-Busch,
Small historic St Louis Breweries

Troy Lamkins
Sidney, IA
Neshedhunter@yahoo.com
Nebraska city items

Mary Legeret
Loudon, TN
mplegeret@gmail.com
Spinners

Paul Lewis Sr (Debra)
Columbus, GA
louie22tx@yahoo.com
Cans

Jeff Lynch
Ballwin, MO
lynchjeffrey@att.net

Brian Margiotte
Collinsville, IL
brian@shbeer.org

Sam May
Lancaster, PA
sams@samsmancave.com

Eric McCarty (Kerry)
Galt, CA
Erickerrytogether@gmail.com
Mugs, Steins, Signs

Jon McCulloch (Amy)
Wentzville, MO
jculloch@hotmail.com
Cans, Lights, Signs

Tim Michaelsen
North Hills, CA
Timmichaelsen2112@yahoo.com
Anheuser-Busch

Tom Morton
Northridge, CA
tmcollect@yahoo.com

Paul Nedd
Mount Pleasant, WI
pnedd49@gmail.com
Signs / Lighted Signs /
Old Wisconsin Brewery Items

Mike Pape
Sauk City, WI
mpape4@forntier.com

Geoff Pesek
Omaha, NE
geoffpesek@hotmail.com
Omaha Nebraska area
breweries and memorabilia

Michael Phillips
Cinnaminson, NJ
R.michaelphillips@yahoo.com
Greater Delaware Valley

Terry Recklein
Ballwin, MO
reckless@earthlink.net
All Breweriana(Missouri),
Crowns, Tap Handles, Lighted
Signs, Neons, Tin Signs

Mike Rogan (Rochelle)
Richmond, IN
mikerogan57@gmail.com
All Breweriana that looks
good to me

Brenda Roth (Tim Demeter)
Racine, WI
Blroth84@gmail.com

Ted Sajbel
Midland, MI
ted@sajbel.com
Flat Tops

Lee Schultz
Miltona, MN
ljschult@msn.com
Sporting advertising

Doug Shaiper
Weldon Spring, MO
SHAIPS@CHARTER.NET
Missouri Cans and Breweriana

Frank Shiels (Marie)
Fort Worth, TX
fshiels@att.net
Texas Beer Cans

Ed Spagnola (Rachel)
Woodbury, MN
Edspagnola@hotmail.com
Leinenkugel, Hamm's,
Schmidt's Blatz

Larry Stevens
Fort Wayne, IN
larrystevens7003@gmail.com
All Breweriana

Jonathan Szakelyhidi
Hoboken, NJ
jonszakelyhidi@gmail.com

Bob Taylor
Ballwin, MO
betibewlocal1@gmail.com

Levi Thomas
Scotts, MI
levit987@yahoo.com

Jim Thomasson
St. Louis, MO
jim.thomasson@emerson.com
Alpen Brau, St. Louis,
Wisconsin, Falstaff, TOC, Litho

Patrick Threlkeld (Laura)
Belleville, IL
patrick_threlkeld@yahoo.com
St Louis Area

Brandon Treadway
Pearland, TX
treadway.brandon@gmail.com
Texas Breweriana, Gas & Oil,
Soda

Dale Van Wieren (Leslie Feathers)
Lansdale, PA
ambrew3ma@gmail.com
Philadelphia Area & PA Vintage
Bottles

Nick Waltke
St. Louis, MO
Nickwaltke@gmail.com
Falstaff, GB, Hyde Park

Richard Wherley
Eureka, IL
richwherley@gmail.com
Lighted Signs 50-70s

Jim Williams
Manchester, MO
jim.williams2@charter.net

Chris Wright (Becky)
Chippewa Falls, WI
cjdubya69@gmail.com
Wisconsin Breweries, Bottles,
Signs, Lights, Trays

John Ziegman (Jennifer)
Rand, CO
buffalocreek47@gmail.com



NABA welcomes the Greater Delaware Valley Chapter



Standing, from left : Don Huber, Dale Van Wieren (Chapter Vice President), Don Fink, Mark Zeppenfelt, Dave Doxie, Rick Barth, Larry Handy, Jeremie Schmidt, Chad Campbell, Les Jones Jr., NABA Vice President Mike Michalik, John Ahrens, Rich Rossi

Sitting / kneeling, from left: John Reinertson, Smoky, Jeff "Yuengling Guy" Schneider, Daryl Ziegler, Paul Farthing, Greg Evans (Chapter President), John Demczynsyn, Alex Wilson, Chris Watt, NABA Director.

The Greater Delaware Valley Chapter has its origins at the first formal meeting of beer can collectors in eastern Pennsylvania in June 1973, held at Larry Handy's home in Doylestown, PA. Larry was still a teenager at the time, and to this day, wonders what his parents (who did not drink) and seven siblings thought of the beer-related gathering in the basement of his family's home.

Not long after this initial meeting, Larry and a group of other area collectors decided to form the Greater Delaware Valley Chapter and it became the BCCA's 28th chapter. NABA was founded only a year before, in 1972, but did not have chapters at that time.

The "Greater Delaware Valley" name was chosen by design, in order to be as inclusive as possible for potential members in Eastern Pennsylvania and bordering areas in Delaware and New Jersey. The



chapter sometimes met at the C. Schmidt & Sons Brewing Co. in Philadelphia until that brewery's closure in 1986. Many area members also belonged to the Horlacher Chapter, which was centered in

Allentown, PA, home of the famous Horlacher Brewing Co., which closed in 1978.

Over the past few years, the chapter has been reinvigorated with new leadership and a corresponding increase in membership. NABA is proud to welcome the Greater Delaware Valley as its 58th chapter and looks forward to assisting with its growth and development, as well as partnering with its members for the 2026 NABA Convention in the Philadelphia suburb of King of Prussia, PA.

Editor's Note: Thanks to Larry Handy for his assistance with this article. continued on page 6

Ken Quaas honored with NABA's Founder's Award

by Dave
Alsgaard

NABA President Ken Quaas of Las Vegas, NV was honored with the Herbert A. Haydock Founder's Award, NABA's highest honor for "distinguished service and selfless contributions to NABA and all breweriana collectors."

The award was given to Ken at the annual Convention Banquet on Friday night and was done in a humorous way. Ken was at the podium presenting information to the more than 400

NABA members when he was abruptly interrupted at the microphone by Barry Travis, NABA's Creative Director. Barry surprised him—and most of the crowd—by presenting him with the Founder's Award on behalf of NABA's Board of Directors.

Only Ken should have been surprised by receiving the award. It is not awarded annually, or on any schedule—but is given out on the basis of merit. The award was named for Herb Haydock, one of the founders of NABA and a guiding force for many years in its growth and development.

Ken is only the eighth person to receive the award since it was established in 2012. The previous winners of the award, the officers, and the Board of Directors unanimously and enthusiastically agreed that nobody is more deserving of this award than Ken, who volunteers so much of his time, talent, and efforts for the betterment of our organization. Under Ken's vision



Ken Quaas holds the Herbert A. Haydock Founder's Award. The plaque was presented by NABA's Board of Directors on Aug 2 at the NABA Convention Banquet. Standing with him is NABA's "First Lady," Helen Haydock. The award is named for Helen's late husband, one of NABA's founders in 1972.

and leadership, the quality and quantity of the membership and the magazine have reached heights never before seen in our club.

Ken first joined NABA in 1980. He had more time to devote to NABA and the collecting hobby once his career as a marketing executive was established and his three children went off to college. In 2014, he became a staff writer and

eventually a regular columnist for the *Breweriana Collector* magazine. Based on his contributions to the magazine, Ken was invited to join NABA's Board of Directors in 2015. Following his efforts to build the Board and increase the club's overall membership, he was elected Vice President in 2017.

Ken continued his work on the magazine and became Associate Editor in 2018 and Editorial Director in 2020, following the retirement of former editor Lee Chichester. During that time, the magazine doubled in size from 40 to often more than 80 pages.

In 2021, Ken was elected President of NABA and still holds that position along with being the magazine's Editorial Director.

*Congratulations Ken,
on an honor well deserved!*

Chris Moore receives Ann Marie Kotch Memorial Service Award



NABA President Ken Quaas presented Chris Moore with the first-ever Ann Marie Kotch Memorial Service Award at the Friday Night Banquet on August 2, at the 53rd Annual Convention in St. Louis, MO.

Chris Moore of Seattle, WA became the first recipient of the newly-established NABA service award. The Ann Marie Kotch Memorial Service Award will be given annually at the NABA convention to a member whose efforts have greatly benefitted our club.

The award honors the late and much beloved Ann Marie Kotch, who passed away earlier this year after a valiant battle with cancer. Ann Marie was a dedicated NABA volunteer along with her husband John Dikun, who survives her. The award was generously underwritten by the lady who has given more of her time, talent, and treasure to NABA than perhaps anyone else—NABA's "First Lady," Helen Haydock.

Chris Moore is a much-deserving winner of this new service award. He is the developer of NABA's partner, the Cone Top Brewery Museum in Vicksburg,



NABA's newest award honors the late Ann Marie Kotch.



NABA Vice President Mike Michalik congratulates Chris on his service award.

MI and has demonstrated a deep care for preserving brewery history and breweriana. In recent years, he has contributed considerable time, talent, and treasure for the benefit of NABA's continued development and growth.

continued on page 8

2024 Board of Director Elections

Five members were elected or re-elected to two-year terms on the NABA Board of Directors. We also had one retirement from the Board.



Joe Gula



Matt Olszewski



Charlie Staats



Chris Watt



Bill Baburek

2-Year Appointment

Joe Gula, Indianapolis, IN

- Board Member since 2019
- Re-elected for third term.
- Assistant Treasurer
- Convention Co-chair
- Contributor to *Breweriana Collector* magazine and Trayman2.0 project
- Promotes NABA in key Western NY state area.

Matt Olszewski, Syracuse, NY

- Board Member since 2020.
- Re-elected for second term.
- Auction Chair.
- Contributor to *Breweriana Collector* magazine.
- Promotes NABA in Upstate NY area.

2-Year Re-Appointment

Charlie Staats, Seguin, TX

- Board Member since 2022.
- Re-elected for second term.
- Contributor to *Breweriana Collector* magazine.
- President of local, Lone Star Chapter.
- Promotes NABA in high-growth area of Texas.

Chris Watt, Nazareth, PA

- Board Member since 2018.
- Re-elected for third term.
- “Auction Hysteria” columnist.
- Promotes NABA in Eastern Pennsylvania area.

Bill Baburek, Omaha, NE

- Newly elected to Board
- Named Chair of the Membership Committee.
- Previously on the Membership Committee.
- Member of Convention Committee for past 3 years.
- Promotes NABA in Nebraska-Iowa area.



Retiring from the Board

Charlie Smith

- Chaired and built Membership Committee
- Designed and fielded our first New Member Survey—will continue to deploy it quarterly.
- Outstanding NABA ambassador.
- Continuing on Membership Committee.



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.



All fired up with The Waiter at the Stroh's Fire-Brewed Chapter's 52nd annual show on June 15 in Wyandotte, MI.

Standing: Kamdyn MacDougal (Dave Horrigan's grandson), Clayton Emery of NABA's Membership Committee, Bill Leach, Rich Daniels, Joe Olsen, Tim Bowers, Chapter President Thomas Philport, Frank Pfeiffer, Joe Tomasak, Joe Wilson, Jamie Grebeck.

Kneeling: John Liedel, Jon Mowat, Dave Horrigan, Chapter Vice President Jeff Kauffman.

Serving at the Swap: A great group of leaders of our hobby gathered around the Handsome Waiter at the Michigan and Rusty Bunch Chapter's Summerswap event on July 19-21 in Frankenmuth, MI.

From left: Keith Kerschner, Paula Fatura, John Fatura, Clayton Emery, Chapter president and NABA Membership Committee, Don Kaiser, Tom Legeret, Paul Ligenza.



continued on page 16

Buffalo's best: The Waiter joined this fine cadre of collectors at the Greater Buffalo Bottle Collectors Association show on September 15 in Akron, NY.

From left: Bruce Brody, Joe Guerra, Mike Cunningham, Mark Barren, Jeff Murbach, John Eiss, Brian Coughlin, Doug Schumer, Joe Gula, and Curt Bulmer.



The Waiter served as they guzzled and twirled at the Northstar Chapter's huge annual Guzzle 'n Twirl show on September 28 in Maplewood, MN.

Standing: Turkey Lardinois (all the way from Reno!), Jon Huntington, Pat Stambaugh (behind Jon), Jamie Grebeck, Tom Legeret, Andy Prutch, Pat Porter, Bob Jackson, John Kottemann, Time Piche, NABA Creative Director Barry Travis, Jody Otto, Steve Eckstrom, Mike Pape, John Hosnik, Norm Irby.

Kneeling: Steve Ketcham, Jim Schmalz, Tim Holian, Paul Cervenka of NABA's Membership Committee, Mike Mullaly, Rich Becci.



Having a blast at the Bash: The Handsome Waiter did his best to avoid being over-served at the Bago Bash on September 14 in Winnebago, MN.

From left: Don Hardy, Jim Schwery, Bill Baburek, Bob Jackson, Murray Srock, Michael Gisburne, Tim Horseth, Frank Feely, Lori Scherer, Mike Kipka.



Rockin' Oktoberfest: The Waiter was happy to serve this great group at the Chesapeake Bay Chapter's Oktoberfest Breweriana show on October 5 in Forest Hill, MD.

Kneeling: Dave Donovan, Jeff Berry, Jim Fisher.

Standing: Bill Norris, Chip Viering, ABA President Tim Bowers, NABA Vice President Mike Michalik, Larry Handy, Jim Wolf, Jeff "Yuengling Guy" Schneider, Meemee Schneider, Rus Hammer, Mark Zeppenfelt. Photographer: Chapter President Pete Raimondi

B'gosh, another great show! The Waiter flanked this outstanding group of Midwestern collectors at the NABA-sponsored B'gosh It's Good Breweriana Show on October 5 in Oshkosh, WI.

Standing: Tony Steffen, Matt Forrest, Del Worden, Norm Irby, Jared Sanchez of NABA's Membership Committee, Tom Gibson, Rick Basken, Tom Matuszeski, Jon Huntington, Dave Freimark, Scott Miller, Kevin Knitt, Troye Shanks.

Kneeling: Jonathyn Mowat, Mike Coyne, Dan Hable



How are decisions made on convention sites?

by Mike Michalik, Vice President and Convention Chair
and Ken Quaas, President



We are sometimes asked about the selection of convention cities and hotels, so we wanted to provide some perspective on how these decisions are reached. The selections that NABA leadership makes on convention cities and hotels are a result of a great deal of both exploration and consideration. We want to share these details with you.

CONVENTION CITY:

What comes first is our consideration of the convention city. Here are our location criteria:

Within a 5-hour drive for a majority of our membership

We learned that this is a desire of most of our members when we did a survey on convention needs and wants a few years ago. While we have grown tremendously on both coasts as well as in the Southwest, our top 5 states in terms of membership are Wisconsin, Illinois, Pennsylvania, Ohio, and Michigan.

Must be a historic brewing city

Our members are intrigued by history, and our bus tours try to feature historic breweries as well as contemporary breweries and brewpubs.

CONVENTION HOTEL:

The convention venue is our biggest challenge—which can drive city selection.

Must have 300+ rooms

NABA's membership has more than doubled in recent years and now numbers over 1500 members.



We also are delighted to announce that the next two NABA conventions will be in Kalamazoo, MI in 2025 and Philadelphia, PA (King of Prussia suburb) in 2026.

This is great for the vitality of our organization but presents a challenge to find a hotel with not only enough rooms to accommodate our group, but also the willingness to group our rooms together and allow us to assign rooms.

Suburban location

Our members say they want easy access, safety, and ample (and ideally, free) parking. They want to be able to unload and load their vehicles easily. Suburban hotels also tend to have less costly room rates than their downtown counterparts.

Lower room rates

This is our biggest challenge. We know our members come to convention to spend their money on breweriana, not expensive hotel rooms. This is another reason to try to avoid hotels in downtown areas—they tend to be more expensive—typically \$250+ per night.

Allows room-to-room trading and beer in our hospitality room

This also limits our hotel options. Many hotels reject us outright when we advise them that our members will have their rooms open for trading and socializing and will be walking the halls with a beer in hand or enjoying beer and snacks in our hospitality room.

A clean and updated facility

We want a hotel that you will enjoy. Many members come with spouses or significant others. Regardless, everyone seeks cleanliness and comfort. We don't need the Ritz or Four Seasons, but we want a nice facility that you will enjoy..



2025 Convention Hotel: Radisson Plaza Hotel at Kalamazoo Center, Kalamazoo, MI.

Large ballroom to accommodate 500+ people

This is needed both for our Friday night banquet and the Saturday trade show that is free and open to the public.

Friday night banquet

Many members ask why we need the

Friday night banquet. In addition to bringing our group together to share camaraderie and news of the club, *the money we spend on food and beverage is critical to negotiating lower room rates* for our members as well as getting access to common rooms (like our hospitality room) for our convention programming and events.

The \$95 convention fee supports a dinner that can exceed \$70 per head in hotel costs. The food and beverage expense enables us to negotiate much lower group rates for the hotel rooms.

Commitment to our convention goals

As you can imagine, meeting all of these necessary criteria is challenging. Our selection process is exhaustive and exhausting. We tried to bring a convention to Ohio in 2024 but couldn't secure a suitable hotel that met the above criteria in either Cleveland, Columbus, or Dayton. The same was true of Minneapolis, Cincinnati, and Indianapolis. We hope this information

addresses questions you may have about our city location/hotel selection process for NABA conventions. Our goal has been and will continue to be to find the best hotels in the best locations for the least amount of money possible to truly benefit our members.



2026 Convention Hotel: The Alloy, a DoubleTree by Hilton - Valley Forge, King of Prussia, PA.



This embossed tin-over-cardboard sign, made in the U.S. by the historic Scioto Sign Company in Kenton, OH, was given to all early registrants of the convention and features the 53rd Convention logo.

NABA holds another record-setting convention

July 29–August 3

by Dave Alsgaard
with Ken Quaas, Rusty Long and Joe Gula

The fifth time was once again a charm. This summer, NABA returned to St. Louis for the fifth time in 53 annual conventions.

Our last celebration in this historic American brewing city was in 2015.

Our club-wide event this summer, held from July 29–August 3, rivaled the record attendance set in Chicago (Schaumburg, IL) in 2023.

Monday, July 29

House Tour and a ballgame

Don and Mary Ellen Roussin

This year's addition of Monday programming—necessitated by how much there was to see and do in the “Gateway City”—meant more early arrivals and the first time we have opened registration and the Hospitality Room so early in convention week. The Monday start accommodated an open house reception to see the amazing collection and warm hospitality of Don and Mary Ellen Roussin, which was followed by a group outing to a St. Louis Cardinals baseball game.



The Roussin's home and stunning collection showcases both quality and quantity and was Monday's feature event.



Dave and Dawn Avidchuk relax and take in the vast array of artifacts.

Hospitality Room

A hallmark of NABA conventions is the Hospitality Room, which was open to all attendees and had five taps of delicious local craft beer pouring at all times, thanks to the efforts of the “captain” of our local convention committee, Rusty Long.

continued on page 16



From left: New Jerseyans Al Aprea, Paul Dodge, Mark Pallito, Joe Radman and Bill Sears are joined by Virginian Bob Fondren (between Paul and Mark). The team worked to solve the beer puzzle with the help of a few brews.



Lori Kaiser, Jim Kaiser, Don Kaiser, and Gary Pappas enjoying one of many fine brews.

Ray Barber and Jeff “Yuengling Guy” Schneider enjoy one of the four, rotating varieties of craft beer that were available all week in the Hospitality Room.



continued on page 16



Tuesday, July 30

Home Tours

Tuesday showcased the stunning home collections of Dave Birk, Randy Huetsch, and Joel Gandt



Joel Gandt, Dave Birk, and Randy Huetsch share a beer in the Hospitality Room of the hotel, celebrating their highly successful and greatly appreciated home tours.

Joel Gandt

NABA Board member Chris Watt's twin sons, Carson and Connor point to a sign of Cerva, a Prohibition era, non-intoxicating drink which even gentlemen of their age could have legally enjoyed.



NABA members took in the impressive collection of Lemp breweriana at Joel Gandt's house.

Randy Huetsch

Scott Brown, NABA Director, was one of dozens of members who enjoyed the impressive breweriana assembled by veteran collector Randy Huetsch.



The spacious lower level of Randy's home creates a gallery-like space for his extensive collection.

Dave Birk



Frank Zynda, NABA Treasurer Jim Kaiser, Roger Owen, and Kent Speer bellied up to the custom oak bar at Dave Birk's home.



Beautiful display cases house an amazing collection of Pre-Prohibition etched glasses, mugs, trays and other smalls.

continued on page 18



Wednesday, July 31

Bus Tour

The action-packed bus tour perfectly blended the past and present, showcasing the rich brewing history of St. Louis with plenty of beer from some of the area's most select craft breweries—a couple of them located in historic brewery buildings.



The Stroh's Fire Brewed Chapter was ready to take on the breweries of St. Louis. From left, Carl Vincentini, Heather Grebeck, Jamie Grebeck, and Debra Vincentini are about to board the bus.



Troye Shanks, obviously excited to get on board the Bus Tour.



Sandy Brockman and Jackie Parsons, sporting vintage NABA hats from the 1980s, get ready to join another 100+ attendees on the bus tour. These two ladies have been enjoying NABA conventions since childhood, when they accompanied their uncle and aunt, Herb and Helen Haydock.



Earthbound Beer



In the caves: An added bonus on the visit to Earthbound was a private tour of the 19th Century vaulted basement lagering cellars, which have been excavated and preserved.

Lofting above: Jeff "Yuengling Guy" Schneider, Meemee Schneider, Smoky, and John Dikun taking it all in from the mezzanine which was constructed midway up the building's 18-foot ceilings. Although open now, there once was a second floor that contained lofts with holes in the floor which allowed for bales of hay to be dropped to the ground floor below.



Heading for Earth: Ready for a beer at the Earthbound were, from left, John Bittermann, John Coughanowr, Stevan Miner, NABA Director Emeritus John Ferguson, Mike Ohl, NABA Director Emeritus Larry Moter, and Marion and John Kottemann.



The building now housing Earthbound Beer was constructed sometime before 1875. It was once the Cherokee Brewery (1876-1889) and is believed to be the oldest brewery building in St. Louis.

continued on page 20



Lemp Mansion

NABA members file in for a tour and luncheon at the grand Lemp Mansion, The group enjoyed a sumptuous lunch and toured the mansion, which dates from the 1860s and was home to the Lemp family dynasty.

NABA is thankful to member Joel Gandt for making these arrangements and underwriting much of the cost of the lunch, which was served in the historic Victorian dining room, at right.



Jared Sanchez and Jon Mowat entering the mansion, with John Dikun right behind them.



Some of the wide array of Lemp breweriana artifacts on display at the mansion. Many of these have been on loan from the collection of Joel Gandt.



A group photo outside of the Lemp Mansion.

Bluewood Brewing



Bluewood Brewing is located in the historic former Lemp Brewery stables building. The re-purposed 19th Century building was built in the Romanesque Revival architectural style.



Bryan Bell and Keith Rist enjoying the atmosphere at historic Bluewood.



Ron Snowden and Cheryl Marcum relaxing with a beer.



Friendship Brewery



From left: John Friedmann, Paul Cervenka, and Jeff Simarski share beer and friendship at Friendship Brewing.



The brewery was packed with both breweriana and NABA members to appreciate it.



Owned by NABA member Brian Nolan, Friendship Brewing played a major role in the NABA convention. (See sidebar article)

NABA's Creative Director Barry Travis worked his magic to retrofit the historic 1904 Alpen Bräu label to promote NABA's 53rd convention. This was NABA's first digitally printed convention can as in the past, paper labels were used. Although an ample quantity of the cans were produced, they quickly sold out, especially after the delicious beer was sampled on draft in the Hospitality Room. The can is shown here with the beer being enjoyed in a vintage Alpen Bräu sham glass in a photo by NABA member Bryan Bell.



Convention beer



Top right: Alpen Bräu had several labels over the years, but the brand's 1904 World's Fair label is especially beautiful. It served as the inspiration for the can, with examples provided by NABA members Don Roussin and Sam Marcum.

Bottom right: The "new" Alpen Bräu label was designed by NABA Creative Director Barry Travis and commemorated both the NABA convention as well as honoring Rusty and Darla Long for their outstanding volunteerism toward making the convention a big success.



Friendship with NABA by Rusty Long

NABA member Brian Nolan is the founder and owner of the highly regarded Friendship Brewing Co., which now has three branches and features extensive breweriana displays from Brian's collection.

Friendship played a major role in NABA's 53rd convention as official sponsor. This included a stop on the bus tour as well as conducting and providing the beer for the annual Brewmaster's Dinner as well as for the Hospitality Room and Craft Beer Tasting event.

To celebrate our convention city of St. Louis, NABA's leadership discussed with Brian the idea of creating an exclusive beer that would pay homage to the city's grand brewing tradition. For this project, we chose to reimagine the famous St. Louis brand, Alpen Bräu, which was the flagship beer of the Columbia Brewing Company. We wanted the beer to be authentic to the Pre-Prohibition era. Historical ads compared the beer to the styles popular in the beer gardens of Germany.



After researching the beer ingredients and brewing techniques of similar Pre-Prohibition beer styles, Brian and his team at Friendship set out to make their interpretation of what that early Alpen Bräu may have been like. The resulting beer could be described as an American Pre-Prohibition style lager with German influence. The "new" Alpen Bräu was made with period-correct ingredients that included lager yeast, Cluster

hops (one of the oldest hop crops in the U.S.) as well as Hallertau hops (one of the 4 original Noble hops that are responsible for the signature flavors of European pilsners and lagers).

The resulting beer was a delicious and well-balanced brew with a pale gold color and flavor that was somewhat hoppy but also "snappy" with a corn sweetness. It was relatively low in both alcohol and bitterness at 5% ABV and 33 IBU, respectively.

continued on page 24



Wednesday, July 31

Brewmaster's Dinner

Always a convention favorite, this year's dinner once again featured a variety of beer styles and delicious dishes that were expertly paired by NABA member Brian Nolan of Friendship Brewing Company.



Enjoying their "welcome" beer at the beginning of the dinner were, from left, Jim Wolf, Jane Wolf, Ann Fondren, Bob Fondren, Allan Aprea, Larry Moter, and Kathy Krans, in a photo taken by Greg Lenaghan.



Among the volunteers pouring beers for the Brewmaster's Dinner are clockwise from left: Kevin Crowl, Chris Reed, John Coughanowr, Brian Langenbach, and Dave Donovan.



Founding NABA member Helen Haydock chats with one of NABA's younger members, Jon Mowat.

Thursday, August 1

Seminars

The annual seminars drew large crowds. This year's three seminar topics were very diverse and created considerable interest.

Randy Huetsch made a highly visual presentation showing about 80 different Pre-Prohibition corner signs from the St. Louis area. Included were color photos of the surviving signs as they exist in current collections as well as old black and white photographs depicting how these signs and others not known to still exist once adorned saloons "back in the day."



Ken Quaas, with the assistance of Mike Michalik, Dave Alsgaard and Scott Bristoll, presented the topic of "Exit Strategies" that covered ideas for liquidating your collection and putting together a cohesive plan when the time comes to do so.

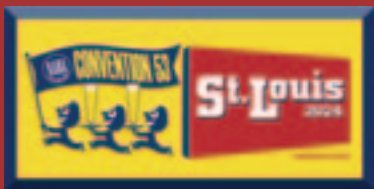


Barry Travis gave an engaging talk on "tips and tricks for building and bettering your collection." This included how to market yourself as a buyer/collector of breweriana and how to clean and preserve your artifacts once they are acquired.

continued on page 26



The always popular seminars drew large crowds.



Thursday, August 1

First Timer's Reception

For more than 65 NABA members and their guests, the St. Louis convention was their first. These “first timers” were invited to a reception on Thursday afternoon to welcome and thank them for attending and provide them the opportunity to meet and hear from the NABA Board members as well as their fellow first-time convention attendees.



Iowa's Jim Schwery and England's Peter Dickinson were also attending their first NABA convention.



Recently joined members Don Johnson, Penny Johnson, and Debra Hoffman traveled from Maryland to attend their first NABA convention



The veterans came, too!

At Left: Helen Haydock (R) joined Debra Hoffman and Dave Hoffman for the festivities. Far from being “first timers,” both Helen and Rei were invited to attend as inspiration for the crowd – each of them have been to more than 50 conventions! At Right: Reino Ojala (L), John Ojala, NABA Past President John Ferguson, and Bryan Ojala.

Tastes of Texas

by Charlie Staats

On Thursday night, **Matt Scherzinger** of Cypress, TX gave a well-attended, impromptu historical talk about Southern Select and Grand Prize beer and how they have recently been reprised of sorts by craft breweries in Texas.

This was accompanied by a tasting of three different beers from two Houston breweries. The beers sampled were current versions of Magnolia Grand Select and Richelieu from New Magnolia Brewing and Grand Prize from St. Arnold's Brewing.

Magnolia Grand Select is brewed to the original 1913 “grand prize” winning recipe of the Pre-Prohibition brand Southern Select. That beer was made before Prohibition by the Houston Ice & Brewing Company, also known as Magnolia Brewery.

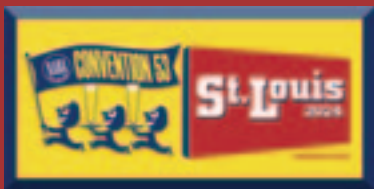
The original Southern Select was created by legendary brewmaster Frantz Brogniez. Frantz's grandson, Phillip (a NABA member), provided the original recipe for New Magnolia Brewing to re-create it. Phillip Brogniez also provided New Magnolia with his grandfather's original recipe for Richelieu, a Pre-Prohibition brand of dark beer.



In the meantime, Saint Arnold's Brewery acquired the rights to the Grand Prize Beer brand name and began brewing a reimagined version of it.

In his presentation at the convention, Matt Scherzinger provided this historical background as well as samples of Magnolia Grand Select, Richelieu, and Grand Prize beers. He drove to St. Louis with many cases of the beer and shared them with his fellow NABA members at his own expense, creating an enjoyable and educational event.

continued on page 28



Friday, August 2

Craft Beer Tasting

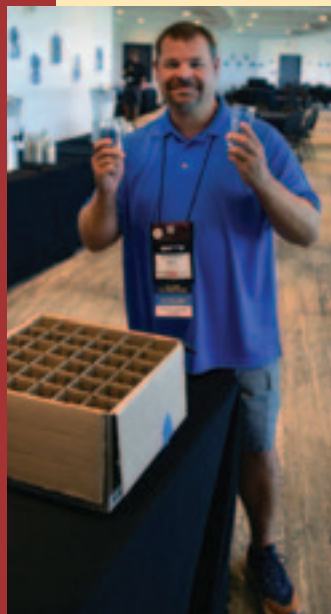


Hundreds of members enjoyed the wide variety of local craft beer.

The costs for the two-sided, 5 oz. commemorative taster glasses given to NABA members was generously underwritten by the Cone Top Museum of Vicksburg, MI.



The local craft beer tasting event has become a NABA tradition and serves as a pre-banquet cocktail party. This year's event was held in the rooftop ballroom of the hotel, with a beautiful view of the airfield at the St. Louis Airport.



NABA Director Chris Watt, along with his twin sons, greeted arrivals and handed out the taster glasses.



Mark Sanders is dressed for success at the craft beer event.



Brian Langenbach enjoys a sample of the beer.



Art Distelrath celebrates at the tasting event. Art was another of the many volunteers who helped pour at the tasting.



Dave Donovan also helped pour at the tasting.



Lori Kaiser and Don Kaiser enjoyed the event.



Stevan Miner of NABA's Membership Committee and John Coughanowr were among the volunteers who helped pour the beer tasting samples.



Marvin and Cindy Gardner, enjoying the event.



The dynamic duo of daughter and mother Cassidy and Cheryl Komp bring fun wherever they go.

continued on page 30



Friday, August 2

Annual Presentation Banquet



Ken Quaas is seen here—completely surprised—after Creative Director Barry Travis interrupted him at the podium early in his talk to present him with The Herbert A. Haydock Founder's Award, NABA's highest honor.



Ken Quaas presented Joel Gandt with a token gift of NABA's appreciation for his efforts and generosity in supporting the convention. The gift was a metal sign that imitated an actual Pre-Prohibition Lemp Beer sign that Joel owns, with his name substituted for Lemp. The design was by Barry Travis and the sign was produced by Tom Terwilliger.



Nearly 400 people attended the Presentation Banquet, a highlight of the convention that is included as part of the registration fee.



NABA Vice President and Convention Chair Mike Michalik announced the 2025 convention in Kalamazoo, MI as well as the 2026 convention in King of Prussia, PA, a Philadelphia suburb. He also thanked the many convention volunteers, including giving an award to Rusty Long, who did a masterful job in acquiring free beer for the convention from a wide variety of local craft breweries.



Our annual Presentation Banquet brought the “NABA family reunion” together to enjoy a meal and the company of their fellow members. The presentations included news of the club, financials, updates on our various partnerships and awards.

NABA President Ken Quaas presented an overview on the club's tremendous membership growth and future plans. Reports also were given by Treasurer Jim Kaiser on financials, Vice President and Convention

Chair Mike Michalik on future conventions, and Mark Rogers on the Trayman project.

Awards were given and members who have passed away over the past year were honored and remembered. NABA's newest “comedic duo” of Chris Moore and Helen Haydock ended the evening with a humorous discussion on the NABA/Cone Top Brewery Museum partnership and Cone Top's acquisition of the Haydock Collection.

Mark “Trayman” Rogers updated the group on the tremendous progress of the Trayman2.0 website, that is focused on visually capturing and documenting every serving tray ever produced in North America.



Helen Haydock and Chris Moore took to the stage to discuss the adventure of the acquisition of the legendary Haydock Breweriana Collection by Chris's Cone Top Brewery Museum, which he calls “NABA's Front Door.” The announcement became more of a comedy act, which left the large crowd roaring and proved a highlight of the evening's festivities.



Alycia Perino and Skyler Edwards with their son, Sage Edwards, get ready for the banquet.

continued on page 32



Friday, August 2

“Woodstock”-themed After Party



Les Jones, Jr., Jessica Schade and Brian Schade enjoy the banquet.



These two dedicated NABA legends, Reino Ojala and Helen Haydock, received a rousing ovation at the banquet. No one has been to more conventions. Rei made his record 53rd straight convention—he has been to them all. Helen has been to 52 conventions and only being hospitalized kept her away from the 2017 event.

Going the distance

NABA members traveled from near and far to attend the convention. Those who came the farthest—more than 1500 miles— were given a ceramic plaque to help commemorate their journeys.

Steen Borup-Nielsen – *Denmark*
 Peter Dickinson – *England*
 Ray Geyer – *Montana*
 Ben Smith – *California*
 Dan Ringhofer – *California*
 Mark Young – *California*
 Tim Schweighart – *California*
 Turkey Lardinois – *Nevada*



Jim Wells – *Washington*
 Norm Irby – *Washington*
 Chris Moore – *Washington*
 Mike Scherer – *Washington*
 Dave Unwin – *Washington*
 Pete Magnuson – *Oregon*



Yes, the outfit was classic. But it was the “eye” glasses that caused all the double takes when encountering Barry Travis at the Woodstock affair.



It was 1969 all over again for Don and Mary Ellen Roussin, who were perfectly outfitted.



A Woodstock-themed poster to promote the event was created by Barry Travis.

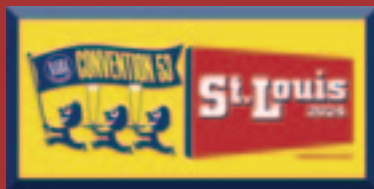
The post-banquet after party was co-sponsored for the third year in a row by the Jersey Shore Chapter, this time in partnership with the local Gateway Chapter of the St. Louis area. The party had a “Woodstock” theme and there was plenty of beer and snacks to go with the tie dye attire. It was a groovy way to end the week!



From left: Joe Radman, Jim McCoy, and Turkey Lardinois get their tie dye on at the party.



continued on page 34



Saturday, August 3

Saturday Trade Show

The Saturday Trade Show was open to the public, had a convention record of more than 200 sales tables and thanks to heavy local promotion, had a couple hundred walk-ins.



Keith Rist browses the many sales tables at the show.



Todd Barnes of NABA's Membership Committee brought plenty of great stuff to sell from his home in Arizona.

NABA Board Member Charlie Staats (left) joins good friends Ron Satterlee and Faye Satterlee as part of the sizable contingent of Texans at the convention.



Rosie Zeppenfelt and Mark Zeppenfelt at their sales tables. Mark, a second-generation NABA member, is always one of the premier sellers at NABA conventions.



Herb Hanson and his daughter, Carmen Tande, visited with The Handsome Waiter

St. Louis...51 years ago

Meeting in St. Louis: In August 1973, the second convention was fittingly held in what might be considered America's second greatest brewing city: St. Louis.

Anheuser-Busch was the brewery host, with a visit to Falstaff as well. Then in its second year, NABA's membership was booming, making for a much larger convention gathering.

New NABA member Doug Bakken, who also was Anheuser-Busch's archivist, was instrumental in helping with the local arrangements, along with NABA officer Paul Haudrich.

Herb Haydock was elected as the second NABA President for the 1974-75 term, taking over for John Murray.



Mugs were created for the 1973 convention, a popular idea that began with the first convention a year earlier. All of the names of the 70 members who attended were printed on the opposite side. This was considerably more than the 36 members listed on the 1972 mug, showing the club's impressive growth in its second year of existence. The tradition of convention mugs was carried on until 1999. By then, NABA had grown to more than 1000 members, with hundreds attending the conventions annually. There simply was no longer enough space on the mugs to accommodate the names of all of the convention attendees.

A limited edition of 25 numbered, stained-glass windows were created to commemorate the 2nd annual convention in St. Louis—the one and only time NABA undertook such an endeavor.



Embroidered patches of the newly-created NABA crest were made available to the members.



Some of NABA's 1973 officers stand with the newly-created club banner, made by Helen Haydock. From left: Herb Haydock, Vice-President, Dick Hinds, Newsletter Editor, John Murray, President, Paul Haudrich, Corresponding Secretary, and Bob Gottschalk, Recording Secretary. Sadly, all of these gentlemen have passed except Paul Haudrich, who at 91, is one of NABA's most senior members and still active in the hobby.



by Ken Quaas

The “Haydock Haydays” of the Summer of ‘24

It has been a very busy year for the team at the Cone Top Brewery Museum in Vicksburg, MI, and NABA members have been able to experience and enjoy the benefits of their hard work.

Following the acquisition of the Haydock Collection in February (chronicled in the Spring 2024 issue of this magazine), the Cone Top crew began planning how best to exhibit this extensive and amazing assemblage of breweriana. The result was the creation of an engaging event called the “Haydock Haydays,” which celebrated not only Herb and Helen Haydock’s renowned collection, but also their guiding role in the founding of NABA in 1972.

As with Cone Top’s memorable “Northern Lights” breweriana exhibit last year, the challenge was to design “Haydock Haydays” to again be not only engaging and experiential, but also to maximize the potential of two very different spaces with varying sizes. First the team needed to craft a compelling display for the museum’s current quarters in three adjacent 1870s buildings in Vicksburg by early June. Next, the exhibit needed to travel and be adapted for St. Louis, where NABA was holding its 53rd Annual Convention in late July. There, it would be housed within the relative confines of two large conference rooms at the convention hotel.

This Vicksburg exhibit required a launch in early June, in time for The Vicksburg Old Car Festival. Celebrating its 43rd year, the Old Car Festival annually draws thousands of vintage car enthusiasts to this historic, Western Michigan



Herb, Helen & Old Stove: A “tribute wall” to Herb and Helen Haydock was created from a picture of them at the Oldenburg Brewery in the early 2000s. Guests were invited to have their picture taken with the huge image. Old Stove is the well-known Seattle brewery—now with three branches—owned by Chris Moore.

village. The Festival always presents an ideal opportunity to expose the crowds of old car enthusiasts to vintage breweriana, the Cone Top Museum and of course, its partner, NABA.



**Vicksburg, MI,
June 7-8**

The event in Vicksburg was a two-day affair, which featured the gala opening of the “Haydock Haydays” exhibit with private reception for NABA members, a celebration dinner honoring Helen Haydock, the exhibit’s opening to the general public and of course, a breweriana show



A “Pre-Pro” setting (above): With its high ceilings and newly installed, historically-correct windows, the upper front room of one of the restored buildings provided the perfect venue to re-create an early 1900s parlor, complete with period-style furnishings. This was the setting to display a number of Pre-Prohibition era lithographs and trays.

The parlor’s inspiration (tray photo above): This memorable scene, one of Helen’s favorites because it shows a family, served as one of the inspiration pieces for the period room. The tray is for Silver Foam Beer, Export, and Pilsener, Grand Rapids Brewing Co., Grand Rapids, MI. 16 x 13 in., by Kaufmann & Strauss Co., New York, NY. Grand Rapids is just 65 miles north of Vicksburg.

A parlor visit (at left): Helen Haydock enjoys a chat with longtime friend and NABA stalwart Roger Owen amidst the display of rare and vintage breweriana.

continued on page 38

The breweriana gallery

Behind the parlor was a starkly different, but equally stunning space. Here the breweriana was displayed in a more contemporary, minimalist way—more in the fashion of a Soho, loft-style art gallery in New York City.



Accented by neon's glow: Large, dramatic outdoor neon-on-porcelain signs dating from the 1930s were interspersed with the lithographs and die-cut cardboards in the gallery. From left:

Kingsbury Beer: A more rustic-themed example, from Kingsbury Breweries Co., Manitowoc, WI.

Schlitz Beer: An Art Deco-styled example, Jos. Schlitz Brewing Co., Milwaukee, WI.

Gluek's Beer: The familiar six-pointed "Brewer's Star" logo, Gluek Brewing Co., Minneapolis, MN.

Schmidt's City Club Beer: An Art Deco styled example, Jacob Schmidt Brewing Co., St. Paul, MN.



Honoring Helen

A banquet honoring Helen Haydock was held by the Cone Top Museum. More than 50 guests attended, including Helen's family, many of her longtime NABA friends, all of the NABA officers, and several Board members.



Above: Cone Top developer Chris Moore prepares some speaking notes as Helen shares a laugh with her nephew, Joe Haydock.
Left: Chris was one of several friends and family who gave moving tributes about how Helen has positively impacted their lives.

The second annual Cone Top /NABA show

The breweriana show was held on Saturday, June 8, and once again organized by Clayton Emery and Paul Cervenka, both of NABA's Membership Committee. The show was supported by the local chapters in Michigan.



The Handsome Waiter served in Vicksburg. He wouldn't miss this show, and neither did these great NABA members.
Kneeling: Don Kaiser, Beer Dave Gausepohl, Paul Cervenka, NABA Membership Committee.
Standing: NABA President Ken Quaas, NABA Vice President Mike Michalik, NABA Creative Director, Barry Travis, Keith Kerschner, Thomas Philport, NABA Secretary Dave Alsgaard, Carey Williams, Ken Krie, Keith Rist, NABA Director Charlie Staats.



Touring The Mill. Following the breweriana show, Chris Moore led an impromptu tour of The Mill for the many NABA members who came to Vicksburg and followed that by providing a delicious, catered buffet dinner under a tent.

continued on page 40

Cone Top's temporary home

In the next few years, the massive Mill complex will open and permanently house the Cone Top Brewery Museum. 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 a painstaking transformation. These are prominently located on Main Street in the heart of downtown Vicksburg, just a short distance away from The Mill.

These three structures have had significant interior and exterior renovations over the past two years. The extensive façade work shown here is set to be finished by the end of 2024 with the goal of restoring these 1870s-era buildings to their historic architectural glory. They make a fitting temporary home for the museum.



The exterior of the buildings currently being used to house the Cone Top Museum as it looked in June.

The trio of buildings are being restored to their original appearance, as seen in the artist's rendering, at right.



Hanging around: It took a team of workers a full day to mount and electrify the large, heavy sign, which is attached to the masonry of the building's exterior with a heavy steel plate and hangs from a decorative iron bracket.



Neon glow: The newly-hung sign was illuminated in time to shine brightly in the night, casting its glow on the quaint, historic village.



The crane was needed for work on the second story as well as a full restoration of the ornamental cornice that supports the roof overhang.



St. Louis, MO, July 29 – Aug 3

The “Haydays” were enjoyed by about 500 NABA members and guests who attended the Convention. The conference rooms were creatively transformed into gallery space and beer and cocktails flowed.



A rich history: A timeline of NABA's history and a display of all of the commemorative convention mugs, issued from 1972-1999, was displayed. These are now part of the Cone Top Museum's permanent collection that focuses on NABA's history and its various historical artifacts.

A hot spot to hang: The Cone Top display rooms became a popular stop, especially as beer flowed and cocktails were mixed in the company of good friends and stunning breweriana.

From left, NABA President Ken Quaas, Rusty Long, Rob McCarty, NABA Creative Director Barry Travis, Cone Top Founder Chris Moore, Lindsay Fleck, John Kern (master mixologist, behind the bar), NABA Director Bill Baburek, NABA Director Darla Long, Laurie Baburek.



A visit with the “First Lady”: Mike Hajicek (below right photo) and Jennifer Barkley (photo below) were just two of the scores of members who spent time talking with Helen, who along with her late husband, Herb, was one of NABA's founders and has become known as “The First Lady of NABA.” This exhibit room beautifully illustrated the history of NABA and how Herb and Helen helped found the organization in 1972, along with John Murray and Dick Bucht.



Turning back time



In order to create the feel of an early 1900s parlor, the Cone Top team built a set consisting of faux walls with period-style wallpaper and wooden wainscoting. This was complemented with era-appropriate furnishings and oriental rugs. The final touch was mood lighting that highlighted the elegant Pre-Prohibition breweriana.



continued on page 44

Tales of Treasures

found at the 2024 NABA convention

BY RUSTY LONG

Editor's Note:

NABA conventions are known for vigorous "room-to-room" trading and for the large trade show, open free to the public, held on Saturday of convention week. During the convention, friendships are renewed and treasures are discovered to enrich collections. Here are some tales of those treasures, brought to you by Rusty Long.



Rusty Long purchased these two amazing Pre-Prohibition trays at the NABA Convention Trade Show, which was open free to the public on Saturday, August 3rd. These trays are from the last two breweries that were once located in his hometown of Alton, IL, which is about 22 miles north of St. Louis.

RUSTY LONG, ALTON, IL

Serving trays for Bluff City Bottle Beer, Bluff City Brewery, Alton, IL, by The Meek Co., Coshocton, OH, c. 1909. and for Export Beer, Anton Reck Brewing Co., Alton, IL, by American Art Works, Coshocton, OH, c. 1912.

When it comes to collecting, there are a couple of scenarios I always dream about. In the first situation, I am exploring some remote abandoned building, just as I did when I was young. Suddenly, I discover an amazing piece of breweriana that has never been seen before.

In the second scenario, I am at a breweriana show. Unexpectedly, a "walk-in"—someone who is unfamiliar to the hobby—brings in that same piece of stunning breweriana that was previously unknown. Even better, this person somehow finds me and I am able to obtain this treasure from him.

Of course, I always thought that these two scenarios were just fantasies that were fun to think

about but would never actually happen. But then one of them did. This is the story of how that second scenario came to life in the most unlikely way, at NABA's 53rd convention in St. Louis.

Part of the Convention Team

At the convention, I was part of a team that helped put together the week's events and refreshments. This involved a lot of hard work and preparation, but because I've lived near the St. Louis area my entire life, I was honored to be a part of putting on the convention in my home market.

One of my most important tasks was procuring the beer our convention attendees would enjoy all week in the Hospitality Room, as well as selecting the craft breweries we would visit on the Bus Tour. As the week progressed, I was worried about whether I had gotten enough beer and if participants would enjoy the bus tour.

As the convention week progressed, all seemed to be going very well. We had many compliments on the Bus Tour and praise for the variety and quality of beer we had in the Hospitality Room.

Some personal drama

I was feeling good about everything until Thursday night, when a little personal drama struck. Around 8:00 PM, I began to experience abdominal pain that was so severe, I asked my wife "Darla" to take me to the hospital. Suddenly, I found myself in a hospital bed facing emergency surgery on Friday morning to remove a seven-millimeter kidney stone.

At that point, I was saddened by the belief that the convention was over. However, after a successful surgery, I returned to the hotel, had a five-hour nap, and decided I didn't want this setback to end what had otherwise been a great week.

I attended the Friday night banquet, got a good night's sleep, and made my way to the Saturday Trade Show that was open free to the public. I was hoping my efforts to promote the show locally were successful, as I had posted about it on various Internet sites and distributed flyers in breweries, bars, and antique malls.

And then it happened

I had planned to attend the show only briefly to say some goodbyes to all of the great NABA members who had traveled from near and far to attend the convention. I decided to make one lap around the large ballroom, where 200 selling tables were set up. It was then that fate took an amazing twist. I was about halfway through my lap, when I was approached by a man who was holding a cardboard box. He asked if I was Rusty. I confirmed that I was.

He opened the box and there, in all its rare glory, was a Pre-Prohibition tray from Bluff City Brewery of Alton IL—my hometown. As I struggled to contain my excitement, he produced a second tray from Alton's other significant brewery of that era, the Anton Reck Brewing Co.



A rare example of a tray for Bluff City Bottle Beer, Bluff City Brewery, Alton, IL, by The Meek Co., Coshocton, OH, c. 1909. This 13.5-in. tray uses the stock image called "Bertha," which was first used in 1909.



Export Beer, Anton Reck Brewing Co., Alton, IL, by American Art Works, Coshocton, OH, c. 1912. This 13-in. tray uses the stock image called "A Busy Wire," which was used from 1912-1919. The Anton Reck Brewing Co. existed under that name from 1910-1920. This newly-discovered tray is believed to be the only existing example.

I had seen the Bluff City tray before, but it is quite rare and I didn't have one in my collection.

The Anton Reck tray, however, was totally new to me. I had never seen anything like it. Needless to say, my head was spinning with astonishment and what followed was a blur. The man said he lives in West Alton, which is separated from my home in Alton by the Mississippi River. He claimed the trays were found in an old bar there years ago. He was looking to sell the trays, had a price in mind, and wanted cash on the spot.

The man said he wanted the trays to go to someone who

collected Alton breweriana and would appreciate them. I told him he had found the right person and asked how he had found me. It seems that when he first walked into the ballroom he had spotted my good friend John Bittermann, of Joliet, IL. He showed John the trays and John sent him over to me. NABA friends always come through. The man had a price in mind for the trays that I felt was fair to both of us. I handed him the cash and my collector's card with my contact information. I invited him to call me and come to see them in my collection.

With the trays in hand, my excitement settled and I processed what had just happened. It was then that I realized I didn't even get the man's name!

I showed the trays to fellow local collectors who confirmed my belief that the Bluff City tray is rare. And no one had ever seen the example from Anton Reck. I contacted Mark Rogers of *Trayman 2.0 Powered by NABA*, the online beer tray capture project. He confirmed that the Anton Reck tray is not currently in their vast database.

I will always remember the wonderful times I had at this NABA convention. After the nightmare of being in the hospital just one day earlier, it truly made me happy to have one of my longtime collecting dreams come true.

continued on page 46

TODD BARNES, GLENDALE, AZ

Serving tray for Toluca Victoria Beer, Compañía Cervecería Toluca y México S.A., by American Art Works, Inc., Coshocton, OH, c. 1930s.

NABA conventions are all about seeing so many friends, enjoying a variety of activities, and of course, the search and discovery of new treasures to satisfy our passion for collecting.

One of the things I have been collecting for some time is older breweriana from Mexico. This started with just one item that I obtained because I loved the artwork and images used. This got me to focus on and learn about various brewery items from our closest neighbor to the south.

While the United States experienced Prohibition, Mexico did not and its brewing industry thrived, especially as Americans crossed the border to enjoy some of Mexico’s famous brands.

I obtained a couple of Mexican pieces that were new to me at the convention. One is a variation on a 13-inch pie-shaped tray for Toluca Beer that I already had, that dates from the 1930s.

This tray is similar to my other tray in that both carry the slogan on the top rim that translated to English, says, “To drink Toluca or not to drink,” but more colloquially, it is saying, “Drink Toluca or don’t drink.” Both trays also show an open bottle of the beer with a glass that is filled and foaming with Toluca Victoria beer. The brewery is pictured in the distant high desert background. Beyond the brewery is the Nevado De Toluca Volcano, which at more than 15,000 feet high, is the fourth highest peak in Mexico.

The tray differs from my other Toluca tray only in that it does not have the visual of the flowering lily plant with the accompanying slogan which translates to, “Not only the lilies are pure,” which seems to be a reference to the purity of the beer.

The Toluca brewery’s history dates to 1865 and by 1890 was known as the Compañía Cervecería Toluca y México S.A., which is the name printed on these trays. The company became a leading brewery in Mexico and expanded to international markets, with a brand portfolio that eventually included Bock Bier Toluca, Märzen Bock, Lager Bier Toluca, Toluca Extra, Pilsner, and Victoria. The Victoria brand, which is featured on the tray, was introduced around 1906.

In 1935, Cervecería Modelo bought the Toluca brewery’s assets but only kept producing Pilsner and Victoria, its most popular brands. Pilsner was dropped in 1943, but Victoria is still brewed and is considered Mexico’s oldest beer brand.

I am happy to have discovered this piece and look forward to our next convention. Until then, salud mi amigos!



Top: Tray variation acquired at convention

Bottom: Tray already in collection, with lilies at left

RICK BASKEN, ALGOMA, WI

Molded latex back bar statue, Pickwick Ale, Haffenreffer & Co., Boston, MA, c. late 1950s.

As a collector who specializes in backbar statues, I am of course always searching for ones I don’t have. There are about a dozen or so in particular that are fairly rare that I search for regularly on the Internet. One of the statues I have constantly searched for—but never found – is the one of the Mr. Pickwick character, which promoted its namesake Pickwick Ale from Haffenreffer & Co. of Boston, MA. This rare piece dates from the 1950s.

I had never seen one for sale before until I stumbled on this one while checking out room-to-room trading at the convention. I walked into a room and just like that, there he was, standing 14 inches tall, holding his frothy stein of beer, and made from molded latex. I did not hesitate to make the purchase and just like that, my long search for Mr. Pickwick was over.

That’s what I love about room-to-room trading at the NABA conventions. You just don’t know what is waiting for you to discover behind those hotel room doors.



DAVID DULANEY, QUINCY, IL

Cardboard sign for Dick’s Pilsener Beer, Dick Brothers Brewing Co., Quincy, IL.

Among the items I brought to this year’s convention to sell was a cardboard sign for Dick’s Beer from my hometown of Quincy, IL. This sign was a duplicate in my collection as I had found one in better condition.

Both signs, however, had their tops trimmed off and came from a local farm near Quincy, where they had been used as makeshift insulation for an outbuilding. The 21-inch signs had been trimmed down to 16 inches from the top and then turned sideways to fit between the wall studs.

The sign has a tagline at the bottom which encourages people to “Save metal for bullets” and has the catchy slogans, “Quarts save caps” and “Caps slay Japs.” This was a popular theme for many breweries during World War II—encouraging their customers to buy larger bottles, which use fewer bottle caps.

I had only ever seen one of these signs without the top cut off, which belongs to another Quincy collector. The top had the headline “Split A Quart,” which encouraged sharing the quart bottle so only one cap would be used.

I shared this story of the topless sign along with offering a complimentary local Reisch Beer with everyone who stopped by my hotel room and showed interest in it during room-to-room trading. I also related that the sign was quite rare and could be dated to the end of World War II (August 1945) as it only referenced the Japanese and did not include the Germans who had been defeated three months earlier.

Luckily, during one of the times I was telling the story of the cut-off sign, some members of Springfield’s Reisch Brew Crew chapter overheard me and told another member of the group who had brought with him an uncut version of the cardboard sign to sell. We were able to make a deal on it and I was thrilled to add what may be only the second intact version to my collection.



continued on page 48

DAVE GORHAM, MONTEVIDEO, MN

Die-cut cardboard store display, Miller High Life Beer, Miller Brewing Co., Milwaukee, WI, c. 1939.

My journey in discovering this treasure began last year in the hospitality suite at the NABA convention in Schaumburg. My wife and I met Dan Gaffney from New York state and his wife over a couple local craft beers. We talked about what types of breweriana we collect and exchanged contact information and Facebook friend requests.

We chatted occasionally over the next few months, commenting on each other's Facebook posts like anyone else. A little later in the year, Dan told me about a huge collection he was purchasing locally and that the inventory was too vast to be detailed at that time. It was a hoarder house with many beer signs still sealed in the original boxes.

He knew that I collect items from Miller Brewing Company and had noticed one old Miller piece early on in the pick. Knowing that was in my wheelhouse, he contacted me straight away and we made a deal.

I have a similar piece in my collection, so I thought this would go right along with it. He brought it with him to this year's NABA convention, and much to my surprise it was significantly larger than the other piece I have—nearly twice the size. Needless to say I was thrilled to add this beauty to my collection.

Dan told me he is still working on removing the entire collection from the widow's house but assured me that I would get first dibs on any further Miller items discovered.

I am sure that mine is one of many similar stories, where friendships are made at the convention and those friends look out for each other in their pursuit of breweriana treasures. What a great hobby!



RANDY HUETSCH, CHESTERFIELD, MO

Faust Beer stein, ceramic, 5.75 in. tall, Anheuser-Busch Brewing Association, St. Louis, MO., c. Pre-Prohibition.

NABA's 2024 convention allowed me to add a special item that has been high on my wish list. During the Saturday Trade Show, I was shocked when I struck gold—I found the elusive gold-lettered version of the ceramic stein for Faust Beer.

The Faust Beer brand dates from 1884 and was named for the famed St. Louis restaurateur, Tony Faust, who was a favorite drinking buddy of Adolphus Busch. The close friends became in-laws when Busch's son married Faust's daughter in 1897.

The Faust brand was discontinued before Prohibition but revived by Anheuser-Busch 100 years later in 2015, using the original recipe from its archives, to celebrate the 250th anniversary of the founding of St. Louis. A Vienna-style lager, it was available only on draft in the St. Louis market for a short period of time.

These Pre-Prohibition Faust steins all have the same blue and white floral visual pattern and feature the Mephistopheles character, a demon from German folklore featured in the German play "Doctor Faustus." The mugs can differ by their color treatment of the "Faust" brand lettering. There are four different color versions of the brand lettering. Two have black letters: one with the black letters trimmed in orange and another trimmed in a cream color. There is a third version with all blue letters, and the fourth and rarest version is with the gold lettering. I don't know why it's rarer.

Individually hand painted, these steins were fired in a kiln to encase the brilliant paint colors and they remain vibrant, even at more than 100 years old. The gold-lettered versions, however, often have faded letters, which happily, is not the case with the example of this beautiful stein that I unexpectedly found.



Postcard of Tony Faust's Oyster House and Terrace restaurant as it looked in 1877.



STEVAN MINER, WINNEBAGO, MN

Hamm's ashtray featuring a local tavern, c. late 1960s.

I was happy to attend yet another successful NABA convention this year. I like it when they are in the Midwest, like this one in St. Louis. That's because I'm a collector of Hamm's Beer memorabilia and the closer I get to the Minnesota "Motherland" of Hamm's, the more likely I'll find some great items available for purchase.

Even before checking into my hotel on Tuesday, the hunt was on, as there were quite a few rooms already open for business. Although I had a couple of items pre-purchased, that is not nearly as fun as finding something for my collection "in the wild" of a hotel room.

Later in the evening on Tuesday, I discovered a great Hamm's Beer ashtray that I had never seen before. What makes this ashtray especially interesting is that the face shows the tavern's exterior, with the famous Hamm's outdoor sign prominently displayed. I have 231 different Hamm's ashtrays in my collection and this is the only one I have ever seen that shows a tavern on it. I don't think it is an "official" Hamm's distributor-produced item.

The tavern pictured is called Loff's Recreation, located in Clinton, a town in northwestern Minnesota near the border with South Dakota. An Internet search revealed that Maurice and Gladys Loff purchased and operated Loff's Recreation from 1966 until 1977. The Loffs must have been quite proud to feature Hamm's on tap. I would have loved to have walked through the door of this tavern and ordered a frosty mug. I can only imagine what other great Hamm's breweriana that Loff's might have had on display.

The ashtray was in excellent condition (it may never have been used) and most likely dates from the 1960s. Buying it was a slam dunk for me.

I picked up a few more items as the convention progressed. But the rest of the week went by way too quickly with taking tours, visiting friends, and just soaking in the atmosphere of the kind of well-run beer show that is a hallmark of NABA.



DENNIS MORGAN, LAKEWOOD, CO

Brass corkscrew opener, Stegmaier Brewing Co., Wilkes Barre, PA, c. late 1880s.

This was my first NABA convention and I was hoping and expecting that I'd be bringing home a variety of breweriana, both big and small, from my collecting focus, Stegmaier Brewing Company of Wilkes Barre, PA. I even checked an oversize suitcase on United Airlines to safely transport anything I would be bringing back to Denver.

Ironically, what I acquired at the convention would easily fit into my carry-on backpack and I couldn't have been happier! Sometimes it's the small items that make the big picture. Not only did I find a Stegmaier Pre-Prohibition tip tray upgrade and numerous 1930s-1940s Stegmaier ball-knob taps from the 1930s-1940s, but I also discovered one of the oldest Stegmaier brass pocket corkscrew bottle openers in existence.

Measuring just over three inches when closed, this piece is one of the smallest, by far one of the rarest, and I think the coolest item in my collection. According to Jim Osborn, the bottle opener collector I bought it from, this piece is very rare with only a few known to exist. This was confirmed by NABA officer John Stanley, co-author of *The 2023 Handbook of United States Beer Advertising Openers and Corkscrews*. The opener appears on page 148, is classified as a P-62, and was patented by William Rockwell Clough in 1886.

Although this was my first NABA convention, it will certainly not be my last! And next year I'll once again be bringing a large, empty suitcase in anticipation of more and perhaps even larger Stegmaier breweriana treasures.

continued on page 50



JANE MUELLER, SAINT PETERS, MO

Falstaff Beer Calendar, for Falstaff Distributing Co., Jefferson City, MO, dated 1959.

Before coming to the convention, I noticed that members were posting pictures on the NABA Facebook page of items they were bringing, along with a statement that the items would only be available once their room was opened.

I have collected breweriana from Falstaff and Griesedieck Brothers breweries from St. Louis for over 40 years. One of the items that I've been searching for is a calendar from 1959, because that was the year that I was born. Matt Olszewski posted a picture on Facebook of a beautiful 1959 calendar that he would be offering for sale at the convention. It was created for Falstaff Beer by the Falstaff Distributing Company of Jefferson City, MO. I very much wanted to add this calendar to my collection.

I began my search for Matt when I arrived early in the week at the convention hotel. I chatted with other members and asked about his whereabouts. Was he at the hotel yet? Yes, he was. Did anyone know where his room was? Yes, they did! Stalking his room became my paramount pursuit until his door was finally open. I timidly entered the room in search of the treasure that I wanted to add to my collection.

Once Matt's room was open, I quickly weaved through the throng of NABA shoppers looking at the many items he brought to sell. I saw the calendar lying flat and prominently on the bed and within moments had it in my hands, ready to make a deal.

Sometimes there are rare items that I regret missing out on at conventions. But I remind myself that if I find one item that I would not have found elsewhere, then I have made my week. I can honestly say that finding this calendar and adding it to my collection more than made my week! Thank you, Matt!



MIKE OVERSCHMIDT - SAINT PETERS, MO

Lighted motion sign with clock, Falstaff Beer, Falstaff Brewing Corp., St. Louis, MO, c. 1965.

I consider myself a low budget collector. I have only a handful of items in my collection for which I paid more than \$200. My favorite NABA convention find stays consistent with that strategy. It's neither super rare nor high dollar but I'm excited to have it, nonetheless.

The longer I collect, the more I find myself drawn to three areas of focus: smalls from John B. Busch Brewing Co. of Washington, MO (1854-1919) and motion signs from different St. Louis and Milwaukee breweries.

At this year's convention I scored this mid-1960s Falstaff clock with color motion spots that appear and disappear behind the beer mugs as the color wheel spins. I've admired this piece in other collections for years and it was on my bucket list. This piece was officially called "Floating Mug Cash Register Unit with Mug," and was manufactured by Lakeside Plastics, Minneapolis, MN between 1965-1968.

I've seen this clock for sale before at various shows, but at prices that were more than I wanted to pay, or the condition was not great. This one isn't perfect but it's just right for my collection at the "Underbar," my home bar that houses my collection.



GARY WELCH, CLINTON, IL

Blatz Bulletin, Blatz Brewing Co., Milwaukee, WI, dated June 1937.

I had shared a beer with Charlie Staats at the NABA convention in Schaumburg last year and was aware that he's well known in our hobby and always has good stuff for sale. So, I was delighted to see he had arrived in St. Louis from his home in Texas with a load of goodies for room-to-room trading at this year's convention.

I collect Blatz and I like to make things easy at shows for others to know that, so at the convention, I was wearing my Blatz T-shirt with my Blatz-labeled work shirt over it. When I stopped by Charlie's room, I quickly spied a Blatz 1936 Texas Centennial beer menu. According to Andy Prutch's "Beer Menu Covers" book it's one of only four known variations, so I was glad to purchase it.

Charlie mentioned that he had a Blatz "Service Bulletin" issued by the Blatz Brewing Company, advising that the sale (or gift) of beer to Indians was a violation of Federal Law. Was I interested in the piece? Boy was I! But after a quick look around the room, neither Charlie nor I could locate it. He took my number and said he would call when he found it.

About an hour later, my phone rang and it was Charlie, who had found the bulletin, which was dated 1937. I hopped on the elevator and a few minutes later for the grand price of \$10, it was mine!

I love ephemera like this. My other hobby is genealogy and I have documentation of my Native American heritage. I'm also well aware of the sad struggles of Native Americans with alcohol so I have bittersweet feelings about this Bulletin, it is an interesting part of history and has become a valued part of my Blatz collection. Another acquisition to remind me of why I love NABA conventions.



MARK YOUNG, LOS ANGELES, CA

Painted brass, flat "cap lifter" opener, Tech Beer, Pittsburgh Brewing Co., Pittsburgh, PA, c. 1916.

John Stanley is the widely known "King of Openers" and is a truly fine individual. Every time I would see John over the last 20 years, I'd ask, "What do you have for me, John?" He would always flash his wry smile, knowing full well that I was asking specifically for the "Holy Grail" of beer openers that would complete my opener collection from the Pittsburgh Brewing Company.

"One of these days, Mark" or "Be patient" would usually be John's response. Occasionally he would tease me with nice openers from other Pittsburgh breweries, but just give me that same, familiar smile when I'd pout over not getting the one opener I most wanted. This was an extremely rare, Pre-Prohibition painted brass opener for Pittsburgh Brewing's Tech Beer.

That all changed in St. Louis, when John visited my room, smiling a slightly different smile this time. I again asked my standard question, and he responded, "Today's the day Mark. We're not getting any younger and it's time for you to care for this beauty!" Yahoo! The smile was now on my face! My longtime quest was finally complete and so was my collection of openers from Pittsburgh Brewing Co.

In the future, I will still greet John with, "What do you have for me?" Who knows? The "King" may one day have yet another surprise waiting.



From the Man of Sky Blue Waters

Chris Sauro was a long way from being the biggest guy on his high school football team in St. Paul, MN, but the scrappy Italian kid made up for it with grit. It was a sweltering August afternoon in 1947. Chris, then a senior in high school, found himself in a scrimmage, lined up across from a bigger, taller kid named Lynn Johnson, who played on a team from nearby Mendota. The two star players from their respective teams battled each other on the gridiron that day and a mutual respect from that encounter ultimately developed into a friendship that would endure for decades.

Chris graduated high school and enlisted in the U.S. Marine Corps. Lynn also graduated and went to the University of Minnesota and spent time in the U.S. Air Force and then the Minnesota National Guard.

The beer business of beer

Lynn had become intrigued by the liquor distribution business as a teenager while working in his father's grocery store. So the 24-year-old started the Lynn Johnson Co. in St. Paul in 1954. With a rented truck, a converted

roller skating rink for a warehouse, and a tiny portfolio of liquor brands, Lynn Johnson hit the streets as a one-man operation. He'd take orders during the day, load the truck at night, and make the deliveries the next day.



Whether it was the gridiron, in the Marines, or delivering beer down a tavern's steep flight of stairs, Chris always took pride in his "uniform" appearance.

The business took off and in the late 1950s, Lynn's brother Mitchell joined him and the company's name was changed to Johnson Brothers Wholesale Liquor Company.

In the meantime, after an 8-year stint in the Marines, Chris Sauro also went into the

distribution business. He took a job as a delivery driver for McLean Distributing Company. In 1957, McLean became Twin Cities Sales Company, the exclusive distributor of Hamm's Beer in its hometown of St. Paul.

The Hamm's deliveryman

Just a few years later, around 1970, Johnson Brothers purchased Twin Cities Sales Co. and Chris and Lynn were reunited. Chris performed as an invaluable employee who was just as dedicated as he had been on the football field. He continued his role for Lynn Johnson and his company, locally delivering the famed beer from "The Land of Sky Blue Waters."

Chris had successfully developed relationships with the taverns of St. Paul that he serviced. He took pride in wearing his crisp, pressed uniform—a shirt embroidered with the Hamm's label, matching



Lynn Johnson in 1953, the year he started his distributing company.



Chris Sauro as a Marine and when he began his career working for a beer distributing company.

colored pants and a delivery driver's hat with a Hamm's Beer patch sewn prominently above the hat's brim. Each day he loaded his truck, made his rounds of deliveries, and often would have to be

chased out of the warehouse at the end of the day. While other drivers might take advantage of a meal or drink at various taverns and restaurants on their daily route, Chris always packed his lunch. He delivered kegs and cases in narrow passageways and down steep stairs, where maneuvering bulky barrels of beer was both a challenge and an art. Even though he was small in stature, he impressed his customers with his ability to hoist full, 31-gallon barrels of beer which weighed upwards of 250 pounds.

Lynn Johnson implicitly trusted his longtime friend, to whom he gave the keys to the company's vehicles and its distribution warehouse. Each winter, Chris and Lynn would take a road trip south to Lynn's

continued on page 54

Chris wore his Hamm's hat everywhere, including here at his 90th birthday celebration in 2020, with his granddaughter, Gianna. Not surprisingly, Chris was buried with his beloved cap.



Barry Travis recalled of this 2016 photo, "I can still hear Chris swearing about all the 'stuff' that his wife kept in the basement, as he pulled new Hamm's calendar bears out from beneath the stairs."



Chris did not believe in throwing things away. The basement of this longtime Hamm's deliveryman was a time capsule representing his 50 years in the beer business and even included elements from some of the failed Hamm's ad campaigns after liquor company giant Heublein bought the company in 1965.



An array of much-worn Hamm's hats testifies to Chris's long career delivering the brand, as well as the fact that he never threw anything away.

Hamm's treasures



Included among the treasures was a complete run of Hamm's calendars spanning 1961-1973.



Chris even kept his nametags from Hamm's sales conventions.



An assortment of sales incentive jewelry was kept in original boxes and was coincidentally created by Jostens of Minneapolis, MN, the company where Barry works.



Hamm's "Reflections" was a bi-monthly magazine for employees. Chris even kept the mailing envelopes in which he received them.



Chris also delivered Leinenkugel's in the 1950s and these new old stock pieces were included among his vast collection.

vacation home in Florida. All told, Chris worked for Johnson Brothers and its predecessors for 50 years, and the Johnsons considered him family.

Meeting Chris

A friend of mine knew Chris and thinking he would be intrigued, took him to the legendary Hamm's breweriana show in Medina, MN. Unlike nearly every Hamm's enthusiast who attends the popular show, Chris was unimpressed by what he saw offered at the show. That's because he already owned a lot of what was for sale and liberally mixed in various profanities—a trademark of his—while saying so. As he scanned the long aisles of tables full of Hamm's memorabilia, Chris nonchalantly muttered, "I got

that...got a bag of those...yep, got one of them."

I met Chris in 2016. My friend took me over to Chris's home to meet him. I've seen a lot of collections, but the contents of Chris's basement and garage amazed me. It was clear that he didn't throw anything away. When the point-of-sale advertising that he had delivered along with the beer had outlived its usefulness, Chris simply brought it home for safekeeping.

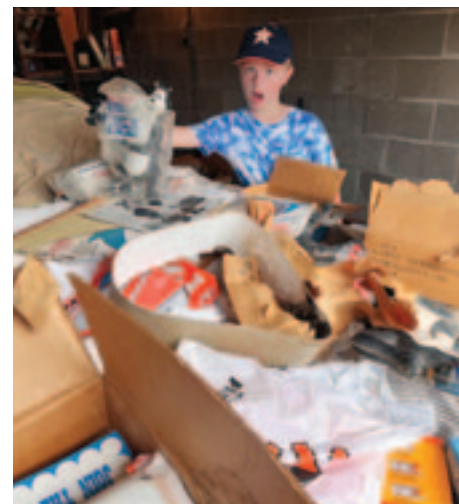
Chris and I hit it off as we discussed Minnesota beer brands past, and a friendship was born. I was fascinated to hear his stories in vivid details of his 50 years in the beer business.

He showed me around his jam-packed basement, pointing out the variety of breweriana that hung on his walls and providing

background on each. There was an array of items from Grain Belt, Leinenkugel, a few imports, and of course lots of stuff from our mutual favorite, Hamm's. He had many signs, inserts, displays, and calendars. There were even several Hamm's calendar bears, still hibernating in their original boxes from the 1970s.

Staying in touch

Although he was well into his 80s, Chris could still tell stories with crystal clarity, made all the more amusing by being peppered with proper profanities. I tried to visit Chris a few times a year, as I enjoyed his tales and would learn something new from them. And he'd always be shocked at the money I'd give him for the few Hamm's items he was sometimes willing to sell.



Barry's son Jude accompanied him to pick up the collection and was amazed to find many never used Hamm's calendar bears, still wrapped and hibernating in their original boxes from the 1970s.

Chris passed away in April 2022 at 92 years old. He was honored with both a full military funeral and a police escort. His dirty and well-worn Hamm's



drivers cap was placed on his casket and ultimately, buried with him. His longtime, close friend Lynn Johnson passed in 2014, but not before building Johnson Brothers Distributing into what it is today - one of the largest distributors in the country, operating in 17 states with more than 4,000 employees.

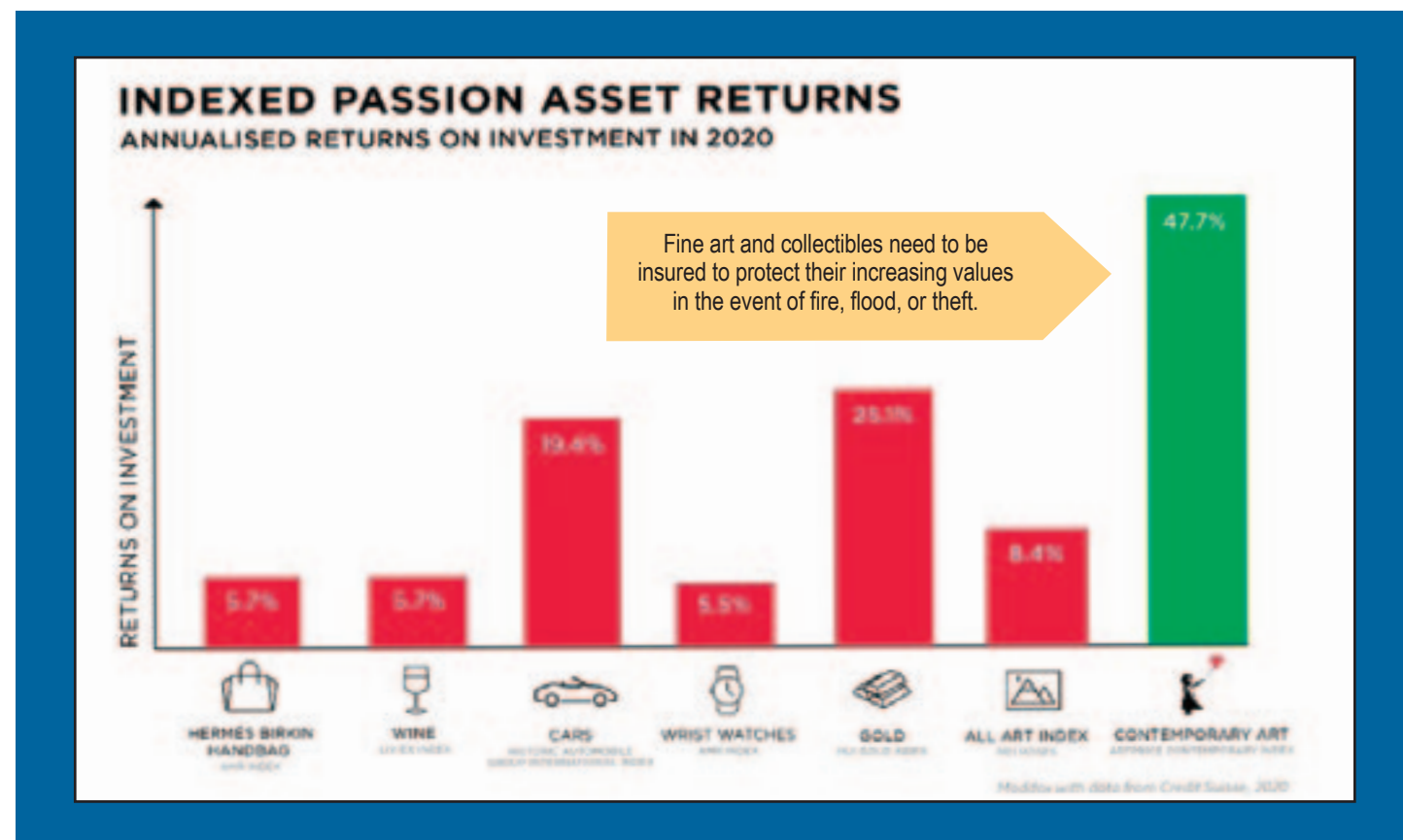
Chris became an important part of that company and its growth, and members of the Johnson family told me at his

funeral that they had considered Chris to be very much a part of their family.

I kept in touch with Chris's wife and daughter, who invited me to purchase much of the vast trove of breweriana that he had left behind. I felt both privileged and thankful to be the next caretaker of his Hamm's treasures, and to be able to pass on to my fellow collectors some of the gems that Chris Sauro had preserved over those many years.

Documenting and insuring your breweriana collection

by Robert E. O'Connell



Collectors are a rare breed. Over long periods of time, we create collections, we inherit collections, we gift collections, we sell collections, and we might pass on our collections to our family and friends. We collect for the memories, for the hunt, as well as the stories of the acquisition. We have great passion for what we collect, but we need to protect our valuable artifacts.

This article will provide perspective on how to document your collection to better manage what is both a non-traditional and appreciating asset. This also will explore the risk management approaches to collection documentation as well as the advantages to increasing the value of the collection.

Creating a "Collection Document" can be beneficial for estate planning, calculating your net worth, tax purposes, securing an insurance policy, and even using your collection as collateral for a line of credit.

Creating a spreadsheet

A simple Excel spreadsheet is the easiest way to document your collection. The key features of each object should be included in separate columns on the spreadsheet:

- Name of Object (or visual description, if no title)
- Material (e.g., litho, tin-over-cardboard, ROG),
- Dimensions
- Artist/Manufacturer (if known)
- Date Created
- Provenance (i.e., how this was acquired, relative rarity – anything that might better characterize and add value to the description of the item.
- Acquisition Cost
- Current Replacement Cost.
- A small photograph of each item—this can be embedded in the spreadsheet

Separate spreadsheet columns for each of these features will both organize the collection and provide the ability to sort by feature.

Protecting your investment

Financial assets such as real estate and fine art/collectibles need to be insured to protect their increasing values in the event of fire, flood, or theft. Some homeowners' insurance policies will allow certain lower valued works of art to be added to an existing homeowners policy for an additional premium, based on a schedule created by the owner or an appraiser. But many homeowners' insurance policies have monetary limitations on the value of fine art/collectibles they will insure. A current trend by domestic insurance companies is to exclude fine art/collectibles completely from existing homeowners' insurance policies. Read your insurance policies to understand your applicable coverages. It is essential to protect the value of your collectibles in the event of a loss.

Estate planning and appraisals

As we age, we must decide how to pass on the collection and/or to convert the collection to cash. Estate planning is the preparation by which an individual or family arranges the transfer of assets in the event of death. The goal of an estate plan is to preserve wealth for the intended beneficiaries. Please consult your financial advisor and/or your estate attorney for more detailed strategies.

The formal appraisal of your collection is the beginning of a sound estate plan involving art and collectibles. Whether the collection is to be transferred, sold, or donated, the appraisal process for tax-related purposes is critical to determine the fair market value. For tax purposes, "Fair market value" is defined as "the price at which property would change hands between a willing buyer and a willing seller" without any evidence of collusion.

continued on page 58

Pictured throughout this article are a few examples of valuable breweriana from collections that Bob O'Connell has insured.



Porcelain corner sign, Lake View Lager Beer, Lake View Brewing Co., 16 x 24 in., no mfg. mark, c. Pre-Prohibition.



Celluloid pocket mirror for Olt's Cream Ale and Superba Beer, Olt Brewing Co., Dayton, OH, 2.5 in. diameter, no mfg. mark, c. 1910.



12-in. serving tray, Wieland's Extra Pale Lager, John Wieland Brewery, San Francisco, CA, by Chas. W. Shonk Co. Litho, Chicago, IL, c. 1915.



Mug for Houston Ice & Brewing Co., Magnolia Brewery, Houston, TX, c. Pre-Prohibition.



Die-cut chromolithographed cardboard calendar featuring Silver Foam Beer, Grand Rapids Brewing Co., Grand Rapids, MI, 8 x 12 in., no mfg. mark, dated 1906.



Chromolithograph for The Lion Brewery, Buffalo, NY, 20 x 30 in. (unframed) by Niagra Litho Co., Buffalo, NY, dated 1901. The image celebrates the 1901 Pan American Exposition. This was a world's fair held on 350 acres and attended by more than eight million people. The event is best remembered as the place where President William McKinley was assassinated on September 6, 1901.

Your collection as collateral

Financial institutions and private equity firms have entered the Fine Art Lending world, enticing collectors to secure loans using their collection as collateral. This non-traditional asset has become a desired leverage opportunity for wealth building without having to liquidate the collection. In many instances, the collection will remain with the collector. Following a professional appraisal, a lender may commit up to 50% percent of the appraised value. Some institutions have minimum values of the collection required for the loan. Importantly, this niche market is growing as art and collectibles are better understood and valued as a tangible asset in one's investment portfolio.

Donating and tax benefits

Collectors may receive tax-advantages by donating art to a 501(c)(3) charity, such as a museum or educational institution. This can potentially eliminate capital gains tax on the sale of the collection. The IRS will give more weight to an appraisal if the qualified appraiser specializes in the specific type of art/collectibles donated. Please consult your financial advisor and/or your estate attorney for more detailed strategies.

In summary, your collection of breweriana or other objects can become a greater asset than you

ever imagined. It is critical that your collection is properly documented by a simple spreadsheet in order to protect and insure it. A properly documented collection becomes a financial opportunity.

Editor's Note: NABA member Robert E. O'Connell is an author, international art detective and expert, and an art and collectible insurance specialist who presented approaches to insuring breweriana collections at the 2023 NABA convention in Chicago.

For 35 years, Bob has handled complex claims while creating a fine art and collectible insurance program at the famed insurer, Lloyd's of London. Bob can help you with how to document your collection, provide insurance options, and advise on strategic opportunities for you and your collection. He can be reached at boconnell@4oia.com.



Cornering a pair of beautiful signs through NABA

by Randy Huetsch

As collectors, we all know that sometimes just making others aware of your own interests can enrich your collection even more. This certainly was my experience at the recent NABA Convention held in St. Louis this past summer.

As one of the convention's seminar speakers, I made a presentation on the Pre-Prohibition era corner signs from breweries in the St. Louis area, showing black and white pictures of them from the past and for the ones still known to exist, how they appear in living color in present day collections.

One of those historic breweries in the St. Louis area is of course Anheuser-Busch. My presentation showed pictures of 20 different varieties of A-B corner signs as they hung "in the wild" from taverns and saloons in the early 1900s.

One of the A-B examples I showed from past and present was my own green, reverse-painted-glass Faust Beer corner sign. Little did I know that a fellow NABA member sitting in the audience had its Budweiser twin sitting in his collection at home in New Jersey!

I call these two signs "twins" because they were both manufactured by the P. Pause Sign Company of Chicago, IL, which specialized in making stunning glass signs. Each of the two signs have a similar graphic design, with only the brand name being the variance. Both also have the same original backing. Since I am married to an identical twin, I liken these signs as being more like fraternal twins because of the slight, but significant variance in brand name.

After the presentation I was approached by



Mark Oleske and Randy Huetsch stand with the Budweiser corner sign at Mark's home in New Jersey.

Mark Oleske, who asked if I had seen the Budweiser version of my Faust sign, as he had not seen it in my presentation. I did not know this sign existed and was

very intrigued by it when he showed me a picture on his phone of this beauty in his collection. I was extremely interested in acquiring this "twin" to my Faust sign and during the course of the next couple of days at the convention, we solidified a deal for me to do so, and a time for me to fly to his home in New Jersey to pick it up.

I arranged a date to fly to New Jersey to visit Mark's home and pick up the sign. Mark and his wife Lainie were very welcoming hosts and offered me a nice lunch. It was an added bonus for me to see their collection of early breweriana from New York and New Jersey.

By midday, I was on my way in a rental car to drive the 988 miles back to my home in Chesterfield, MO. I was extremely happy to be bringing the sign back to my collection and was smiling all the way home.

I am very thankful to Mark for giving me the privilege of being the next caretaker of this Budweiser corner sign so that I can unite it with my Faust version. I also am grateful to the Oleske's for providing me with such gracious hospitality at their home. New relationships and stories like this continue to demonstrate how truly wonderful it is being involved with NABA.

Serving Up Great Trays

by 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 trays with Germanic themes.

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 the traditional and nostalgic German song, "Edelweiss," and drinking a seasonal Oktoberfest beer from Schlafly Brewing Co., St. Louis, MO.



Exploring Germanic themes from "The Old Country"

America has two great brewing traditions that come from its earliest predominant countries of immigration: Ales from Great Britain and lagers from Western Europe, especially Germany.

This article examines the Germanic origins, icons, and artwork that can be seen on serving trays. This Germanic influence was driven by the

boom of lager beers in America that began in the late 1800s and carried into Prohibition and even after Repeal in 1933.

From 1840 to 1880, Germans were the largest group of immigrants to come to the U.S. Between 1820 to the beginning of WWI in 1914, nearly six million Germans immigrated to the United States.

Scenery

An early Pre-Prohibition and much later Post-Prohibition example of iconic Bavarian alpine scenery.



Edelweiss Beer
Schoenhofen Co., Chicago, IL, no mfg. mark, c. Pre-Prohibition.
Collection of Mark Rogers.



Busch Bavarian Beer
Anheuser-Busch Brewing Co., no mfg. mark, c. 1960s.
collection of Mark Rogers.

Many of these were refugees from the failed revolutions of 1848 from the German states (Germany wasn't unified into a single country until 1871).

The boom of lager beer

Germans brewed and consumed lager-style beers and German immigrants famously brought their lager brewing skills to America. The breweries they set up supplanted those that produced the English ale styles that had predominated before.

Although it took longer to brew, lager beer kept far better and for longer than typical ales; thereby increasing the size of brewing batches and enabling brewers to extend their geographical reach.

The immense popularity and demand for lager beer meant increased competition among brewers and in turn, drove the need for more advertising to create brand awareness and distinguish one brewer's product from another.

continued on page 62

Mythology

The Lorelei was a mythical creature who distracted sailors leading to their doom on a difficult stretch of Germany's Rhine River.

Gnomes were a European example of the fictitious "little people" portrayed in Grimm's fairy tales.



Voigt's Rheingold Beer
Voigt Brewing Co., Detroit, MI, by Chas. W. Shonk Co. Litho, Chicago, IL, c. Pre-Prohibition. Collection of Mark Rogers.



Piel Bros. Pure Malt Beer
Piel Bros., East New York Brewery, Brooklyn, NY, by Brilliant Manufacturing Co., Philadelphia, PA, c. Pre-Prohibition. Collection of Mark Rogers.

Children

Children in symbolic clothing, typically associated with Munich or the state of Bavaria.



Stroh's Bohemian Beer
The Stroh Brewery Co., Detroit, MI, by The Meek Co., Coshocton, OH, c. Pre-Prohibition. Collection of Mark Rogers.



Kelly House
Medina, NY, by Haeusermann Litho., NY, NY, c. Pre-Prohibition. Collection of Mark Rogers.

German imagery on trays

Fortunately, advances in printing technology allowed for innovations in point-of-sale advertising. In particular, the development of lithography on metal provided the opportunity to create appealing graphics on items like signs and serving trays.

All of the early major tray manufacturers used, to varying degrees, Germanic themes, imagery, and symbols in their catalogs of both stock and custom trays. Jasper Meek of Meek & Beach/Meek Company in Coshocton, OH and Chas W. Shonk of Chicago, IL were known to go on art buying trips to Europe to acquire images to use in the advertising they offered.

In its early days, the famed Kaufmann and Strauss of New York, NY imported lithographed goods from Europe. The artwork the company bought belonged to the “Kunst furs Volk” (art for

the people) a folk art genre in Germany and other parts of Europe. This style of art focused on the nostalgic depiction of an agrarian/rural past that was fading away with the rapid industrialization taking place by the mid-1800s.

Intrinsic to this folk art movement was the concept of “Heimat,” which translates simply to “home.” But this artistic movement encompasses the broader concept of conveying a place of belonging. The artistic imagery of Heimat reflects a longing for simpler times and the traditional dress of a bygone era that had fallen out of fashion.

American brewers likely wanted to leverage this imagery in their advertising to appeal to their German immigrant customers with sentimental, visual reminders of “the old country.”

The trays shown here illustrate some of the favorite themes reflected in this kind of artwork.

Tracht

Depicting traditional dress from rural or bygone eras.



Goebel Beer
Goebel Brewing Co., Detroit, MI,
by Chas. W. Shonk Co. Litho, Chicago, IL,
c. Pre-Prohibition. Collection of Mark Rogers.



Ruhstaller Lager & Gilt Edge Steam Beer
Ruhstaller Brewery, Sacramento, CA,
by H.D. Beach Co., Coshocton OH,
c. Pre-Prohibition. Collection of Daryl Zeigler.

Peasants

Rural folks representing a nostalgia for an idealized, simpler life that once existed in the “old country.”



Chicago Brewery
San Francisco, CA,
no mfg. mark, c. Pre-Prohibition.
Collection of Mark Schwery.



Augustiner Beer
August Schneider Fairview Brewery, Reading, PA,
by H.D. Beach Co., Coshocton, OH,
c. Pre-Prohibition. Collection of Les Jones.

Food

Traditional fare associated with the “old country” that was frequently paired with beer.



Hohenadel Beer
John Hohenadel Brewery, Inc., Philadelphia, PA,
by Electro-Chemical Engraving Co., New York, NY,
c. 1930s. Collection of Mark Rogers.



Henry Weinhard Select Beers
Henry Weinhard Brewery, Portland, OR,
by American Art Works, Coshocton, OH,
c. Pre-Prohibition. Collection of Mark Rogers.

Drinking Vessels

Steins and mugs representative of those traditionally used in Germany.



Bismarck Beer
Bismarck Brewing Co., Baltimore, MD,
by Universal Tray & Sign Co., New York, NY,
c. mid-1930s. Courtesy of Morean Auctions.



Dutch Tavern Lager Beer
Old Dutch Brewers, Brooklyn, NY,
by New York Importing Co., NY, NY,
c. 1930s. Collection of Mark Rogers.

King Gambrinus

A mythical Germanic king celebrated as an icon of beer and joviality



Gambrinus Quality Pale Beer
August Wagner & Sons Brewing Co., Columbus, OH,
by H.D. Beach Co., Coshocton, OH,
c. Pre-Prohibition. Collection of Mark Rogers.



Peerless Beer
Casey & Kelly Brewery, Scranton, PA,
by Haeusermann Litho, NY, NY,
c. Pre-Prohibition. Collection of Mark Rogers.

continued on page 64

Delft

The word “Deutsch” means “German,” but could be confused as referring to the Dutch of The Netherlands. To convey “Dutch,” the iconic blue porcelain famously made in The Netherlands’ city of Delft became symbolic.



Wagner's Pale American & Golden Pilsener
The John Wagner Sons Brewing Co.,
Sidney, OH, by H.D. Beach, Coshocton, OH,
c. Pre-Prohibition. Collection of Mark Rogers.



Biewer's Beer
August Biewer Brewery, Mt. Clemens, MI,
by H.D. Beach, Coshocton, OH,
c. Pre-Prohibition. Collection of Dave Alsgaard.

Village Groups

Depict people enjoying beer in a public or private setting.



Mt. Hood Beer
Mt. Hood Brewing Co., Portland, OR,
by Meek & Beach Co., Coshocton, OH,
c. Pre-Prohibition. Collection of Mark Rogers.



Otto Huber Beer
Otto Huber Brewing Co., Brooklyn, NY,
by The Meek Co., Coshocton, OH,
c. Pre-Prohibition. Collection of Daryl Zeigler.

Monks

Monasteries frequently had brewing operations and monks were associated with beer drinking. The German artist Eduard von Grutzner (1846-1925) specialized in scenes depicting monks.



Franklin Lager Beer
Franklin Brewery, Wilkes Barre, PA,
by Chas. W. Shonk Co., Litho, Chicago, IL,
c. Pre-Prohibition. Collection of Mark Rogers.



Gerhard Lang Beer
Gerhard Lang Brewery, Buffalo, NY,
by Chas. W. Shonk Co., Litho, Chicago, IL,
c. Pre-Prohibition.

PITTSBURGH BREWING CO.
PURE BOTTLED BEER

PORCELAIN AND REVERSE GLASS
THE BUTLER DID IT

50 YEARS
NOW IN
THE BUSINESS
OF CREATING
SIGNS OF ALL KINDS

AND NOW
WE'RE IN
THE BUSINESS
OF RESTORING
ANTIQUE SIGNS

BUTLER'S GOLD RETURN | 574-457-3032

DON'T FORGET!

A “CROWNING” ACHIEVEMENT

The amazing discovery of a table full of impossibly rare bottle caps



The “Kentucky Table” as it appeared on the day of the auction.

BY DAVE TIMMER

Nearly four years ago, there was the discovery of what has become known as the “Kentucky Table,” which yielded one of the most stunning finds of rare and vintage bottle caps that has ever been seen by collectors.

It is called the “Kentucky Table” find because this astonishing array of crowns was discovered in Kentucky, and displayed on a large, glass covered table.

The Back Story

In December of 2020, there was an auction advertised online that got a lot of attention on social media among crown collectors. The auction presented the contents of a large antique mall that had only been open for about a year and was selling off its remaining contents. Like many businesses, it most likely suffered from the Pandemic.

Prior to being an antique mall, the massive building housed the well-known Schmidt Museum of Coca-Cola Memorabilia in Elizabethtown, KY, located about 45 miles south of Louisville. The



A closer look at the large quantity of some of the amazing crowns, likely protected under glass for many years.

Schmidt Museum was open to the public and contained the world’s largest private collection of Coca-Cola memorabilia, an estimated 80,000 items. It closed in 2011 after 44 years, not long after the death of its founder, Bill Schmidt. When the Museum closed, it auctioned off most of its contents.

Earlier this year, I contacted the former antique mall manager who informed me the table had been owned by the Schmidt family. Amazingly, it was not auctioned off with all of the Coca-Cola items and subsequently turned up for sale in somewhat obscurity at the antique mall.

The Table Gets Noticed

The Kentucky Table soon gained considerable attention and interest among crown collectors once it was listed on an online auction site. Even though the quality of the online photos was only fair, I decided I had to attend the live auction and see these crowns in person. Being only three hours away in Ohio, I could make a day trip out of it. As a longtime crown collector, I knew the old and rare crowns that I could see in the pictures would make the sale of this table in the auction a very big deal.

Assuming I would face stiff competition in what was a well-publicized auction, I knew it was going to take a strong bid to win. I wasn’t sure I would have



When purchased at auction, the “Kentucky Table” still had the stickers with the antique mall’s booth number and original asking price of just \$500 on the glass top.

enough resources available. After thinking about it, I decided there was a way I could get in on these crowns. I contacted two collector friends, fellow NABA member Ron Small as well as

Phil Pfeiffer, who agreed to the idea of combining forces for the winning bid. Knowing we each had different collecting interests, I was confident we could reach an agreement on how to divvy up this treasure of old and ultra rare bottle caps.

Auction Day

I arrived at the auction a little before the noon start. I quickly searched for the table. It was located

continued on page 68

Dave’s Favorites



Ron’s Favorites



Phil’s Favorites



PRE-PROHIBITION ERA CROWNS

examples from the “Kentucky Table” find



all the way in the back corner of the building, far from the entrance. I walked up to the table and was stunned by what I saw. I stood there staring in awe at hundreds of the oldest, rarest, and most valuable bottle caps that I’d ever seen. These astounding gems were stunning to see in person—especially as most of them were in pristine, unused condition.

The auctioneer began with the antiques at the front of the store, so with the table at the back, I knew there would be plenty of time to take pictures, share phone calls and texts, and strategize with Phil and Ron. In fact, it took 8 ½ long hours for the auctioneer to finally get to the table.

Throughout the day, the auction employees were taking photos, texting, and talking on the phone to online bidders who were intrigued by the table and its crowns.

An Agonizing Wait

The Kentucky Table had attracted considerable interest, which made the long wait that much more agonizing. I did a lot of pacing around and did not want to leave the vicinity and somehow miss it when the table came up for auction.

There was another couple who noticed me hanging around the table because it was almost like I was guarding the crowns. They asked me if I was interested in the crowns or the antique table. When I told them it was the crowns, I found out that they in turn wanted the table. They suggested working out a deal so that we didn’t have to bid against each other. I told them I thought the competition would be with online bidders and that the final bid would far exceed the value of just the table.

The auctioneer finally made his way to the table. My anxiety was high and my adrenaline was pumping. The first thing he said before starting the bid was, “Ladies and gentlemen, hold onto your hats.” He knew that this was something rare and special.

Dating Early Crowns

Early crowns can be dated by counting the number of crimps, called “points,” around a crown. The crown closure was invented by William Painter in 1892 as a more effective way to seal bottles. The crown proved wildly successful and Painter founded the famed Crown, Cork & Seal Company of Baltimore, MD.

The earliest crowns had 24 points and were phased out around 1902 when 22-point crowns were introduced. These were replaced in 1911 by the modern era, 21-point crown.

Another especially interesting aspect about the early crowns found on the Kentucky Table is that they have branding imprinted on them, which was particularly rare for the early, 24-point crowns.



24-point crown for Tannhaeuser Beer, Bergner & Engel Brewing Co., Philadelphia, PA, c. 1890s.



22-point crown for Pilsner Beer, Herman Winter's Brewing Co., Savannah, GA, c. 1901. This brewery existed for only two years, from 1901-1902.



21-point crown for Parlor Beer, Reymann Brewing Co., Wheeling, WV, c. 1914. This brewery operated between 1880-1914.

As bidding began and I jumped in, bidders who were at the auction in person quickly dropped out as the price escalated into the thousands of dollars. Soon I was competing against the unseen online and phone bidders. I took it up to \$12,000. The other bidders hesitated. The auctioneer asked if they would go higher. My anxiety and excitement were peaking. The auctioneer looked at me and said that there was another bid for \$12,000 that came in ahead of mine. Would I go to \$12,100? I nodded “yes” and he yelled, “SOLD!” What a rush! After the buyer’s premium and other fees, the total cost was just shy of \$15,000.

People in the auction audience were clapping and cheering. Someone immediately asked me if I wanted to sell the table and I happily agreed. The auctioneer then sold just the table for me for \$300.

By this time, a crowd had gathered around me, curious as to why someone would spend so much money on bottle

caps and which ones were the most rare and valuable. I spent another half hour answering questions.

Taking the Crowns Home

Once the auction ended, it took about an hour to carefully pack up the crowns. I had planned ahead and brought packing material to protect the crowns for the trip back to Ohio. My ride home was the most cautious three hours I’ve ever spent driving a car. It was dark and I was constantly expecting a deer to dart in front of me on the highway.

It was 1:30 AM when I finally made it home. I was tired, yet still exhilarated from this fantastic

continued on page 70

PROHIBITION ERA CROWNS



1930S ERA CROWNS



auction win. I stayed up for a few hours sorting the crowns into categories of beer, soda, and mineral water. Over the next couple of days I discussed with Ron and Phil how we should divide the crowns.

Dividing the Treasure

In sharing this find among the three of us, Ron suggested we start by having each one of us select the 60 crowns we wanted most. This turned out to be a great idea because there was no overlap in each of our first 60 picks. We decided to do it again and each one of us selected 60 more. I think there might have been just one crown chosen twice in the next round. That was resolved quickly.

There were so many superb crowns that dividing them proved easy and the three of us were extremely happy. In the end, the deal to pool our resources to obtain the Kentucky Table containing this once-in-a-lifetime find of crowns worked out better than I could have imagined.

About the Crowns

The rectangular table that housed the crowns was about 8 feet long by 3 ½ feet wide, covered in green felt. There were a staggering 1,432 crowns,

all in amazing condition, and nearly all of them never used. The crowns were arranged with great care. There were cork discs glued to the table and the crowns had been carefully placed over the corks. They were protected by a thick pane of glass across the top.

The crowns ranged in age from about 1900 through 1940. About 30% of them were for beer brands, and the rest were soda and mineral waters. Most astonishing of all is that hundreds of these crowns had not been seen before within the collecting community and are the only known existing examples.

One significant mystery remains: the origins of this crown collection, so carefully curated under this glass-topped table. I can only speculate on its history. My theory is that they were originally collected by one or more former employees of various crown manufacturers and this collection somehow made it to the former Coca-Cola museum and then sat in the building as it transitioned to an antique mall and finally we bought it at the auction.

But what is not a mystery is what a significant discovery this is within the crown collecting community—it is truly the find of a lifetime.

CONSIGNMENTS WANTED!!!

SOLD
at Auction

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

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



\$16,500

SOLD
at Auction



\$35,000

SOLD
at Auction



SOLD
at Auction

\$19,000



\$24,000

SOLD
at Auction



SOLD
at Auction

\$10,000



SOLD
at Auction

\$31,000

Millers Antiques & Auction Company - PO Box 143, Hixton WI 54635

Call Glenn at 715-299-2543 • wisconsinjunk@yahoo.com

WWW.MILLERSAUCTIONCO.COM

RESCUING AND REVIVING THE RANGER

BY
TREY
ROWE



Trey had the tin sign framed, and it now hangs in his home collection.

Breweriana for Ranger Beer from Ahrens Brewing Company of Tulsa, OK is a true challenge to find. That’s likely because Ahrens lasted for less than two years. Although the company incorporated in 1934, the brewery did not open until four years later, in May 1938. It was a large scale production brewery that employed more than 30 people.

Sadly, in early February 1940 it was announced that the brewery was ceasing operations and filing for bankruptcy after only about 20 months in business. Ahrens was Tulsa’s only Post-Prohibition brewery and the city didn’t get another one until the craft brewery movement in the 1990s.

I acquired a Ranger Beer sign from my long-time friend and fellow NABA member, Jerry Porter. This was in May of 2019 and that Ranger sign was thought to be the only existing example. I became the lucky guy who could call it mine and be its next curator.

I was thrilled to have this Ranger sign and fairly certain that another would never be found. But I’ve learned to never say never. Five years later in early 2024, I was scrolling through Facebook one evening when I suddenly came across a picture of another Ranger Beer sign. Even though it had been painted over with brown paint for some reason, I still couldn’t believe my eyes. I thought I already owned the only Ranger sign in existence.

The picture had been posted by a sign collector I knew. I immediately reached out to ask him if it was for sale. He explained that he probably would sell it, but that there was one person ahead of me who had

SIGN RESTORATION



A second sign, acquired in early 2024 was painted over with brown paint. It was the same design as Trey’s first sign, also in a 3 x 5-foot size.



After a great deal of effort, the paint was removed and the sign was restored to a vibrant color and luster.



This 1938 newspaper ad introduces Ranger at just 10 cents, with the promise that it is the beer “With the Zest of the West.”



The Ranger tin sign joins a wooden case and two glasses as part of Trey’s collection of rare artifacts from Ahrens Brewing Co.

already asked about it, who happened to be a good friend of his. I didn’t let this dissuade me from continuing to pursue it.

About a month later, I found myself in Joplin, MO for work. Knowing that my sign collector friend also lived there, I contacted him. He explained that his friend had made him a good offer on the sign, with the contingency that he had to both clean it up and frame it. I countered his friends’ offer, but said I would take it “as is.”

The owner then reached out to his friend, who told him to go ahead and sell it. I couldn’t have been happier! I headed to the bank to get the right amount of cash and then to the seller’s house where the sign was in his garage. I explained a little bit of Ahrens Brewing’s history and told him about the rarity and value of the sign. Because he had bought the sign for a mere \$100, he was extremely happy with the deal we made.



This billboard welcomed visitors to Tulsa while promoting the local Ranger beer and its appealing price point, c. 1938.



When Trey Rowe acquired this weather-worn, rust-stained Ranger Beer sign in 2019, it was believed among collectors to be the only existing example of advertising from this obscure and short-lived brewery.



The Ranger bottle label also used the cowboy iconography and “Zest of the West” slogan. Courtesy of Tavern Trove.

I loaded the sign in my truck and headed home. That weekend I spent about three hours giving the sign an overhaul. I used a combination of cold water, Dawn dishwashing liquid, Goof Off graffiti remover, paint thinner, and Mr. Clean Magic Eraser. The results were miraculous!

I was happy to add this truly rare sign to my collection—an upgrade to the original one I had, which I have since sold to a local collector.

continued on page 74

Editor's Note: Sales from the recent NABA/Morean Auction were robust. All of the consignments came from NABA members and a portion of the sales commission goes to NABA's operating expenses, 75% of which go to fund this magazine. Congratulations to Auction Chair Matt Olszewski on a job well done and our thanks to Dan Morean for his partnership in supporting NABA and our collecting hobby.

NABA/Morean Auction



Lighted glass sign, Belmont Beer, Belmont Brewing Co., Martins Ferry, OH, 17.5 x 10.5 in., c. 1930s, \$7,410.



Tin flange sign, Berghoff Bottled Beer, Berghoff Brewing Co., Ft. Wayne, IN, 12 x 14.5 in., c. Pre-Prohibition, minor restoration, \$6,435.



Rectangular tray, Northern Beer, Northern Brewing Co., Superior, WI, 13.25 x 10.5 in., c. 1930s, minor restoration, \$4,212.



Reverse-painted-glass sign, Lake View Ale & Porter, Lake View Brewing Co., Buffalo, NY, 16.5 x 12.5 in., c. Pre-Prohibition, by Tuchfarber Co., Cincinnati, OH, \$2,508.



Ball tap knob, Reisch Brewing Co., Springfield, IL, c. 1940s, \$2,508.



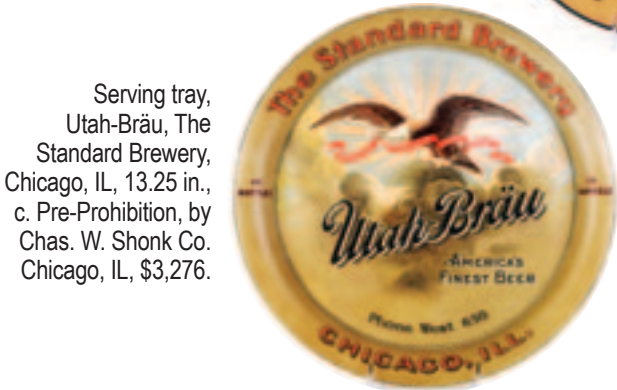
Die-cut cardboard sign, Malvaz Malt Tonic, Monarch Brewing Co., Chicago, IL, 10 x 13 in., c. Prohibition, \$684.



Felt Banner, Trenton Bock Beer, Peoples Brewing Co., Trenton, NJ, 11.5 x 15 in., c. 1930s, \$456.



Cardboard sign, Schlitz Bock Beer, Jos. Schlitz Brewing Co., Milwaukee, WI, 24 x 18 in., \$513.



Serving tray, Utah-Bräu, The Standard Brewery, Chicago, IL, 13.25 in., c. Pre-Prohibition, by Chas. W. Shonk Co. Chicago, IL, \$3,276.



Tin sign, Old Export Beer, The Cumberland Brewing Co., Cumberland, MD, 36 x 12 in., c. 1930s, \$1,083.



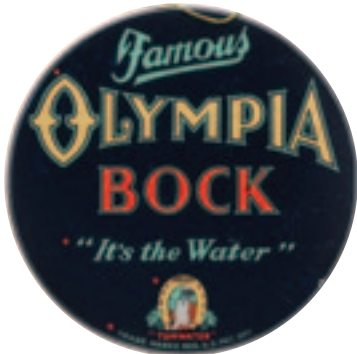
Celluloid-over-cardboard sign, La Tropical Ale & Beer, Tampa Florida Brewery Inc., Tampa, FL, 13 x 9 in., c. 1930s, by Bastian Bros. Rochester, NY, \$1,368.



Serving tray, Delmarva Beer, Delmarva Brewing Co., Wilmington, DE, 12 in., c. 1940s, by American Art Works, Coshocton, OH, \$1,824.



Cardboard calendar, Senate Beer & Ale, Chr. Heurich Brewing Co., Washington, D.C., 19.5 x 15 in., dated 1940, \$1,710.



Aluminum "button" sign, Olympia Bock Beer, Olympia Brewing Co., Olympia, WA, 10 in., c. 1930s, by Leyse Aluminum Co., Kewaunee, WI, \$3,510.



Aluminum "button" sign, Sunrise Beer, Sunrise Brewing Co., Cleveland, OH, 10 in., c. 1930s, by Leyse Aluminum Co., Kewaunee, WI, \$2,508.



Aluminum "button" sign, Delta Beer, Delta Brewing Co., Escanaba, MI, 10 in., c. 1930s, by Leyse Aluminum Co., Kewaunee, WI, \$2,508.



Aluminum "button" sign, Robin Hood Beer, Fontenelle Brewing Co., Omaha, NE, 10 in., c. 1930s, by Leyse Aluminum Co., Kewaunee, WI, \$3,876.



Lithographed tin sign, Frank Fehr Brewing Co., Louisville, KY, 45 x 33 in., c. Pre-Prohibition, professionally restored, \$4,680.



Painted-reverse-glass sign, Piel Bros. Lager Beer, Piel Bros. Inc. East New York Brewery, Brooklyn, NY, 11.75 x 13.75 in., c. Pre-Prohibition, professionally restored, \$2,808.



Tin serving tray, Pilsener Export Beer, The Virginia Brewing Co., Roanoke, VA, 12 in., c. Pre-Prohibition, by Chas. W. Shonk Co., Chicago, IL, \$512.



Paper lithograph, F. Klemm Brewers Bock Beer, Baltimore, MD, 20 x 26 in., dated 1881, by A. Hoen Lithographers Baltimore, MD, Buy it Now sold, \$4,500.



Paper lithograph, Geo. Walter's Bock Beer, George Walter Brewing Co., Appleton, WI, 30 x 19.25 in., c. 1940s, \$383.



Paper lithograph, E&B Bock Beer, Ekhardt & Becker Brewing Co., Detroit, MI, 20 x 14 in., c. 1930s, by The Wolf Co., Philadelphia, PA, \$2,125.



Cardboard coaster, Nectar Beer, Nectar Brewing Co., Elmira, NY, 4 in., c. 1930s, by AJ Fischer Co. Elmira, NY, Buy it Now sold, \$2,000.



Reverse-painted-glass sign, Old Waukesha Ale, Fox Head Brewing Co., Waukesha, WI, 8 x 5 in., c. 1950s, by Frank-Len Co., Chicago, IL, \$568.



Felt banner, Deppen's Queen Quality Beer, Deppen Brewing Co., Reading, PA, 12 x 8 in., c. Pre-Prohibition, \$2,281.



Paper lithograph, La Tropical Beer, Tampa Florida Brewery Inc., Tampa, FL, 36 x 60 in., c. 1930s, \$1,100.



Tin-over-cardboard sign, Silver Dime Beer, Chester Brewery Inc., Chester, PA, 10 x 5 in., c. 1930s, by Permanent Sign and Display Co., Reading, PA, \$1,552.



Tin over cardboard sign, Chester Beer Ale, Chester Brewery, Chester, PA, 10 x 5 in., c. 1930s, by Permanent Sign and Display Co., Reading, PA, \$1,552.



Tin tip tray, Stars & Stripes Special Brew, Willow Springs Brewing Co., Omaha, NE, 4 in., c. pre-Prohibition, Made in Germany, \$1,475.



Kuebler's "Kub" Bear

For more than 100 years the Kuebler (pronounced CUBE-ler) name had a strong legacy of brewing in Easton, PA. When it closed its doors for good in 1953, it was the largest and longest lasting of the three breweries that once existed in that small eastern Pennsylvania city

on the New Jersey border. But about five years before Kuebler vanished, it produced a back bar statue using a bear mascot that is both striking in appearance and challenging to find.

Kuebler's beginnings

Willibald Kuebler came to America in 1848 from Baden, Germany, and first worked in Philadelphia at the famed Engel & Wolf's brewery.

After about a year, he moved to Easton and formed a partnership with Charles Glanz to form Glanz & Kuebler. That brewery became known as Willibald Kuebler once Kuebler became sole proprietor in 1878. In the 1890s, the brewery had become successful enough to fund a

continued on page 78



The "Kub" statue acquired by Rick Basken in 2022. This chalk statue is 10 inches tall and dates from 1948, the year the Extra Dry style and "Kub" packaging was introduced. The bear is holding the new 7 oz. "Kub" bottle.

The statue also was made with a slightly different color scheme that featured a blue base instead of green. Collection of Ryan Wieand.



This four-inch coaster is the most commonly found piece of "Kub" breweriana. It uses a similar light blue color as the statue at left.

The Kuebler brewery and bottling plant, as rendered in 1894, with Willibald Kuebler pictured in the upper left inset.



modern 50,000 barrel brewery that reportedly had some of the best machinery available at that time.

Kuebler died in 1898 and the brewery was taken over by his three sons who fittingly renamed it W. Kuebler's Sons. In 1913, an expansion was completed that allowed the brewery to increase its capacity to 100,000 barrels, complete with a modern bottling department. Prohibition ended the brewery's heyday and the company survived by making soft drinks and cereal beverages.

After Prohibition

Kuebler resumed brewing "real beer" again in 1933, incorporating as Kuebler Brewing Co., Inc. But the company struggled financially and in 1936, was purchased by John Mayrosh, Sr., who had run the Bushkill Products Co. brewery, which before Prohibition had been the Veile Brewery, also in Easton.

Mayrosh, along with his sons John, Jr., Stephen, and Joseph, modernized the brewery and installed a canning line in 1938. The elder Mayrosh died in 1943 and his son, John Jr., took control as president of the company, while younger son Stephen became secretary. His son Joseph died later that year while serving in World War II.

Continued on page 3



1953: This ad carries multiple messages, including how to pronounce the brand name ("cue") the claims of "real flavor and smoothness" and "pure artesian well water", a price/value reassurance ("Try the best for less"), and the same vague tagline that is on both versions of the statue ("The beer that tastes like beer"). The ad appeared in the *Pottstown Mercury* newspaper in 1953, the same year the brewery closed.

1948: Kuebler's Extra Dry Beer was launched in late 1948, as seen in this ad from December of that year from the *Allentown Morning Call* newspaper. The messaging was simple and subtle, with no real explanation of the "Kub" packaging or the benefits of an "extra dry" beer.



Billboard paper proof at 1/20 scale, c. 1950. The Extra Dry style now came in both large, quart size and small, 7oz Kub size, as seen on the Collection of Ryan Wieand.

Kuebler launches the "Kub"

By the late 1940s, Kuebler was struggling against the larger breweries and their powerful marketing budgets. One of the brewery's promotional efforts was to launch a new brand to accompany Kuebler's beer, ale, and porter varieties. This new style was called Kuebler Extra Dry, and was packaged exclusively in a smaller, 7-ounce bottle. The smaller bottle was called a "Kub," with the "K" in Kub playing off the Kuebler name. The company used a cub bear mascot to promote the Kuebler Kub name.

Unfortunately, by 1953, Kuebler could no longer compete. Mayrosh Jr. announced to the press that "operations have been discontinued because a sharp reduction in sales makes it impractical to continue." The Kuebler brand along with its 7-ounce Kub bottle, was no more.

The Kub statue

There is not a lot of breweriana created to promote the Kub offering, but about two years ago, I was able to acquire a back bar statue, which are fairly rare. Some statues are so detailed and so well done that you can't take your eyes off of them. This piece is one of those, and the condition of this one is outstanding. This particular example was clearly well taken care of for over 70 years.

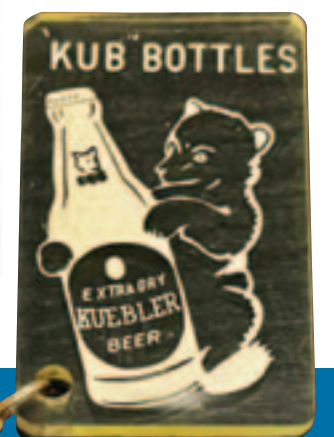
continued on page 80



The Kub painted label bottle in 7 oz. size came in at least 5 variations, each one differing very slightly (some had the IRTP tax copy). Collection of Jim Andrew.



Plastic and metal keychain. Collection of Jim Andrew.



Lucite and metal keychain. Collection of Andrew Riedi.

Taps

John Fritsch

John Fritsch, 73, of Menasha, WI passed away on July 12, after a short battle with cancer. He is survived by his wife of 40 years, Beth, and sons Jesse and Nicholas. John worked at several paper mills until 1997 when he became a full-time antiques dealer.

John was known as a kind, warm, and generous man who liked to have fun. He had a passion for antiques, especially brewery advertising from Menasha and dairy items from the Fritsch Dairy Farm. He loved buying and selling at antique shows and flea markets along with his son Nicholas.

A member of NABA for 44 years, John had many friends in the breweriana collecting hobby.

Here are tributes from his friends and fellow collectors:

"John was an even better person than he was a collector. He always found time to talk with you, and the smile never left his face as he told you about his latest acquisitions as well as what was going on in his life. You always felt like you mattered when he conversed with you. His pride in his collection and showing you something prized that he just picked up, was no less impressive. John loved what he did, and those with whom he did it, and all of us who knew him are better off for the experience. Our shows will feel less than full without his presence."

~ Tim Holian

"I call many people friends, but I had no better friend than John Fritsch. For nearly 50 years we had a great friendship built on mutual trust, fairness, and respect. Many things traded hands between us as



we helped each other build our collections, but mostly I knew I had a great friend to talk to about anything. That type of friendship is hard to find and life will never be the same. I will miss him immensely.

I hope John will say "hi" to Bob Markiewicz and John Brandt for me in that great beer hall in the sky. Hopefully, we will meet again someday."

~ Jon Huntington

"John was an ambassador of the breweriana collecting hobby and a wealth of knowledge of the brewing history in Wisconsin. From the moment I met John, he poured knowledge into my life and supported the growth of my collection. Through the years, I enjoyed a growing friendship with him and appreciated talking to him at every breweriana show that I attended. His smile and welcoming personality will surely be missed. We were all blessed to have had John in our lives."

~ Jared Sanchez

"John was a great guy who made collecting fun! He started the bug with me in collecting Wisconsin tap knobs. John was the ultimate picker and was connected to so many antique dealers. John knew the history of all of the great local finds and his knowledge about the historic local breweries was incredible!"

~ Martin Schryver

"John enjoyed the hobby and worked hard at buying, collecting, and selling, but he always had time to talk to everyone. He was a sincere person and constantly had a big smile on his face. He will be missed."

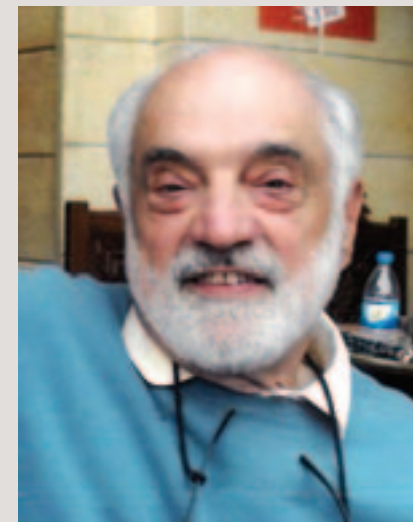
~ Pat Stambaugh

Dave Libby

Dave Libby, 81, of West Des Moines, IA passed away on July 17. He is survived by his wife of 58 years, Bonnie, as well as sisters, nieces and nephews.

A graduate of Drake University, Dave worked in the newspaper business before becoming a realtor with Iowa Realty until retirement.

Dave enjoyed antique collecting—to include a special focus on Pre-Prohibition breweriana. He was a NABA member for 17 years and attended conventions. He also loved restored antique cars. His most prized possession was his 1957



Thunderbird convertible. Dave and Bonnie also loved traveling and taking river cruises with friends.

"I first met Dave and Bonnie at the tin container collector conventions in the late 1970s. The Des Moines area had many active and prominent antique advertising collectors at that time. Dave's collecting adventure started with a plain, but early square corner tobacco tin, but moved into all categories of antique advertising, including signs and breweriana. Dave enjoyed collecting but also

loved associating with fellow collectors and the travel involved to build his collection. He is missed."

~ Wyatt Yon

Dustin Schillinger

Dustin Schillinger, 42, of Butte, MT, passed away on January 20 after a valiant battle with cancer. He is survived by his wife, Jenny, daughter, Sydney, his parents, Keith and Kristy and sister, Jennifer.

As a child growing up, he had a yearning for history and spent countless hours visiting with older friends and family as they described their lives growing up. Because of his interest in history, Dustin became an avid collector of antiques, including mining artifacts and breweriana.

He created a home museum he called the "Museum of Radness" to display his collection and enjoyed sharing the stories of the pieces in the collection with others. He enjoyed researching and writing articles about mining history and made many friends through his collecting endeavors.

"Dustin Schillinger was a good friend to all Montana collectors, and his loss is irreplaceable. I met Dustin via the Big Sky Chapter shows every year in Butte and Great Falls. He was bright, knowledgeable, energetic, and simply the best collecting buddy you could ever hope to find. Dustin was by profession a real coal miner in Butte, and his stories of the joys and hardships of mining were fascinating. His collecting talents merged mining



Dustin Schillinger at the Big Sky Chapter show in Butte, MT in 2022. He is holding a 110-year-old bottle of Lorelei Beer from Kessler Brewing Co., Helena, MT. He helped finish off the previously full bottle of beer as part of the chapter's "Iron Gut" challenge.

paraphernalia, Old West saloon history, and breweriana.

Our Big Sky Chapter meetings included drinking samples of decades-old full regional beer bottles, and Dustin never shied away from the challenge, earning him repeat accolades as 'Iron Gut Champion.' I cannot say enough about this young man, taken from us way too soon, and dearly missed by all who were lucky enough to know him."

~ Ray Geyer

"Dustin Schillinger was one of a kind. I met him when he delivered a sign for me. He walked into my shop and saw my 78 Trans Am. He said, 'I have one just like that.' I thought to myself, 'Sure you do buddy.' Well, it turned out he did!

That day we became instant friends. Dustin was one of the most tenacious pickers I've ever known, but he was also always helping out his friends. I would get texts and pictures all the time asking if I was interested in something he came across in his travels.

When he was diagnosed with cancer and told he had just months to live, I was always amazed by his tenacity. He would tell me, 'Don't worry buddy, I'm not letting this take me out!' He lived for another 5 years, fighting every day, with a positive outlook.

He was an avid lover of history and a truly amazing human being. He is missed by many."

~ Dewey Algard

continued on page 82

Scott Svehla

Scott Svehla, 63, of LaGrange, IL, passed away on March 12. He is survived by his wife, Linda and stepsons Patrick Raddatz and Scott Raddatz, and stepdaughter Michelle Raddatz, and three grandchildren.

In his professional life, Scott worked for Walgreens for 15 years before embarking on an entrepreneurial journey, founding Scott's Brewery Collectibles in 1994, a testament to his passion for both brewery and sports memorabilia. Scott's business expanded to multiple retail locations before he closed the business a few years ago.

Scott was a regular at the Chicago breweriana shows and a member of the Monarch Chapter.



He enjoyed traveling the world with Linda, and those travels also included NABA conventions.

"I knew Scott for 25 years—in fact, I bought my very first Hamm's sign from him. He was a fellow Hamm's collector and had a great collection. Scott was a friendly guy and always very fair in his dealings. He loved going to NABA conventions with his wife, Linda. We will miss seeing him at the local shows."

~ Paul Cervenka

"Scott was truly a great guy. He loved the hobby and meeting people when he was doing the shows. He also enjoyed having a cold beer at the NABA conventions."

~ Del Worden

Chuck Zimmermann

Charles Edward "Chuck" Zimmermann, 87 of Springfield, IL, passed away on June 11. He is survived by sons, Gary and Greg and daughter Shelly, seven grandchildren and eight great-grandchildren. Chuck was a Small Arms Instructor in the U.S. Air Guard, worked in floor covering for 21 years, and also retired from the Illinois Secretary of State Security. He was a founding member of Springfield's Reisch Brew Crew Chapter and was a much beloved figure among his fellow local breweriana collectors.

When Chuck's dad passed on his small beer can collection to his grandson Greg, a new family hobby was born, as his other son Gary and daughter Shelly got involved with building the collection, which soon expanded to other breweriana.

One of Chuck's most cherished experiences was being part of Reisch Charities and the rebirth of Reisch Gold Top Beer. He considered the Reisch Brew Crew members like family and will be greatly missed by the chapter.

"Chuck was one of the first local guys to help me feel at home in my early collecting days. At the first local show I went to he invited me to his son's house for a



party. Chuck was just always pleasant, with a super huge, happy smile. This is how I always will remember him."

~ Roy Mayfield

"As a fellow founding member of the Reisch Brew Crew, I always admired and respected Chuck. The Reisch Beer project was something that had been in planning for a long time. When the time came to travel to the Potosi brewery for brew day, Chuck rode with me, and again when canning day came along. During those trips, I gained a new level of appreciation and friendship with him."

Two items that Chuck treasured were one of the first 100 cans of Reisch, which I grabbed off the line for him, and a Reisch tin tacker which he personally took to the Reisch family for their signatures."

~ Rob Malawy

"Chuck was one of those people, that no matter what I was feeling otherwise, his presence would bring a smile. He was always happy, always friendly, and always good for a great conversation (and not just about breweriana). Up until the last time I saw him Chuck, was still smiling and still enjoying himself. It makes me smile thinking about it."

~ Rusty Long

Gerald Watt

Gerald Watt, 80, of Nazareth, PA, passed away on March 18. He is survived by his sister, Charlotte Valeriano and brother, Ralph, and many nieces and nephews, including his nephew Chris Watt, of NABA's Board of Directors.

Gerald worked as a draftsman at Wilson Products and Quadrant Engineering, both in Reading. He also coached softball for many years.

Gerald's passing left a void in the Eastern Pennsylvania collecting community, where he was an elder statesman. He is remembered fondly, including by these contributors:

"Growing up, I can't remember a time when my uncle wasn't there for me. As I got older, he was more than my uncle, he was my best friend. My fondest memories are picking him up early in the morning to hunt for treasures at local flea markets, auctions, and beer shows. He and my grandfather introduced me to the hobby of collecting brewery advertising as a kid and boy, did we have fun over the years. He absolutely



loved this hobby and all the friendships he made. He was a proud member of NABA, BCCA, ABA, and ECBA for many years."

~ Chris Watt

"I have many fond memories of Gerry at beer shows, auctions, or just shooting the breeze about the hobby and life. He was a true legend in the hobby!"

~ Mike Richards

"Gerry was one of my best friends in the hobby. He was very well liked and respected, and

always willing to share his expertise and knowledge."

~ Al Seiders

"Early on, Gerald knew what items were on the rare side of the hobby and he went after them, which meant his collection was more quality rather than quantity. When you saw Gerald at the shows, he always had a smile. Conversations with him were full of good stories. He will surely be missed, but our memories of him will always be with us."

~ Jim Andrew

Donnie Voegtle

Donald "Donnie" Voegtle, 61, of Belleville, IL, passed away on August 17 after a courageous battle with cancer. He spent his career in the construction industry and had retired from Plumbers and Pipefitters Union Local 101.

Donnie is survived by his wife of 33 years, Michelle, his two daughters, Jenna and Samantha, and four grandchildren.

Well-liked within the breweriana collecting community, Donnie had only recently joined NABA and frequented the various St. Louis area breweriana shows.

NABA members remember him fondly:

"I grew up in the same neighborhood as Donnie, a block from the old Stag Brewery in Belleville. Coincidentally we both ended up in the construction business and I'd see him on job sites once in a while. He always had time to talk. He started collecting



about five years ago and seemed to enjoy the social aspect as much or more than collecting itself. He visited our home to see my collection and we reflected on our childhood memories. He was a great guy and a solid family man."

~ Dave Birk

"I met Don about 6 years ago. I would see him at auctions and shows. He was a great guy. He always went out of his way to say hi. I remember drinking a few Stags with him. He will be greatly missed."

~ Jeff Jones

"Our collecting community lost a gentle soul with Don's passing. Whenever I saw him, he always had a smile on his face. Don truly loved the camaraderie of the collecting community and our shared interest. I smile when I think about Don always having a zinger joke ready, typically directed at me, but all in jest. Those interactions will be a fun and lasting memory of our friendship."

~ Randy Huetsch

Upcoming Shows

November 2024

Date: November 1-2
Time: varies
Event: **Fudpucker’s Brewery Collectibles Show**
Sponsor: Spearman and Bama Cannas Chapters
Address: Fudpucker’s Beachside Bar & Grill
20001 Emerald Coast Pkwy., Destin, FL
Contact: Mike Moon, 850-826-2569

Date: November 2
Time: 8:00 AM - 1:00 PM
Event: **50th Annual Fort Wayne Brewery Collectibles Show**
Sponsor: Three Rivers Chapter
Address: Classic Cafe Catering & Event Center
4832 Hillegas Rd., Fort Wayne, IN
Contact: Don Cuney, 260-229-1557

Date: November 2
Time: 9:00 AM - 2:00 PM
Event: **6th Annual Sandhills Show**
Sponsor: Atlantic and Richbrau Chapters
Address: Hugger Mugger Brewing Company
229 Wicker St., Sanford, NC
Contact: Jim Romine, 919-353-4998

Date: November 3
Time: 10:00 AM - 2:00 PM
Event: **The Brew City Advertising Show**
Sponsor: The Brew City Advertising Show
Address: Waukesha Expo Center
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
Address: Delafield Brewhaus
3832 Hillside Dr., 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: Fraternal Order of Eagles No 2692
4569 Broadway, Depew, NY
Contact: Jeff Murbach, 716-713-7236

Date: November 9
Time: 9:00 AM - 2:00 PM
Event: Eastside Spectacular #17
Sponsor: Gateway Chapter
Address: Belle-Clair Fairgrounds & Expo Center
200 S. Belt E., Belleville, IL
Contact: Kevin Kious, 618-346-2634

Date: November 9
Time: 11:00 AM - 4:00 PM
Event: Ar-Can-Sas Chapter's Fall Show
Sponsor: Ar-Can-Sas Chapter
Address: Vino’s Brewpub Downtown
23 W. 7th St., Little Rock, AR
Contact: Bob Renforth, 623-451-2160

Date: November 16
Time: 12:00 PM - 4:00 PM
Event: Kato Show
Sponsor: Schells Border Batch
Address: Mankato Brewing Co.
1119 Center St. N., North Mankato, MN
Contact: Tom Terwilliger, 515-341-3347

Date: November 16
Time: 10:00 AM - 2:00 PM
Event: 31st Annual Richmond Beer Can
Sponsor: Richbrau Chapter
Address: Midnight Brewery
2410 Granite Ridge Rd., Rockville, VA
Contact: Chris Eib, 804-647-8197

Date: November 16
Time: 8:00 AM - 1:30 PM
Event: Turkey Pluck-Off Swap Meet
Sponsor: Cascade Breweriana Association
Address: American Legion Post 180
2146 SE Monroe St., Milwaukie, OR
Contact: Michael Boardman, 503 880-8252

Date: November 21-24
Time: varies
Event: New England's Fallfest 2024
Sponsor: CANecticut Red Fox Chapter
Address: Hampton Inn - 850 Centre of New
England Blvd., Coventry, RI
Contact: Jon Melillo, 774-487-7535

Date: November 23
Time: 8:00 AM - 2:00 PM
Event: Windy City Pre-Thanksgiving Trade Session
Sponsor: Windy City Chapter
Address: American Legion #76
570 S. Gary Ave., Carol Stream, IL
Contact: Ed Harker, 312-927-9329

Date: November 27
Time: 6:00 PM - 10:00 PM
Event: Warren Taylor Memorial Night Before Thanksgiving Show
Sponsor: Gateway Chapter
Address: Airpath Instrument Co.
13150 Taussig Ave., Bridgeton, MO
Contact: Al Kell, 314-348-3786

December 2024

Date: December 1
Time: 9:00 AM - 1:00 PM
Event: Sunday After Thanksgiving Show
Sponsor: Queen City Chapter
Address: Little Miami Brewing Co., Milford, OH
Contact: Beer Dave, 859-750-4795

Date: December 6-7
Time: varies
Event: Horlacher Chapter "Penguin Frolic" Show
Sponsor: Horlacher Chapter
Address: Macungie Park Memorial Hall
50 Poplar St., Macungie, PA
Contact: Larry Handy, 267-221-8300

Date: December 7
Time: 12:00 PM - 4:00 PM
Event: Ed Babitzke Memorial Show
Sponsor: A-1 Chapter
Address: Button Brew House - 6800 N. Camino
Martin Suite 160, Marana, AZ
Contact: Kent Grant, 520-247-1840

Date: December 15
Time: 12:00 PM - 4:00 PM
Event: **Stroh’s Fire-Brewed Chapter Christmas Show**
Sponsor: Stroh’s Fire-Brewed Chapter
Address: My Place Bar & Grill
806 Biddle Ave., Wyandotte, MI
Contact: Tom Philport, 734-934-5664

January 2025

Date: January 11
Time: 8:00 AM - 2:00 PM
Event: Winterfest
Sponsor: Michigan Chapter
Address: American Legion Hall Post 150
990 Flint St., Frankenmuth, MI
Contact: Clayton Emery, 231-920-6013

Date: January 31 - February 1
Time: varies
Event: Mid-Missouri Brewery Collectibles Show
Sponsor: Gateway, KC’s Best, and Missouri Ozark Chapters
Address: Inn at Grand Glaize - 5142 Osage
Beach Pkwy., Osage Beach, MO
Contact: Rick Kottemann, 314-575-0032

February 2025

Date: February 2
Time: 10:00 AM - 3:00 PM
Event: Kick-Off Classic
Sponsor: Garden State Chapter
Address: Polish Cultural Foundation
177 Broadway, Clark, NJ
Contact: Steve Pawlowski, 908-298-0942

Date: February 8
Time: 9:00 AM - 1:00 PM
Event: Olde Frothingslosh Winter Blast 2025
Sponsor: Olde Frothingslosh Chapter
Address: VFW Post #8805
138 Stone Quarry Rd., Aliquippa, PA
Contact: Ronald McDonald, 724-601-6797

Date: February 9
Time: 8:00 AM - 1:30 PM
Event: Super Bowl Sunday Show
Sponsor: Bullfrog Chapter
Address: American Legion Hall Wauconda
515 S. Main St., Wauconda, IL
Contact: Steve Gola, 847-526-9718

Date: February 13-15
Time: varies
Event: 45th Annual “Rayner Johnson Memorial” Blue-Gray Show
Sponsor: Capital City, ECBA and Craft Brewery Collectibles
Address: Washington Dulles Hilton Airport
13869 Park Center Rd., Herndon, VA
Contact: Larry Handy, 267-221-8300

Date: February 21-22
Time: varies
Event: 18th Annual Cabin Fever Reliever
Sponsor: Hoosier Chapter
Address: The Clover Hotel
52890 State Hwy. 933, South Bend, IN
Contact: Mike Walbert, 574-276-2466

Date: February 23
Time: 9:00 AM - 2:00 PM
Event: The Vic Olson Memorial Show
Sponsor: Ar-Can-Sas & Missouri Ozark Chapters
Address: Best Western Inn of the Ozarks
207 W. Van Buren, Eureka Springs, AR
Contact: Erin Jones, 479-531-4146

Date: February 23
Time: 8:30 AM - 2:30 PM
Event: Jersey Shore Chapter Tribute Show
Sponsor: Jersey Shore Chapter
Address: Milltown American Legion Hal
4 J.F.Kennedy Dr., Milltown, NJ
Contact: Joe Radman, 732-946-3416

March 2025

Date: March 8
Time: 9:00 AM - 2:00 PM
Event: 50th Annual Buckeye Beer Show
Sponsor: Buckeye Chapter
Address: UAW Local 14
5411 Jackman Rd., Toledo, OH
Contact: John Huff, 419-367-9713

Date: March 9
Time: 10:00 AM - 2:00 PM
Event: The Brew City Advertising Show
Sponsor: The Brew City Advertising Show
Address: Waukesha Expo Center
1000 Northview Rd, Waukesha, WI
Contact: Jim Welytok, 262-366-1314

Date: March 14-15
Time: varies
Event: 48th Annual Luck O’ The Irish Show
Sponsor: Queen City Chapter
Address: Radisson Cincinnati Riverfront
668 W. 5th St., Covington, KY
Contact: Beer Dave, 859-750-4795

Date: March 29
Time: 9:00 AM - 12:00 PM
Event: Simon Pure Spring Show
Sponsor: Simon Pure Chapter
Address: Fraternal Order of Eagles No 2692
4569 Broadway, Depew, NY
Contact: Jeff Murbach, 716-713-7236

April 2025

Date: April 3-5
Time: varies
Event: Spring Thaw Brewery Collectibles Show
Sponsor: Keystone, Rusty Bunch, ECBA & CCSI
Address: Red Lion Hotel
4751 Lindle Rd., Harrisburg, PA
Contact: Larry Handy, 267-221-8300

Date: April 11-12
Time: n/a
Event: *POSTPONED* Tittletown Trade-A-Thon 44
Sponsor: Packer and Badger Bunch Chapters
Address: KI Convention Center & Hyatt Regency
333 Main St., Green Bay, WI
Contact: n/a

Date: April 26
Time: 12:00 PM - 4:00 PM
Event: B’Gosh It’s Good Breweriana Show
Sponsor: NABA
Address: Fifth Ward Brewing Co.
1009 S. Main St., Oshkosh, WI
Contact: Jared Sanchez, 920-410-7073

Date: April 26
Time: 9:30 AM - 3:30 PM
Event: 4th Annual Old West Breweriana Roundup
Sponsor: Westside Chapter
Address: Ellis County Fairgrounds
1344 Fairground Rd., Hays, KS
Contact: Mike Brull, 785-656-0640

May 2025

Date: May 3
Time: 9:00 AM - 2:00 PM
Event: 12 Horse Flower City Trade
Sponsor: 12 Horse Chapter
Address: Local No. 13 Union Hall
1850 Mt. Read Blvd., Rochester, NY
Contact: Brian Coughlin, 585 703-6697

Date: May 3
Time: 12:00 PM - 4:00 PM
Event: Derby Day Show
Sponsor: Gateway Chapter
Address: Friendship Brewing Company
100 E. Pitman Avenue, Wentzville, MO
Contact: Mike Overschmidt, 262-227-7316

Date: May 3
Time: 9:00 AM - 2:00 PM
Event: Horlacher Chapter Spring Breweriana Show
Sponsor: Horlacher Chapter
Address: Macungie Park Memorial Hall
50 Poplar St., Macungie, PA
Contact: Larry Handy, 267-221-8300

27th Year

Hamm's

Beer & General
Breweriana Show

Sunday February 16, 2025

Medina Entertainment Center

500 Hwy 55, Medina, MN

9 am to 3 pm

- 200+ tables vendors selling breweriana
- Free pictures with the Hamm's Bear
- Watch classic old beer commercials
- Ice cold Hamm's Beer for sale

For more info, contact: Scott Lovelace at (608) 444-9182
or hammbeerclub@yahoo.com

Official Chapter of

A FULL DAY OF EVENTS AT

MORAVIA STORE

NOVEMBER 9, 2024

COLD BEER SERVED ALL DAY - FOOD AVAILABLE - FREE ADMISSION!!

7th Annual Moon Over Moravia Beer Bash

10 AM - 4 PM

Beer collectibles will be for sale!

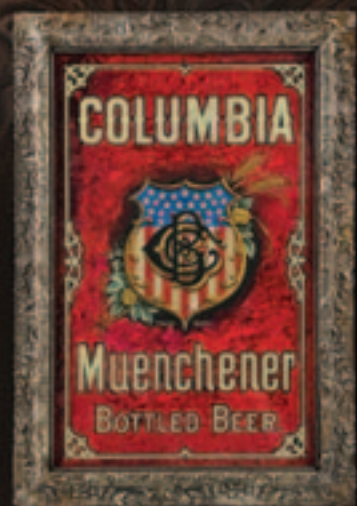
Includes the following but not limited to Signs, Neons, Posters, Light Ups, Clocks, Cans, Bottles, Tap Handles, Glassware, Mugs, Coasters, Openers, etc.

ANNUAL FRANKIE FEST!!

Music by Fender Bender Band
8:00 PM - 12:00 AM

957 LEADS RIGHT TO THE DOOR!!

11501 FM 957, SCHULENBURG, TX 78956



MORPHY
AUCTIONS

The Jim & Mary Beth Fischer

BREWERIANA & ADVERTISING COLLECTION

NOVEMBER 13, 14 & 15, 2024



2000 N. READING ROAD | DENVER, PA 17517 | 877-968-8880 | INFO@MORPHYAUCTIONS.COM

MORPHYAUCTIONS.COM

O'Connell International Advisors
Insuring Your Non-Traditional Assets

Is your prized Breweriana Collection properly insured?
 We have a custom insurance program for your Collection.



Let us help you evaluate the best coverage for your collection
 FREE Insurance Consultation
 Inventory Mangement Services available

Robert E. O'Connell III
 O'Connell International Advisors
 www.4oia.com



117 South Cook Street, Suite #130
 Barrington, IL 60010
 312-961-5219
 bocconnelli@4oia.com




Washington Dulles Hilton Airport
 13869 Park Center Rd, Herndon, VA

February 13-15, 2025

2 Floors -180+ Rooms • Two Hospitality Rooms • The Back Bar Display
 All Room-to-Room • Easy In & Out -Set up Once and You're Done!
 Show Coordinator Larry Handy - 267-221-8300 or ohhugo1@aol.com

Pre-registered attendees - \$35 Entry for the entire show which Includes:
 Beer, Hospitality Rooms, Saturday Night Pizza, Coffee/Donuts, Soda & Snacks
 To reserve rooms: (BEGINNING OCTOBER 2024) - 703-478-2900 Deadline: January 8, 2025
 Special Show Rate: \$99 single / double Begins 2/11. Mention Blue-Gray Show
 or use link available on the website or Facebook page.

**Pre-Registration deadline
 is February 1, 2025**

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

Newly Updated Website!
dbcollectiblesigns.net
Buy, Sell, Restore



Dean Blazek
715-623-3000

Located in
 Northern Advertising
 N4220 State Hwy 45
 PO Box 92
 Antigo, WI 54409



\$9,500 SF



\$10,000 DF



\$4,500 SF



\$7,500 DF

BCCA Three Rivers Chapter
50 YEARS
 1974-2024

FORT WAYNE

Brewery
COLLECTIBLES
SHOW

**FIRST SATURDAY
 IN NOVEMBER**

Saturday, November 2nd 2024, 8am-2pm
 4832 Hillegas Rd. Fort Wayne, In. 46818
 Reserve your Table NOW! Call Don Cuney 260-229-1556
 SPONSORED BY THE THREE RIVERS CHAPTER OF THE BOCA



visit **FortWayneBEER.com**



Back Bar Display and Best of Show Contest
 Music ★ Movies ★ Beer ★ Prizes ★ 50/50 Trivia
 Lounge Open 'til Midnight

February 12th to 15th 2025, Room 425 at the 45th Annual

**Rayner Johnson Memorial
 Blue & Gray Show**

Hilton Washington Dulles Hotel, Herndon, VA

To participate, contact: The-back-bar@earthlink.net

♦Buy♦Sell♦Trade♦Buy♦Sell♦

NEW YORK CITY BREWERIANA! Serious collector seeking to buy trays, signs, lithos, etc. especially from old breweries in Manhattan and the Bronx. These include Beadleston & Woerz, Bernheimer & Schmidt, Central, Consumer's, Doelger, Ebling, Eichler, Ehret, Elias, Everard, Fidelio, Haffen, Horton, Hupfel, Kips Bay, Lion, Loewer's, Ringler, Ruppert, and Stevens. Please call Ken Quaas, 630-204-5270 or email Ken@consumertruth.com rV200

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

WANTED: Items related to Mitchel Brewing or Mitchel of Mokena. Serious collector looking for anything related to Mitchel Brewing. Particularly a Dutch Boy Draft Beer label. Dutch Boy was distributed by Illinois Brew Co., Chicago, IL, brewed and bottled by Mitchel Brewing Co., Mokena, IL. Call Robert Horras, 815-875-9348 or email rob9348@hotmail.com rV200

WANTED: 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

RADAKE Brewery of Kankakee IL. Text me a picture, tell me condition, give me a number...get a check! Walter Sanford 815-954-9545 i205

SIMPLY ROCHESTER. Vintage collector seeks Rochester NY Breweriana & History 1819 to 1960. Miller, Flower City, Cataract, Oothout, Bartholomay, Moerlbach, Hathaway Gordon, Enright, American, Rochester, Weinmann, Monroe, Genesee & more. All Categories- Tin, Paper, Glass, Wood, Cardboard. Call, text or email. John DeVolder, 585-697-4047, jcdvette@yahoo.com i205

Serious Collector seeking to buy 1949 and prior years of Joseph Schlitz Brewing Company. Looking for Signs, Trays, Lithos, Paper items, Small items, Pre-Pro Bottles, Prohibition and Pre-Pro labels. Anything to do with Agents or Sole agents for Schlitz Brewing Co., especially Jos. Gahm and Son Co., New England Agents. Please call Jonathyn Mowat, (810) 956-2436 or email, Jonathynmowat@gmail.com. i205

BREWERIANA COLLECTOR Magazine

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

Advertising Guidelines

CLASSIFIED ADVERTISING

NABA members may advertise up to six lines (about 50 words) in the **Buy-Sell-Trade** area for \$5.00 per issue. Pay for 8 classified ads and get 10. We are unable to provide proof copies or tear sheets of Classified ads.

DISPLAY ADVERTISING

Full page.....\$180
 Half page.....\$90
 Quarter page.....\$45

We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email to naba@mindspring.com. With your text and photos, however, we can compose. Oversized or undersized ads will be changed to correctly fit your paid space.

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

DEADLINES

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

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

ADVERTISING & BREWERIANA
AUCTION
 Starting 9 AM

FRIDAY & SATURDAY
December 6-7 2024
Live Internet & In-Person Bidding
2 Sessions Over The Course of 2 Days

LOCATION: MONROE COUNTY FAIRGROUNDS
1625 Butts Ave, Tomah, WI 54660
 Heated building with seating, food & beverages provided.
Session 1: Fri. Dec. 6, 9AM- Selling advertising signs, clocks & thermometers, oil cans, plus other interesting & unique items.
Session 2: Sat. Dec. 7, 9AM- Selling brewery & liquor advertising signs, clocks, thermometers, glasses, cases, tap knobs plus many other unusual items.
Photos & link to LIVE ONLINE BIDDING at MillersAuctionCo.com
No Buyers Premium if Attending in Person
 Different terms for online bidding • Reg Wis Auctioneer Tim Barnum #1284 • Auction Conducted & Clerked by Millers Auction Co. #347-053, N8779 Hwy 95, Hixton WI 54635
715-299-2543 GLENN MILLER
 Email: wisconsinjunk@yahoo.com
 Terms: Cash or Check (onsite), Credit Card (4% fee), Sales Tax 5-1/2%



MILLERSAUCTIONCO.COM