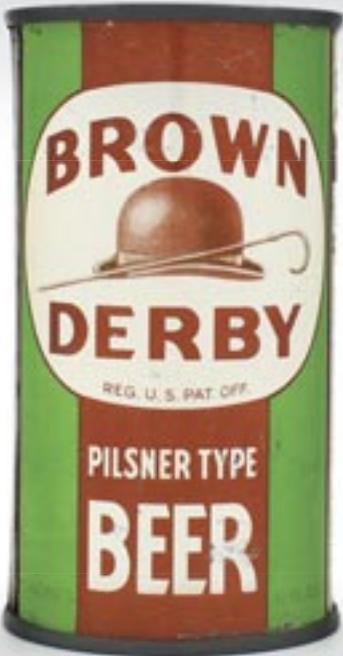


ACHIEVING RECORD
HIGH PRICES ...
... TIME AFTER TIME!

BEER CAN AND BREWERIANA COLLECTORS ARE MORE PASSIONATE THAN EVER. CONSIGNORS TO MOREAN AUCTIONS ARE REALIZING THE HIGHEST PRICES IN THE HOBBY, OFTEN SETTING RECORDS - INCLUDING THE ALL-TIME AUCTION HIGH FOR A BREWERIANA ITEM, THE BROWN DERBY INSTRUCTIONAL CAN PICTURED HERE. SEE BELOW FOR ADDITIONAL RECENT EXAMPLES.



\$93,600




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

CONSIGN WITH US TODAY!
CALL DAN AT 617-448-2300

NOW LIVE!
OUR CURRENT AUCTION
CHECK IT OUT

PRICES REALIZED
FROM RECENT AUCTIONS*



\$59,670 \$58,710 \$49,590 \$47,880 \$46,740 \$45,600 \$45,030 \$45,030 \$42,705 \$41,040 \$41,535



\$30,780



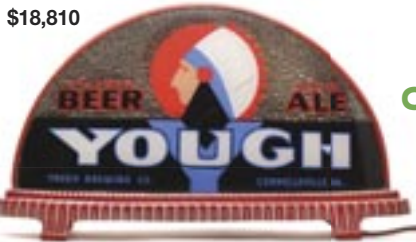
\$26,910



\$51,870



\$36,480



\$18,810

WE ALSO PURCHASE TOP
COLLECTIONS AND HIGH QUALITY
SINGLE PIECES



\$42,180

* INCLUDES BUYERS PREMIUM

BREWERIANA COLLECTOR

Winter 2025

VINTAGE BEER ADVERTISING & BREWERY HISTORY

Volume 208



WHAT'S INSIDE: Cone Top Museum readies for NABA Convention ~ The saga of Heileman and Old Style
The short life of Seattle's Horluck Brewing Co. ~ Stroh's "Fire Brewed at 2000 degrees"
Solving the Excelo mystery ~ Striking gold with Stoney's ~ Keith Rist's "statuesque" collection ~
More relics from Reading ~ British-themed trays ~ much more!

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





DON'T MISS OUT!

Wednesday July 23, 2025

EXCLUSIVE NABA TOUR OF:
THE MILL AT VICKSBURG &
CONE TOP BREWERY MUSEUM

FREE SPONSORED TRIP DURING NABA 54 IN KALAMAZOO!

- Learn more about the **future home** of the **Cone Top Brewery Museum** and **Old Stove Brewing**
- Enjoy a Museum Breweriana Collection Show with **lunch and beers** *(on us)*
- Saddle up for a beer at one of our Period Bars
- Visit our **beer garden** at the downtown museum
- Members on later tours can **stay and join us for BURG Days**—Historic Downtown Vicksburg’s summer celebration featuring live music, food trucks and social district to enjoy more beer + cocktails

FREE Transportation to and from:
The Mill at Vicksburg to the Radisson Hotel



Sign up at
nababrew.com
or use the
registration form
in the magazine.





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 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”

Winter 2025	#208
-------------	------

President’s Message, *Ken Quaas*.....2

Executive Secretary’s Report, *John Stanley*.....3

NABA welcomes new members.....4

Serving up local shows with the Handsome Waiter.....5

NABA News8

Cone Top readies to welcome NABA Convention, *Ken Quaas*.....9

Heileman Brewing Company and its Old Style,
Dave Alsgaard, Ken Quaas, Jerry Janiszewski, Doug Hoverson16

Now I know! *Dennis Morgan*30

The short life of Seattle’s Horluck Brewing Company, *Gary Flynn*32

Stroh’s “Fire Brewed at 2000 degrees,” *Dave Alsgaard*.....40

Excelo and beyond, a Prohibition mystery solved, *Dave Alsgaard*.....44

Striking gold in Pittsburgh, a “crowning” Gillco find, *Mike Michalik*48

Chalk Talk: Keith Rist’s “statuesque” collection, *Rick Basken*.....54

In the Wild, *Pietro Raimondi*.....60

Auction Hysteria, *Christopher Watt*.....66

Serving Up Great Trays, *Peter Bayer*70

Upcoming Shows, *Rusty Long*76

Buy-sell-trade.....84

BC advertising guidelines.....84

Cover image: Lithograph for Goebel Blue Label Beer, Goebel Brewing Co., Detroit, MI, 23 ¾ x 15 ¾ in., no mfg. mark. Based on the bottle label pictured on the elaborate visual, this lithograph dates from between 1900-1910. Collection of James Kaiser.

This issue and our next two 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 © 2025** content developed by NABA, authors and photographers, all rights reserved.

Breweriana Collector

www.nababrew.com

1

President's Message



Get this FREE TOC!
NABA members who register by April 15, 2025, either on-line at nababrew.com or via mailing in the Registration Form co-packed with this magazine, will receive this beautiful commemorative sign free!



An astounding Convention.

It is astounding to me that within just a few short weeks of announcing that our Convention hotel room block was available...we *sold out*! We asked for many more rooms and those sold even more quickly.

We have now sold out the Convention hotels for the past five years, despite requesting more rooms every year. The demand for NABA Conventions—and this one in Kalamazoo—has been astounding!

Tuesday: Bus Tour to Private Home Collection, July 22

One of the reasons for the considerable interest in this Convention is Tuesday's Private Home Collection tour.

This extraordinary event presents the largest private breweriana collection on display known to exist. This impressive assemblage of brewery artifacts features the enviable combination of quantity and quality. It's truly astounding!

The home tour requires several hours to take it all in. It also includes a catered lunch and beverages. **To participate, there's a \$20 transportation fee. You must register for the Convention and Private Home Collection Bus Tour by April 15.** Because there is limited space and the trip takes an hour from the hotel, visitors are required to travel by chartered buses (that have restrooms on board!) provided for the roundtrip.

Wednesday: Bus Tour to Vicksburg, July 23

Another major reason for the tremendous interest in this year's Convention is our unique Wednesday bus tour. This special event features an exciting visit to see a major transformation in progress: The Mill at Vicksburg, MI.

This 120-year-old, gargantuan former paper mill is being repurposed into a multi-function, entertainment, and hospitality complex. The Mill will someday soon host a brewery, beer garden, boutique hotel, and event space. (See ad on inside front cover and article that starts on page 9).

And importantly for NABA members, The Mill also will be home to the Cone Top Brewery Museum, known as "NABA's Front Door."

Wednesday's expedition also will feature an open house at the current home of the Cone Top Museum in historic downtown Vicksburg. There will be lunch, refreshments at Cone Top's beer garden, and the chance to explore the quaint village of Vicksburg during one of its "Burg Day" summer festival days.

Finally, there will be a remarkable opportunity to enjoy refreshments in unique, "period bars" designed by the Cone Top team to provide the experience of the taverns of yesteryear. And of course, there will be the ambiance from an extensive array of period breweriana on display.

To participate, you must register for the Convention and Bus Tour to Vicksburg by April 15. Because there is limited space, visitors are required to travel the 20-minute distance from Vicksburg to the hotel by chartered buses for the roundtrip.

All of these festivities—including food, beverage, and transportation—are free to NABA members who have registered for the Convention. How's that for astounding?

Get on the list!

Yes, the hotel rooms sold out quickly. But rooms do free up and Convention attendees are not required to stay at the Radisson Plaza in Kalamazoo.

If you haven't yet secured a room at the Radisson, contact Joe Gula at joeffd@indy.rr.com to get your name on the waitlist. There are typically some cancellations and Joe can advise you as rooms become available.

If you have reserved your room, **please register to get a free commemorative tin-over-cardboard sign**, and for these bus trips by April 15. Prepare to be astounded!

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	12/31/24 Renewals	3-year Members	New & Rejoined Members	Your renewal date is on mailing label. If date matches below, please renew!
1,512	55	808	43	12/31/2024

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!

AUCTION WILL
BE HELD
JULY 13, 2025!



Proceeds are
essential to NABA's
operating funds

To consign your breweriana:

Email Matthew Olszewski at mattski323@gmail.com



Welcome to our 43 new or rejoined members!

Meghan Adams (Michael)

Vicksburg MI
Mjhanichen@gmail.com
Pabst Blue Ribbon, Stroh's,
Hamm's, Old Style, Michigan
breweriana

Tamara (Tammy) Arendt

Waukesha WI
brewmaster2@yeoldebrew.com
Calendars, Glasses, Lithos,
Neons, Revers- on-Glass
Signs, Statues

Thomas Balanda (Michele)

York PA
tblndjr@comcast.net
Pennsylvania breweriana,
Openers

Barb Bauer

Mount Pleasant MI
barb.e.bauer@gmail.com
Pre-Prohibition Detroit
breweriana, Vintage
photography

Kenny Beam (Susan)

Cambridge IL
dirttrack15@hotmail.com
Hamm's Beer

Bruce Bosch

Wyoming MI
bbsbigboomers@yahoo.com

John Centlivre (Adriana)

Fort Wayne IN
Jmcent@hotmail.com
Centlivre Brewery Items

Michael Drumm (Tracy)

Sandusky OH
Mandttdrumm@yahoo.com
Signs and Statues

Kevin Foley

Lowell MI
foleyke@msu.edu

Steve Foley (Bridget)

Peosta IA
hawkize2010@gmail.com
Vintage lighted signs; Dubuque
Star; Dubuque Brewing and
Malting



Walker's Bar,
Butte, MT, 1933.

Joe Prin (Vicki)

Eagle ID
Joe@JoePrin.com
Cans of all vintages, especially
Idaho and Coors Cans

Ross Reno (Mari)

Big Lake MN
renoross935@gmail.com

Rodney Rood

Conneaut OH
rodbone@hotmail.com

Larry Synakiewicz

Dyer IN
larrysynak@gmail.com

Gary Sziade (Christine)

Marcellus MI
sziedeman@yahoo.com
Cans

Eric Tande (Carmen)

Holmen WI
ctande@lacrossesd.org

Claude Tunison

Howell MI
tuni16@cs.com
Hockey & Michigan

Curt Vacek (Lorri)

Waterford WI
Cvacek@conservfs.com
Signs

Jay Von Czoernig (Von C Brewing Co)

Norristown PA 19401-5318
info@voncbrewing.com
Special focus on C. Schmidt
of Philadelphia

Keith Weathers (Erin)

Sour Lake TX
keithweathers@aol.com
Beer Cans and Advertising

Brian Weiss

Highland IL
bbiexpress@yahoo.com

John D Zuzack (Patty)

Saint Louis MO
jdzuzack@gmail.com

In each issue of this magazine, we are pleased to publish a list of all collectors who have recently joined or rejoined NABA after an absence. Please scan the list and reach out to anyone you know who lives near you or collects what you do.

Anthony Franco (Cynthia)

Utica NY
Acf91767@gmail.com
West End Brewery, Utica Club
Breweriana

Tom Frazier

Framingham MA
tjf.1228@yahoo.com
Serving Trays and Cans

Bill Frohriep

Forest Lake MN
Bill3802@msn.com
Hamm's, Stroh's

Joseph Fuchs (Jodi)

Sun City AZ
Jafuchs62@gmail.com
Beer Chalks

Jay Gipson (Mary)

Mount Prospect IL
jgipson1012@gmail.com

Nate Hintz (Karen)

Wausau WI
hintzn0068@gmail.com
Wausau and Heileman

Braeden Hogie (Janelle)

Audubon MN
braedenhogie@gmail.com
Fitger's, Hamm's, Bub's,
Minnesota Beer

Matt Huepfel

Spring Valley WI
mhuepfel@svtel.net

Brian Justice

Peru IN
Brianjustice1972@gmail.com
Signs, Cans

Ken Kaiser (Laura)

Scotch Plains NJ
ken.kjk@verizon.net
Baseball-related, Music-related

Alec Kollar (Marina)

Oakwood Hills IL
alec.kollar@yahoo.com

Tom Kurtz

Scottsdale AZ
tkurtz@swlink.net
Mid-Century, Soda Fountain
Containers, Fun Amazing Items

Tom Kusterman

Shoreview MN
tomkus99@gmail.com
Mostly Hamm's Breweriana

William Leach

Pepper Pike OH
bkleach@gmail.com

Jim Lewis

Saint Marys WV

Chris Margle (Brenda)

Topeka KS
cmargle@yahoo.com
Vintage breweriana from
DuBois, PA, from the Dubois
Brewing Co, Taps, Knobs,
Signs, and Clocks.

Chuck McCurry

Cohocton NY
Mccurrychuck7@gmail.com
Cans & Pabst Blue Ribbon

Steve Mumma

West Des Moines IA
atomicblond@msn.com
Hamm's

Gregory Nehib

Waxahachie TX
Gsnehib@yahoo.com
Dallas Brewery

Mike Parris (Nell)

Poulsbo WA
mnparris@comcast.net
All WA State advertising,
particularly pottery and from
small towns

Todd Perkins (Mandi)

Gardner IL
perkitup2@att.net
Lighted signs and other
breweriana



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.



Hoosier Daddy?

Why, the Handsome Waiter, of course! He once again served the Indy Ad show on September 28 in Indianapolis, IN.

From Left: Jerry Hendrix, Dan Klase, NABA Director Joe Gula, Tom Goecker, Derrick Morris, NABA Director Emeritus John Ferguson, Dan Gootee, Greg Gerke, and Jim TenEyck.

Grabbing a brew with the Waiter at the NABA-sponsored Brew City Advertising Show, on November 3 in Waukesha, WI.

This fine group included Andy Prutch, Bob Pirie, Jim Welytok, Paul Cervenka, John Carpenter, and Jeff Simarski.



Destiny in Destin: The Waiter headed south to join Spearman Chapter at their Fuddrucker's Brewery Collectibles Show on November 2 in Destin, FL.

From Left: Debbie Brown, Julie Arnold, Shar Kielack, David Reed, Nina Kynard, Jim Brown, Dave Reinhard, Phil Jackson, Ray Kynard, Kathy Paxton, Perry Paxton, Scott Kennedy, Mike Moon, Jerry Gann, Brian Connors, Lyneen Gann, Don Kielack, Stephen Struck, Shaun Cunningham, George Arnold.



A batch of brewerianists: The Waiter was happy to join this amazing group at the Schell's Border Batch Chapter Show on November 9 in Mankato, MN.

From Left: Adam Harrigan, Stevan Miner, NABA Membership Committee, NABA Creative Director Barry Travis, Tom Terwilliger, Dave "Big Bird" Bullock, Ryan Harrigan, and Tom Holstrom.



A spectacular crowd of collectors surrounded the Handsome Waiter at the Eastside Spectacular Show #17 on November 9 in Belleville, IL.

From Left: Clayton Emery, NABA membership Committee, Dave Kubat, BCCA President Mary Legeret, Vickie Kubat, Rusty Long, NABA Director Darla Long, Kim Jones, Patty Kious, Jane Mueller, Jeff Jones, Heather Grebeck, Jamie Grebeck, Ken Krie, Bruce Mobley.



A Happy Horde at Horlacher gathered around the Handsome Waiter at the annual Horlacher Chapter Show on December 6-7 in Macungie, PA.

From Left: NABA Director Scott Brown, Dick Strisofsky, NABA Director Matt Olszewski, NABA Director Chris Watt, Al Seiders, NABA President Ken Quaas, John Demczyszyn, NABA Vice President Mike Michalik, Jim Andrew, Pietro Raimondi, Bernd Franke, Horlacher Chapter President Larry Handy, Daryl Ziegler, Greater Delaware Valley Chapter President Greg Evans.

An "A-1" group of collectors met the Waiter at the A-1 Chapter show on December 7 in Marana, AZ.

Standing, from left: Tom Ward, Leonard Miller, Ron Jones, Mark Crane, Don Van Hook, Kelly Thomle, Carl Covell, Pat Stambaugh, Kerran Fowlkes, Dan Jeziorski, Bruce Dahl, Paul Haudrich, Dan Scoglietti, Bill Fox, Patrick Santinello, Alice Sipos, Doug Cowles, Kent Grant, Dave Pinney, Jamie Houdshell, Steve Vanderburg, Jeff Shepley, Alicia Fox, Marie Johnson, Diane Jones,

Kneeling, from left: Juan Flores, Todd Barnes, NABA Membership Committee, Mark Jeffrey, John Jaminet, Rich La Susa.



A little snow didn't stop the Handsome Waiter and this gathering of collectors at the Michigan Chapter's Annual Winterfest on January 11, 2025 in Frankenmuth, MI.

From Left: Bernd Franke, Jeff Murbach, Bill Leach, Bill Chernenko, Mark Brooks, Paula Fatura, Tom Philport, Joe Olsen, Danny Bora, Kyle Bohl, and behind the camera, NABA Secretary Dave Alsgaard.



Don't miss NABA's 54th Convention!

Register by April 15 and get this FREE tin-over-cardboard sign!

Get this **FREE TOC!** NABA members who register by April 15, 2025, either on-line at www.nababrew.com or via mailing in the Registration Form co-packed with this magazine, will receive this beautiful commemorative sign free!

This striking tin-over-cardboard sign features the convention mascot, "Brewster, the Goebel Rooster" introduced in 1950 by the Goebel Brewing Company of Detroit, MI. The sign is embossed, has a beveled edge, and is being manufactured by the historic Scioto Sign Company of Kenton, OH.

The sign will be available for pick-up only at the convention and will otherwise not be for sale.

Members must register for the convention by April 15 to attend the Tuesday Private Home Bus Tour and Wednesday Bus Tour to Vicksburg, The Mill and The Cone Top Brewery Museum.

Because there is limited space for both of these events (Tuesday July 22 and Wednesday July 23), visitors are required to travel the roundtrip on chartered buses being provided.

Please register on-line at www.nababrew.com or mail the Convention Registration Form co-packed in this magazine along with your payment.

NABA's 54th Convention will be held in Kalamazoo, MI from July 22-26 at the Radisson Plaza Hotel in downtown Kalamazoo, which recently has undergone a multi-million-dollar renovation.

NABA conventions, along with the organization itself, have grown tremendously in recent years. This year's event will be especially memorable as we have some of the best programming that we have ever been able to offer.

Although we reserved a record number of rooms, we sold out within a few weeks of our announcement of reservations.

But don't let that discourage you from attending. If you haven't yet secured a room, please contact Joe Gula at joeffd@indy.rr.com, and get your name on the waitlist. There are sure to be cancellations and Joe can advise you as rooms become available.



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



by Ken Quaas

Cone Top readies to welcome NABA Convention

Wednesday, July 23, 2025

That's the day when attendees of the 54th NABA Convention in Kalamazoo, MI will get a firsthand look—and taste—of something they've been reading about, hearing about, and even experiencing during the last three conventions.

The Cone Top Brewery Museum will be having a breweriana celebration especially for NABA convention attendees. NABA's nearby convention provides an ideal opportunity for a sneak peek into the massive, painstaking, and on-going development of the facility that will one day be "NABA's Front Door."



Downtown Vicksburg, c. early 1900s, as seen on a linen postcard from the era. Courtesy of The Vicksburg Historical Society.



The historic, 153-year-old village of Vicksburg, MI is home to The Mill and the Cone Top Brewery Museum. Its historic 19th Century architecture led to an honored listing on The National Register of Historic Places.

continued on page 10

From the past

NABA visitors will travel to Vicksburg, MI—just 25 minutes from the convention hotel—for a custom tour. They’ll see the massive complex now known as “The Mill at Vicksburg,” which among many things is the future home of the Cone Top Museum. They’ll have the opportunity to see the progress made toward The Mill’s preservation and refurbishment over the past five years.

NABA visitors will also have the opportunity to explore Vicksburg’s historic and beautiful downtown, a true treasure that has been placed on The National Register of Historic Places. That’s where the Cone Top Museum is currently housed, in three contiguous buildings which are being painstakingly restored to their 1870s-era architectural glory.



An artist’s rendering of the finished building exteriors and what convention visitors can expect to see in July, when the individual façades of the trio of buildings are fully restored. This replicates their original appearance from the 1800s, based on studies of old plans and photographs.

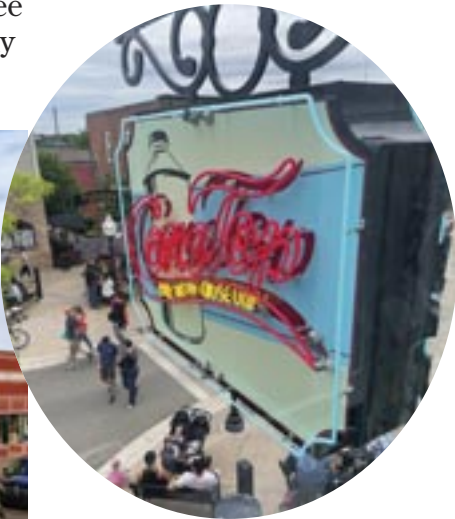
To the future

The historic Mill at Vicksburg is being transformed into a multi-faceted complex that will house a brewery, beer garden, boutique hotel, music and entertainment venues, as well as an event center.

A focal point of The Mill will be The Cone Top Brewery Museum, a state-of-the-art, experiential museum where visitors can enjoy the impressive collection of more than 10,000 breweriana items already assembled by the Cone Top team. Construction began on this historic project in 2019 and continues today.



Above: The three contiguous buildings that currently house the Cone Top Brewery Museum date from the late 1870s. They are undergoing a complete interior and exterior renovation, as seen in this picture taken in January.



Left: A classic outdoor neon sign was custom made and hung in June 2024, just in time for the 2nd annual Cone Top /NABA breweriana show held under a tent nearby.



Before it became “The Mill at Vicksburg”, this colossal, 420,000 square foot complex was the historic Lee Paper Mill, which sits on a 120-acre campus. This aerial photo was taken in November and shows the recently-completed new roof on the massive structure.

“Period” Bars

In the meantime, the Cone Top team is in the midst of creating some impressive and experiential breweriana displays for the exclusive enjoyment of NABA convention attendees. These will be presented both at The Mill and at Cone Top’s current home in downtown Vicksburg.

A special highlight of touring these unique facilities will be the opportunity to “step back in time” and enjoy the hospitality at some “period bars.” These venues will replicate the appearance and atmosphere of taverns of yesteryear and feature the furnishings and breweriana of the eras they represent. They also will be the type of immersive exhibits that visitors will experience at Cone Top in the future.

But wait, there’s more! In addition to the tour of the current and future homes of the Cone Top Museum, visitors will be bussed from the convention hotel in Kalamazoo to Vicksburg and treated to lunch and beverages. Finally, the buses will return visitors to the convention hotel later that day. This way, no one has to drive and we can manage the visitors in groups, for maximum enjoyment of the events.

All of this is at no cost to our convention attendees, thanks to the generosity of NABA member Chris Moore, the owner of The Mill and Cone Top Museum.

continued on page 12



Convention attendees will be able to enjoy refreshments in the ambience of “period bars” with era-appropriate breweriana.

These bars will draw inspiration for their décor and ambience from the taverns of yesteryear, like the ones pictured from Detroit, MI (left), Palo Alto, CA (lower left) and New York City (lower right).



Vicksburg and The Mill

Before it was The Mill at Vicksburg this giant complex was the famed Lee Paper Mill, which throughout the 20th Century was the primary economic and cultural engine of the community of about 3500 people. Sadly, it closed in 2001 and subsequently sat vacant and derelict. By 2014, it was threatened with demolition.

That's when Chris Moore stepped in to save the historic structure. Chris is a Seattle-based entrepreneur, whose family has lived in Vicksburg

since the 1830s. His father and grandfather spent their careers working at the paper mill.

Chris grew up in Vicksburg, graduated from Vicksburg High School, and worked at the mill during summers off from the University of Michigan. He went on to launch and lead Concord Technologies in Seattle. But Chris' heart has remained in Vicksburg, and he has vowed to restore and revive the old structure to new heights.



A section of the Mill's interior shows the extensive prep work required before reconstruction. This includes stripping the wood and other surfaces of 8 layers of lead paint. Plans call for the replacement of 1500 windows with new ones that are historically correct.

The huge Lee Paper Company Mill was constructed between 1902-1905 and after it closed in 2001, sat vacant for many years and was on the verge of demolition.



The West Bend Lithia Brewery, West Bend, WI, c. early 1900s. The brewery was demolished in 2021 and provided some of the replacement bricks required for The Mill reconstruction.



An astonishing 3.2 million vintage bricks were repaired or replaced and tuckpointed as part of the extensive restoration of The Mill's 120-year-old exterior.



The Cone Top/NABA Partnership

The partnership between the Cone Top Museum and NABA was formally established in April 2022. The relationship has been and will continue to be mutually beneficial. Once opened, the museum will showcase one of the best and broadest breweriana collections in existence—and do so in a contemporary and engaging way. It also

will feature and promote NABA and its history, serving as an ideal platform to present our hobby and club to current and future collectors.

Chris Moore and his Cone Top staff are excited to show the convention attendees the future “NABA's Front Door” and all of the exciting possibilities it presents. This is an event that is not to be missed.

Old Stove Brewing Company

In addition to his tech company, Chris Moore also founded the Old Stove Brewing Company in 2016. Old Stove is renowned in the Pacific Northwest for its award-winning beers, with a prime location in Seattle's world-famous Pike Place Market and popular branches in Seattle's Ballard and Ship Canal neighborhoods. Old Stove will soon have a fourth location—this time in the Midwest—at The Mill at Vicksburg.



Old Stove has three locations in Seattle, including a premier spot in the famous Pike Place Market, where visitors can enjoy a brew as they look out at scenic Puget Sound.

The award-winning Old Stove Brewing Company of Seattle, owned by NABA member Chris Moore, is the official sponsor of NABA's 54th Annual Convention.



Old Stove has elaborate tap handles made in the form of old-fashioned, wood-burning stoves. The name pays homage to these relics of the past. The model for the Old Stove logo and this handle is the Kalamazoo Crown Stove, made by the Kalamazoo Stove Company in the early 1900s.



NABA/Morean Auction of the Echnoz Collection continues on March 23, 2025

Here are just some of the many beautiful items being offered in the auction!

Over the course of more than 30 years, long-time and loyal NABA member Chip Echnoz from Kittanning, PA amassed the largest and finest collection of breweriana from Western Pennsylvania, West Virginia, and the Youngstown, Ohio areas. When Chip decided to sell his collection, he wanted to help NABA.

Chip chose the NABA/Morean Auction to sell his collection. A portion of the commission from the auction of the Echnoz Collection goes to NABA's operating funds, of which 75% are applied toward funding this magazine.

Many offerings from that massive and impressive collection have been made available to collectors in various Morean Auctions since September 2024 and will continue in Morean's 2025 auction events. NABA is grateful to both Chip Echnoz and Morean Auctions for their support of our organization and hobby.

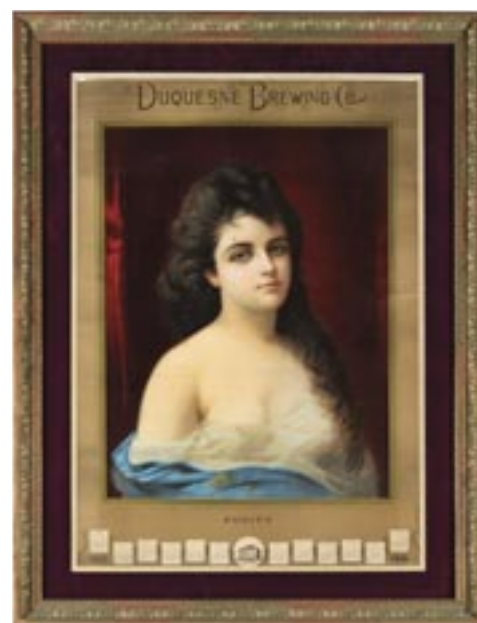
Here are some of the many rare and high-quality items that will be auctioned on March 23. To learn more, visit Moreanauctions.com.

If you would like your collection or specific items from your collection to be auctioned in a NABA/Morean Auction, please contact Auction Chair Matt Olszewski at Mattski323@gmail.com.

Please support these auctions, which help support NABA!



Curved tin corner sign for Reymann Standard Beer and Ale, Reymann Brewing Co., Wheeling, WV, 22 x 17 x 5 in, by Tuchfarber Co., Cincinnati, OH, c. 1900. This extremely rare sign features embossed letters and is in all-original condition.



Chromolithograph calendar from 1903 for Duquesne Beer, Duquesne Brewing Company, Pittsburgh, PA, 20 x 30 in., (27 x 26 in. framed) by C.W. Girsch Litho Co., New York, NY. This very rare piece is in beautiful condition with its original vibrant colors.



Tin sign for Frontenac "The Perfect Pale" Ale, Duquesne Brewing Co., Pittsburgh, Chartiers Valley Brewery, Carnegie, PA, 59 x 35 in., no mfg. mark, c. 1940. Rare and all original.

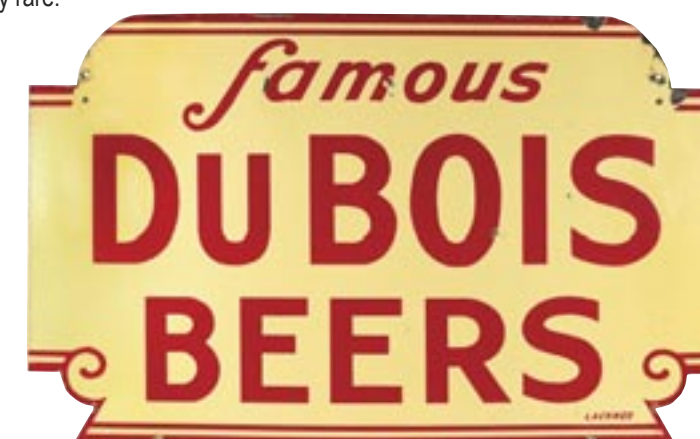
Reverse on glass sign with paper label for Goenner's New Life Beer, Goenner & Company, Johnstown, PA, 14 x 10 in., no mfg. mark, c. 1913. This very rare piece is all original and has been professionally mounted and framed behind museum glass.



Vitolite sign for Elk Run Beer, Elk Run Brewing Co., Punxsutawney, PA. 18 x 23 in., by Meyercord Co., Chicago IL, c. 1902-1916. The classic ground hog, which made this small Pennsylvania town famous, is featured prominently and is encircled by barley and hops. This sign is extremely rare.



Convex, reverse-painted glass sign for Du Bois Famous Beer, Du Bois Brewing Co., Du Bois, PA, 27 in. diameter, no mfg. mark, c. 1930s.



Reverse on glass illuminated sign for Brownsville Beer, Brownsville Brewing Co., Brownsville, PA, 25 x 10 x 6 in., no mfg. mark, c. 1935. This sign is in excellent condition and may be the only existing example from this obscure brewery that closed in 1935.



Two-sided reverse on glass globe sign for Fort Pitt Beer, Fort Pitt Brewing Co., Sharpsburg, PA. 19 x 21 in., no mfg. mark, c. mid-1930s. This rare globe sign has both of its original, reverse-painted glass, round, convex ad panels. The ad panel on one side is in excellent condition and the other side has some loss. Ready for wiring and illumination.



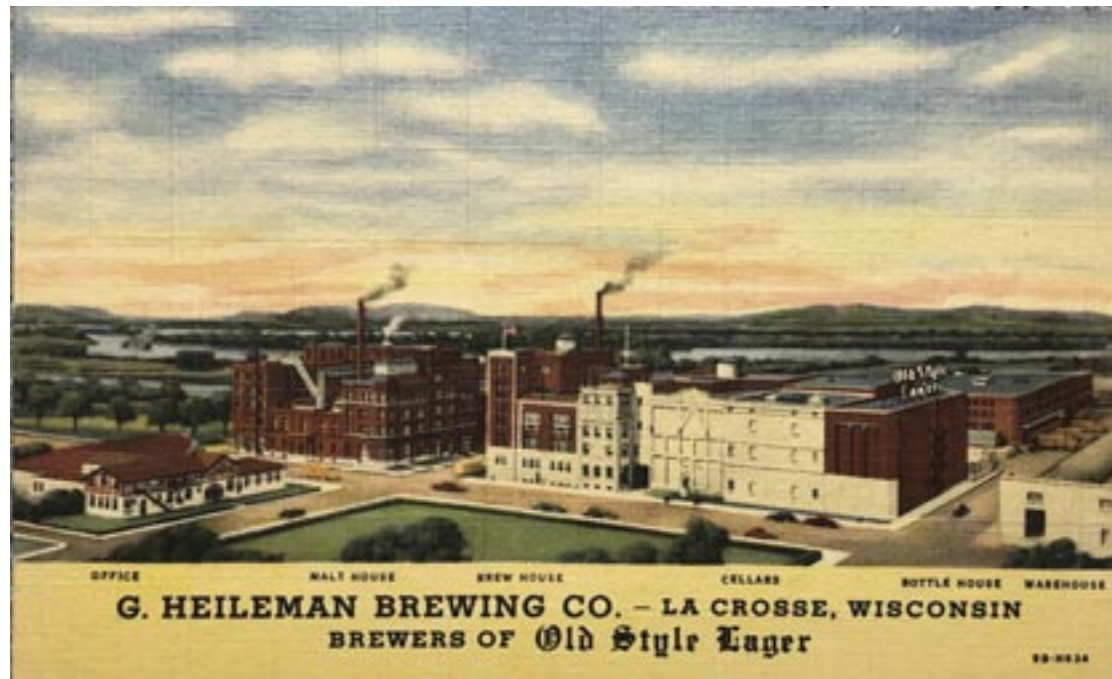
Reverse-painted glass sign for Golden Wedding Pure Rye Whiskey, Jos. S. Finch & Co., Pittsburgh, PA, 42 x 30 in., no mfg. mark, c. Pre-Prohibition. Giltwood frame appears to be original to the piece.



Tin-over-cardboard sign for Dutch Club Beer, Pittsburgh Brewing Co., Pittsburgh, PA. 13 x 6 in., no mfg. mark, c. 1950s. This colorful TOC is in excellent condition.



The amazing saga of the Heileman Brewing Company And its synonymous Old Style Lager



by Dave Alsgaard and Ken Quaas
with Jerry Janiszewski and special thanks to Doug Hoverson

After an absence of more than 20 years, Heileman's Old Style Beer recently returned to its original home in La Crosse, WI. There, it is being contract brewed at the City Brewery for the Pabst Brewing Co., the current owner of the Old Style brand.

In essence, Old Style has come full circle, as the City Brewery was formerly the G. Heileman Brewery, which had for decades brewed its flagship Old Style in La Crosse, where it originated.

And now, City Brewery celebrated that homecoming by re-labeling its

famed, gigantic outdoor steel aging tanks at the brewery. Known as "The World's Largest Six-Pack" the tanks have been adorned with new vinyl wraps that once again feature the iconic Old Style Beer branding. Built in 1969, these tanks are said to contain a total of 22,220 barrels of beer, which could fill 7,340,796 12-ounce beer cans.



The return of Old Style to La Crosse was the latest chapter in what has been perhaps the most amazing roller coaster journey of any brand or brewery in the annals of American History.

Built in 1969 and standing 54 feet tall, these storage tanks are advertised as "The World's Largest Six-Pack." They were recently restored to once again feature Old Style Beer's labeling. Courtesy of Jerry Janiszewski.



Elaborately-designed lithographed letterhead, dated 1905, features Heileman's new flagship beer, Old Style Lager. Collection of John Steiner.

The Original City Brewery

Heileman's history traces back to 1858 when German immigrants Gottlieb Heileman and John Gund formed a partnership to build what they named the City Brewery along the banks of the Mississippi River in La Crosse.

The partners had a falling out in 1872, and legend has it that Heileman won a coin toss for the brewery, which he then re-named the G. Heileman's City Brewery.

Gund got the consolation prize of the hotel they co-owned, but soon after established the Empire Brewery in La Crosse. This was incorporated in 1880 as the John Gund Brewing Co., which was even more successful than Heileman for several decades, though Prohibition led to its permanent closure.

continued on page 18

Colorful and rare, intricately die-cut bottle label with matching neck label, for Golden Leaf in the design of a hop leaf, c. 1899-1902. Collection of John Steiner.



Rectangular serving tray, Golden Leaf and Old Times Lager, 17-1/4 x 12-1/4 in, Meek & Beach Co., Coshocton OH, c. 1900-1901. Courtesy of Tye Schwalbe.

Golden Leaf and Old Times were introduced as companion brands around 1900 and pre-dated Old Style Lager. Golden Leaf was a "light-bodied beer" while Old Times was heavier, with higher alcohol and a fuller flavor.



Thermometer and barometer mounted on wood, with Old Times Lager Strong Beer on top and Golden Leaf Light Beer on the bottom, 3 x 12 in., Taylor Bros. Co., Rochester, NY, c. 1900-1902. Collection of Erik Forde.



After Gottlieb

Just six years after taking control of his namesake brewery, Gottlieb Heileman died in 1878. His wife Johanna then became one of the early female heads of a large American company and played a critical role in guiding the continued success of the brewery. Her sister's husband, Reinhard Wacker, joined her in managing the company and her son-in-law, Emil Mueller, became the general manager.

In 1890, the business was incorporated as the G. Heileman Brewing Company. Mueller took over as vice president, with Johanna continuing as president until her death in 1917.



Tin-over-cardboard sign, 14.5 x 6 in., by Permanent Sign & Display Co., Reading, PA, c. 1930s. Collection of Barry Travis.

"Old Times" becomes "Old Style"

Heileman introduced a brand called "Old Times Lager" in 1900. Its popularity grew quickly and allowed it to considerably expand its market area, with much of its growth attributed to the marketing efforts of Mueller.

But in 1902, another brewery claimed that the name "Old Times" infringed upon its copyright. Heileman won the ensuing court case but subsequently revised the recipe to be a lighter

Old Style Lager and New Style Lager

Labels from the collection of John Steiner



The first bottle label for Old Style Lager, c. 1902, was chock full of imagery, much of which depicted the history of brewing in Germany dating back to ancient times. All of this was presented on a label that was an expansive 7-1/4 in. wide, wrapping nearly around the bottle.

The label was eye-catching in its size and green color but arguably weak in conveying the Old Style name.



Label for New Style Lager, c. 1919-1933. During Prohibition, New Style Lager replaced Old Style and was promoted as "non-intoxicating" and containing less than 1/2 of 1% alcohol.

In the 1910s, Old Style Lager had become so popular that it had many imitators, with names like Old Style Beer and Old Style Brew. A red triangle was added to the upper right corner of the label, certifying it as "genuine." The red triangle continued into Prohibition and well after.

Old Style back bar signs



Art deco style with light up glass, c. 1930s. Courtesy of Tye Schwalbe.



Wooden with cutout lettering. Collection of Dave Wendt.



Steel with plastic logo insert, c. 1940s. Courtesy of Tye Schwalbe



Set of 4 pulp coasters, 4.25 in. diameter, no mfg. mark, c. 1930s. Collection of Erik Forde. This set features a continuation of the Pre-Prohibition era tagline, "The Beer with a Snap to it," which was reprised in the 1930s.

lager and renamed the new beer "Old Style Lager." It became an immediate success and soon became the brewery's flagship brand, eclipsing another one of its earlier brands, Golden Leaf.

The "beer with a snap"

Under Emil Mueller's leadership, the brewery significantly expanded, and output grew exponentially from about 500 barrels per year in 1881 to over 100,000 by 1910.

Mueller aggressively promoted Old Style Lager beyond La Crosse, and it soon became popular in Chicago, the Dakotas and throughout the South, especially in Texas, Tennessee,

Georgia, and Florida. By 1915, it had expanded distribution to over 30 states.

Old Style Lager became popular and was marketed as "The Beer with a snap to it," owing to its "Krausening" fermentation method that gave it added carbonation, or "snap."

Prohibition and Repeal

Like every brewery, Heileman faced significant challenges with the onset of Prohibition. The company quickly reorganized and introduced a new product called New Style Lager, a near beer. It also produced soft drinks and a malt tonic called Spike. Its most successful product was a malt syrup

continued on page 22



“Ask for the Beer of the Grenadier”

PRE-PROHIBITION

Old Style had an array of advertising campaigns throughout the years, many of which featured the Grenadier character, introduced in 1905 and carried through for the next 50 years. The Grenadier was intended as a symbol of good fellowship and aristocratic living.

This 1913 newspaper ad from the *Indianapolis Star* reflects the attempts of brewers in that era to portray beer as a healthy beverage, as the clouds of Prohibition loomed.



The graphics in the pieces below feature the original Heileman bottling house, created in the German architectural style, and flanked by the labeled Old Style Lager bottle and the Grenadier character. The historic bottling house, later converted to a visitors' center, sadly burned down in 1959.



Envelope, c. early 1910s. Collection of Paul Nelson.



Letterhead, c. 1910. Collection of Peter Bayer.



Ornate self-framed tin sign, 37.75 x 25.5 in., c. Pre-Prohibition. no mfg. mark.

PROHIBITION

The Grenadier was used by Heileman during Prohibition on its most popular product during that time, malt syrup. The syrup was reportedly most often used to home brew “real” beer.



Can for Heileman's Old Style Medium Dark Malt Syrup, c. 1919-1933. Courtesy of Tye Schwalbe via the La Crosse County Historical Society.



Framed cardboard sign, 12 x 17-1/2 in., no mfg. mark, c. 1933. Collection of Erik Forde.

This patriotic image depicts Uncle Sam welcoming back the Grenadier and Old Style Lager after the long years of Prohibition. Old Style's Pre-Prohibition era slogan, “The Beer with a Snap to it” was reprised in the 1930s.



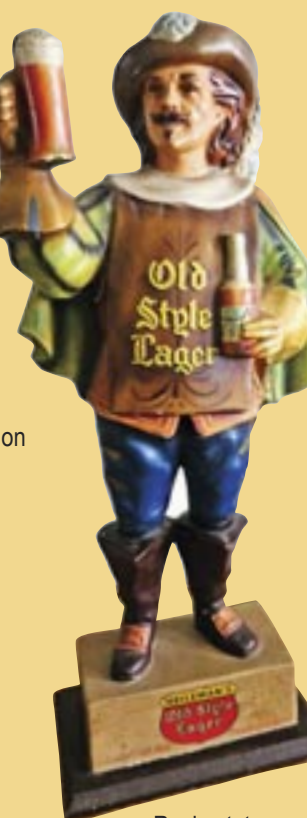
Wooden cigarette pack holder, 20 x 32 in., no mfg. mark, c. 1950s. Collection of Jerry Janiszewski.

NEW STYLE?

A close look at the Grenadier lithograph at left reveals that the “Old” in the “Old Style” labeling on the Grenadier's tunic was graphically altered to say “New.” This reflects Old Style's replacement with a non-alcoholic beer called New Style Lager in May 1919.

New Style was Heileman's reaction to the Wartime Prohibition Act, a temporary federal measure enacted in November 1918. This barred the manufacture of beer and wine in the United States after May 1919, and prohibited the sale of beverages containing more than 2.75 percent alcohol anywhere in the nation after July 1, 1919.

POST-PROHIBITION



Resin statue on wooden base, 10 x 25 in., no mfg. mark, c. 1940s. Collection of Justin Jorgensen.



Print on canvas in original wood frame, 18 x 36 in., c. 1940s, collection of Tom Curran. These prints of the Grenadier were designed to look like oil paintings. This example came from a bar in Prairie du Chien, WI.



The Shield

Old Style made heavy use of its shield logo in its point-of-sale advertising in the late 1930s and 1940s.



Tin over cardboard sign, 9 x 8 in., by Permanent Sign and Display Co., Reading, PA, 1939-40. Collection of Erik Forde.



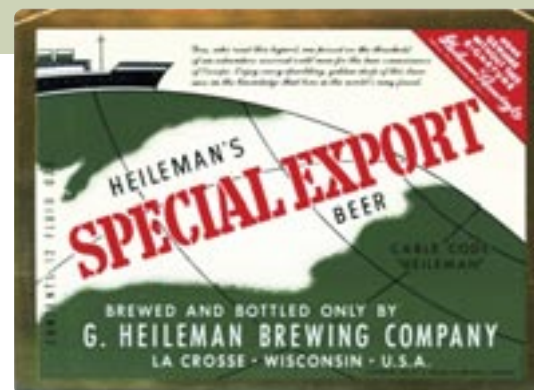
Printed wooden sign, 28 1/4 x 13 3/4 in., by G.W. Knipple Studio, Marengo, IA, c. 1941. Collection of Erik Forde.



Bakelite plastic clock with hop leaf motif, 13 3/4 x 11 in., no mfg. mark, c. 1940s. Collection of Erik Forde.



Tap knobs, c. 1951-1954. Collection of Paul Nelson.



Bottle label for Heileman's Special Export.

c. 1952. Collection of John Steiner. Heileman introduced Special Export in 1934 as a companion brand to its flagship Old Style Lager. Special Export was a more premium priced, full-flavored beer, containing more than 6% alcohol as compared to Old Style, with 4%. Special Export never received much marketing support, but remained highly popular for many years and is still available today.

that was marketed as a sweetener, but mainly used by home brewers to make real beer on the sly.

Following Prohibition, the Heileman family sold the brewery to a Chicago-based firm called Paul Davis Company who in 1933, re-formed the company as The G. Heileman Brewing Company, Inc. The new company invested in significant upgrades and expansion to the aging La Crosse brewery, to accommodate the huge demand for real beer.

After the war, Heileman and its flagship Old Style faced increasing competition, especially from the larger, national brands. In an effort to compete more effectively, Old Style's advertising message shifted from telling a story about the brand's higher quality to an emphasis on lower price. This may have hurt the brand's image and the result was a

reduction in sales by the mid-1940s and a lack of growth through the mid-1950s.

Roy Kumm turns things around

The company's fortunes took a dramatic turn in 1957, when longtime employee Roy Kumm took over as Heileman's president. Kumm had started at the brewery 20 years earlier as chief accountant and worked his way up the company ladder. He had observed the beer business long enough to realize that bold moves were needed for Heileman and its Old Style brand to not only compete, but to survive.

First, Kumm re-branded Old Style's look by giving it more graphic simplicity. Gone were the complex visuals and green color scheme, as well as the archaic Grenadier character used in advertising. These were replaced by a bold shield of red, white, and blue colors with the Old Style brand name emblazoned across the center. The word "lager" in the name also was dropped. The wide-ranging cast of illustrated characters that

continued on page 24



Paper menu cover with frothy footed pilsener glass, 7 x 12 in, no mfg. mark, c. 1936-1937. Collection of Paul Nelson.



Old Style was marketed aggressively in Chicago for many years and became the city's best-selling beer.

Chicago's Beer

One of the reasons for Old Style's success is that it caught on in Chicago, then the nation's second largest population center, 300 miles southeast of La Crosse. Old Style became an immediate hit when it was introduced to the Chicago area in 1908. In 1910, it was reported that "the city of Chicago alone would consume, if it could get it, the entire output of the brewery." Emil Mueller, who was vice president and head of marketing at the time, wrote in 1911, "The advantage gained by the great popularity of Old Style Lager in Chicago is priceless, as new business from all parts of the country comes to us daily as a direct result of it".

It later earned the nickname "Chicago's Beer" for its popularity in the Second City and maintained a high level of visibility in part by its television sponsorship of the beloved Chicago Cubs baseball team. By the late 1970s and thanks to the decline of Schlitz, Old Style had increased its market share in Chicago from about 10% to a leading 40%, which in turn also represented about 40% of brand sales. But by the 1980s, it began getting squeezed by both Anheuser-Busch and Miller Brewing Co.

Corner taverns were a staple in Chicago as were large Old Style signs like this, dating from the 1960s and 1970s, to mark them. This style of plastic, illuminated outdoor sign in aluminum frames dominated the landscape. Both the corner taverns and these signs are now a vanishing breed.





Old Style in cans: then and now



Paper brochure, 3-5/8 x 8-1/8 in., by GEOS, Chicago, IL, c. 1935. Heileman was one of the first breweries to can its beer and this brochure introduced the idea. It explained the new can packaging and reassured consumers that they would still get "original taste." Collection of Erik Forde.



Ribbed cone top can, 12 oz., c. 1936-1938. The brewery was able to use existing bottling lines to fill its "Cap Sealed Cone Top". Collection of Paul Nelson.



Steel flat top can, 12 oz., c. 1957. After 55 years with the green color scheme, Old Style adopted labeling more prominently displaying the brand name, following a management change in 1957. The re-branded Old Style dropped "Lager" from its name, which was now encased in a new red, white and blue shield. Collection of Paul Nelson.



Die cut cardboard stand-up display, 12 x 13 in., no mfg. mark, dated 1941. Collection of Barry Travis.



Aluminum 12 oz. can, currently being produced by City Brewery. Collection of Paul Nelson.

had dominated the packaging for 50 years were relegated to the background.

Importantly, Old Style's marketing messaging once again carried a quality theme, touting that it was "aged longer" and confidently boasting that it was "the world's finest beer."

Successful growth strategy

But Kumm's moves soon went far beyond just the re-branding of its venerable primary product. Kumm realized that Heileman needed greater size and scale to compete with the "big boys" during this time of widespread industry consolidation. He developed a growth strategy focused on expanding both geography and production capacity while aggressively acquiring smaller, regional breweries.

When it acquired a new brewery, Heileman would continue to market that brewery's established local brands so as not to alienate their loyal drinkers. But at the same time, a variety of other Heileman brands were introduced into these new markets at different price points, to give the company greater presence and market share.

The House of Heileman

This strategy worked and Heileman grew. The American brewing industry continued to consolidate, and what had been 800 breweries in about 1950 had shrunk to just over 200 by 1960. Heileman capitalized on that trend and also became a big fish swallowing up smaller ones.

In the meantime, Roy Kumm had hired his son-in-law, Russell Cleary, in 1960. Kumm was grooming the highly capable Cleary for senior management, and Cleary became instrumental in continuing to build and evolve Heileman's growth strategy.

To highlight its many brewery and brand acquisitions, the company introduced a new corporate umbrella name, "The House of Heileman" in 1963. The trademarked logo for this corporate entity used the familiar Heileman shield—this time in black and red—that featured a falcon icon. Was it just coincidence that Heileman chose a high-flying predator as its symbol?

From #39 to #19 to #15

Within a decade after Kumm and Cleary launched Heileman's growth strategy, the company was growing, profitable, and had vaulted from the 39th largest brewery in the U.S. to the 19th largest by 1967. When Heileman acquired Blatz from Pabst in 1969 because of the Government's anti-trust concerns with Pabst, Heileman jumped to the 15th- largest of the 89 different breweries still operating in the U.S.

As for Old Style, the company sought to use this expansion to significantly increase its flagship's geographic distribution. Heileman built "The World's Largest Six Pack" to promote Old Style as a big brand at its La Crosse brewery in 1969. When Russell Cleary took the helm of Heileman



Printer's proof of a point-of-sale cardboard sign, 11-1/2 x 11 in., no mfg. mark, c. 1940. This sign promoted Old Style Junior, which came in a smaller, 8 oz. bottle. Collection of Erik Forde.

in 1971 after Roy Kumm died, he set his sights on making Heileman one of the top three breweries in the nation.

Associated takes it to #8

The march toward that goal took a major step forward when Heileman bought another brewery conglomerate, Associated Breweries. Associated was formed in 1962 to organize several regional breweries bought by Pfeiffer's of Detroit, making it the #10 brewing company by 1965. Unfortunately, it held the

same position when Heileman bought it 10 years later in 1972, as its brands had shown little growth.

The Associated acquisition added three more Midwestern breweries, greater production capacity, and many more brands. Heileman was now the nation's 8th largest brewery.

At the same time, Heileman invested in doubling the brewing capacity in La Crosse to brew more Old Style, which was growing in Chicago, a market where Budweiser had yet to gain a strong foothold and Schlitz was in a steep decline (see sidebar article).

In 1974, the U.S. government prohibited Heileman from buying any additional Midwestern breweries due to antitrust concerns. An exception was permitted for the acquisition of Grain Belt of Minneapolis, which was failing and considered a hardship case.

continued on page 26



Reverse etched glass with neon sign, 20 x 13 in, Bako Company, Minneapolis MN, c. 1935-1936. Collection of Paul Nelson. Shown unlit at left and lit at right.





Rising with Rainier to #7

Heileman’s move West was big—in 1976 it purchased Rainier, Washington’s top brewery. This allowed Heileman to expand its reach to the Pacific Northwest, Idaho, Montana, Wyoming, and Hawaii.

Heileman now marketed 20 brands of beer in 46 states, but none on a national level. Because of this, it could not capitalize on the power and efficiency of national network TV advertising the way Anheuser-Busch, Miller, Pabst, and Schlitz could. Still, Heileman was now the 7th largest brewing company of the 45 still operating in America, and Russell Cleary aimed to keep it growing.

Climbing with Carling to #6

In 1978, Heileman added Falls City of Louisville to the fold and followed that in 1979 with a bigger move, pushing east by acquiring the Carling International Breweries of Baltimore.

Carling was yet another brewery conglomerate that had tried to grow through acquisition. The company got its start after Prohibition in Cleveland as a joint venture with Carling’s of Canada called The Brewing Corporation of America. Carling’s Red Cap Ale and Black Label Beer became increasingly popular brands in the Midwest.

In 1954, the now-renamed Carling Brewing Co. began an aggressive expansion program, acquiring the Stag brewery in Belleville, IL, and the Hyde



In 1963, Heileman introduced a new corporate name, the “House of Heileman,” that was an umbrella company for all of the smaller breweries and brands it was swallowing up as part of its growth strategy. The logo for this entity used a traditional shield (like Old Style’s) and included the red triangle which dated from before Prohibition. The triangle just moved from upper right to upper left. Appropriately, the featured icon was a falcon, famous as predators.

Park Brewery of St. Louis. Later, Carling bought the Columbia Brewery of Tacoma in 1959 and built new, state-of-the-art breweries in Natick, MA., Atlanta, and Baltimore.

By 1960, Carling had become 4th largest brewery but started to struggle, dropping back to the 8th spot by 1970 when Heileman purchased it.

Importantly, the Carling purchase gave Heileman the national brands of Colt 45 Malt Liquor, Carling Black Label, and Tuborg. After acquiring the Duncan Brewing Co. of Auburndale, FL in 1980, Heileman became the 6th largest U.S. brewing company.

Now #4 and looking for more

In search of more size and scale, Heileman tried to take over the failing Schlitz Brewing Co. in 1981 but was blocked by the U.S. government due to antitrust concerns.

In 1982, Heileman set its sights on Pabst, which previously had been a suitor for Schlitz as well.

Pabst had other bidders in Irwin Jacobs and the legendarily destructive Paul Kalmanovitz, (who eventually dismantled Pabst). As a result, Heileman acquired only a part of Pabst, including Lone Star Brewing of San Antonio and Blitz-Weinhard of Portland, OR, as well as the Pabst brewery in Georgia—which Heileman hoped to use to expand Old Style in the South.

continued on page 28

Lighted sign, backlit plastic in metal case, 17 x 15 in., by Embossograph Display Mfg. Co., Chicago, IL c. 1985.

In the late 1970s and into the 1980s, Old Style tried to leverage the natural beauty of the La Crosse area with its “Brewed in God’s Country” ad campaign. This lighted sign, featuring a frothy mug of Old Style against the backdrop of a lush waterfall, was part of the that effort. It carried the slogan, “Brewed with water from when the earth was pure.” Interestingly, this looks like a motion sign, but was not.



BREWERIES ACQUIRED BY HEILEMAN	KEY BRANDS	YEAR
Kingsbury Sheboygan, WI with plants in Manitowoc, WI and Sioux City, IA.	Kingsbury	1959
Foxhead Brewing Co. Waukesha, WI	Fox Head Lager, Old Waukesha Ale, Foxhead 400 (Dark and Light brands) Fox Deluxe, and Weber	1962
Independent Milwaukee Brewery Milwaukee, WI	Braumeister	1963
Duluth Brewing and Malting Co. Duluth, MN	Karlsbrau and Royal 58 (Bought brands in 1966, discontinued same year.	1963
Gluek Brewing Co. Minneapolis, MN (Closed brewery in 1965)	Gluek’s and Stite Malt Liquor	1964
Geo. Wiedemann Brewing Co. Newport, KY Oertel’s Brewing Co. Louisville, KY	Wiedemann’s Oertel’s 92	1967
Blatz Brewing Co. (from Pabst Brewing Co.)	Blatz	1969
Associated Breweries (originally Pfeiffer Brewing Co., Detroit, MI) Jacob Schmidt Brewing Co. St. Paul, MN Sterling Brewers Evansville, IN Drewry’s Ltd. South Bend, IN Hampden-Harvard /Piel’s sold to Rheingold Breweries, Inc., Brooklyn, NY	Kingsbury	1972
Grain Belt Breweries Minneapolis, MN	Grain Belt, Hauenstein	1974
Rainier Brewing Co. Seattle, WA	Rainier, Mickey’s Malt Liquor	1976
Falls City Brewing Co. Louisville, KY	Falls City, Drummond Brothers	1978
Carling National Breweries Baltimore, MD	Altes, Colt 45 Malt Liquor, Carling Black Label, Tuborg, National Bohemian and National Premium, Stag, Heidelberg, A-1 Beer	1979
Duncan Brewing Co. Auburndale, FL	Fischer's, Dunk's	1980
Pabst Brewing Company (Partial Purchase) Pabst’s Georgia brewery Lone Star Brewing Co. San Antonio, TX Blitz-Weinhard Portland, OR	Red, White & Blue Lone Star, Lone Star Light, Buckhorn Blitz, Henry Weinhard Private Reserve	1985
Christian Schmidt Brewing Co. Philadelphia, PA	Schmidt’s, Schmidt’s Light, Bavarian, Erie, Knickerbocker, Reading, Rheingold, Ortlieb’s, Koehler, Valley Forge, Duquesne, McSorley’s	1987



Tryptych-style signs, 1960s-1970s



Signs are from the collection of Paul Nelson.

Foil over cardboard sign,
17-1/2 x 9-3/8 in., by
Embossograph Display Co.,
Chicago, IL, 1967-69.



Plastic 3-panel clock flanked by figures of a man
and woman dressed in traditional German garb,
8 x 10 in., by Kirby-Cogeshall-Steinau Co. Inc.,
Milwaukee, WI, c. 1965-1966.

Set of three triangular backlit lantern signs, 6-3/4 x 12 in.,
Russel & Kribbs Assoc. Inc., St. Louis, MO, c. 1970-1971.

Schmidt takeover in '87

Still striving to reach the top 3 among U.S. brewers, Heileman next acquired #8 Christian Schmidt of Philadelphia, which had been its unsuccessful takeover target back in 1974. Heileman purchased the bevy of venerable East Coast brands owned by Schmidt but not the brewery plant itself.

Belly-up Under Bond

In 1987 Alan Bond, a business mogul from Perth, Australia who already owned 30% of the beer business in Australia, staged a hostile, leveraged takeover bid, and acquired ownership of Heileman. After the deal was done, the stock market crashed —experiencing its biggest decline since 1929. Russell Cleary retired in 1988 and Bond could not manage the Heileman empire and began closing breweries. Thus marked the end of Heileman's 30-year quest to be one of the big national brewers.

Then to Stroh and Pabst

In 1993, The Dallas investment firm of Hicks, Muse, Tate and Furst bought the ailing Heileman and offloaded it to Stroh in 1996. Stroh was over-leveraged and exited the brewery business in 1999, selling off the remaining Heileman assets to Pabst and Miller. Pabst became the owner of the Old Style brand and hired Miller to contract brew it in Milwaukee. The famed La Crosse brewery was closed, along with "The World's Largest Six Pack."

La Crosse and Old Style: together again

Although it no longer brewed Old Style or any former Heileman brands, the La Crosse brewery was purchased and reopened in 1999 as the City Brewery—the very name with which it began. During this time, the giant beer tanks held City's La Crosse Lager among other beverages.

In early 2024, things came full circle when Pabst contracted with City Brewery to brew Old Style in La Crosse once again, and welcomed back Old Style brand to the "World's Largest Six-Pack."

MORPHY

AUCTIONS

BREWERIANA & ADVERTISING PROVEN & CONSISTENT RESULTS



SOLD \$12,300



SOLD \$10,200



SOLD \$14,760



SOLD \$14,760



SOLD \$24,600



SOLD \$36,900



SOLD \$20,400



SOLD \$36,900



SOLD \$27,060



SOLD \$44,280



SOLD \$18,450



SOLD \$25,830



SOLD \$61,500



SOLD \$17,835

ACCEPTING CONSIGNMENTS FOR OUR 2025 AUCTIONS IN DENVER AND LAS VEGAS

2000 N. READING ROAD | DENVER, PA 17517 || 4520 ARVILLE STREET | LAS VEGAS, NV 89103

MORPHYAUCTIONS.COM | 877-968-8880

Now I know!

WHAT I LEARNED AT MY FIRST NABA CONVENTION



Dennis Morgan, at right, is joined by fellow Columbine Chapter members Jim McCoy (left) and Mark Lembeck (center) at the craft beer tasting event during the NABA Convention in St. Louis.

BY
DENNIS
MORGAN

I was recently talking to someone only to find out that like me, he also was into brewery collectibles. This was the basis for a potential friendship, for sure! When I told him about my involvement with the Columbine Chapter and that there were three national collecting organizations, his response was, “How did I not know?”

This was something to which I could relate. Like my new friend, I had been collecting vintage breweriana for 20-ish years before I became aware of the resources of collecting organizations just a few years ago. I also wondered, “How did I not know?” But once I became aware, I also became involved. And once I became involved, many new doors opened.

I became involved as a Columbine Chapter board member. I became involved as the chapter’s newsletter editor. I became involved by joining all



Brass corkscrew opener, 3-in., no mfg. mark, c. late 1880s.



three of the national breweriana clubs. And most recently, I became even more involved by attending my first ever national breweriana convention—NABA’s 53rd annual meeting—held this past summer in St. Louis, MO.

My hobby happiness, my friendships, and of course my collection—I focus on vintage breweriana from the Stegmaier Brewing Co.—have grown exponentially. Now I know.

What I remember most about the NABA convention was the high-octane energy of all the collectors coming together with the common goals of renewing old friendships and making new ones while enhancing their collections. I scored big on all of these! Now I know.

What will I do differently during next year’s convention? First and foremost, I will not skip the separate events at the front end of the convention: the house tours, the bus tour of craft and historic



Tip tray featuring rendition of the Stegmaier Brewery, by Chas W. Shonk Litho., Chicago, IL, c. Pre-Prohibition.

breweries, and the Brewmaster’s Dinner. These events can sometimes be overlooked and they, too, foster camaraderie, knowledge, and breweriana trading. Now I know.

The room-to-room buying, selling and trading, the educational seminars, the craft beer tasting event, the banquet presentation, and of course the trade show on Saturday that concludes the convention were the defining moments for this first-time attendee. Throughout my time at the convention, I met a lot of great people and found some incredible Stegmaier items for my collection. So, now I know!

Editor’s Note: Dennis Morgan lives in Colorado and collects breweriana from the Stegmaier Brewing Co. from Wilkes-Barre, PA. The brewery’s founder, Charles Stegmaier, is his wife’s Great Great Grandfather. He also is the editor of the Columbine Chapter’s outstanding newsletter, *The Brewgle*.

The short life of Seattle's Horluck Brewing Company

Horluck's

by Gary Flynn

Special thanks to Dave Unwin and Mike Magnussen

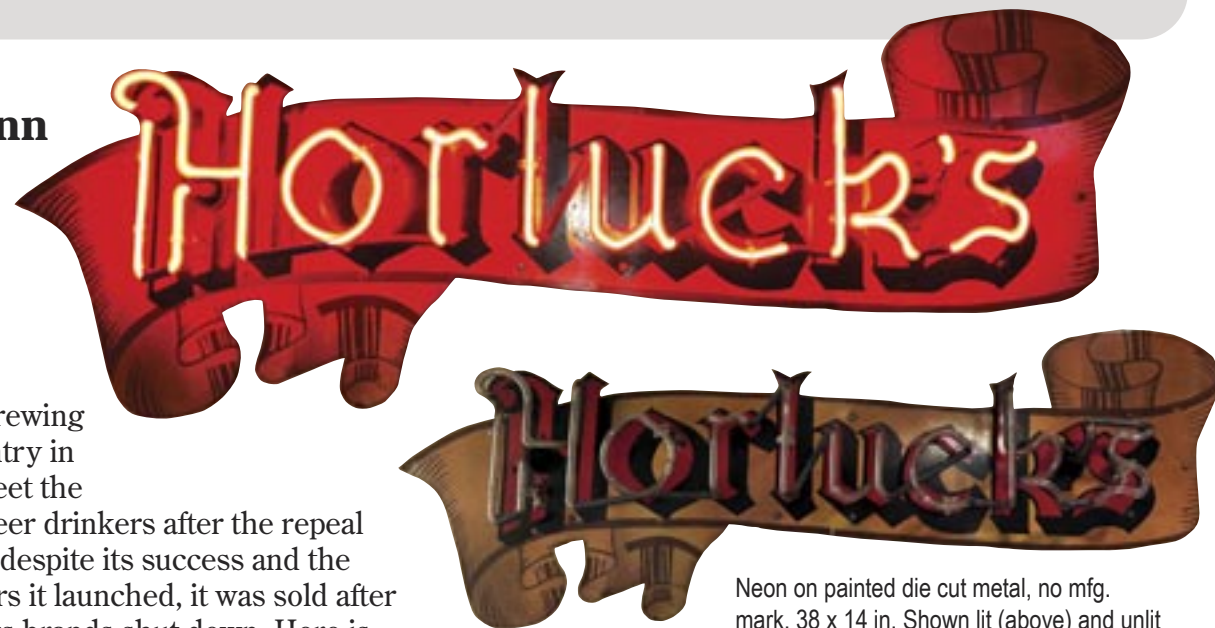
The Horluck Brewing Co. was an early entry in the mad rush to meet the thirst of Seattle's beer drinkers after the repeal of Prohibition. But despite its success and the wide variety of beers it launched, it was sold after just six years and its brands shut down. Here is the intriguing story of that short-lived brewery.

George F. Horluck was born on December 16, 1900, at the beginning of the new century, to Danish immigrant parents who moved west from Nebraska to Seattle sometime prior to 1910. Young George was an able entrepreneur. At just 27 years old, he had already amassed a chain of ice cream parlors, incorporated in 1928 as Horluck's Malted Milk Shops, Inc. and later, Horluck's, Inc.

Bakelite ball knobs with porcelain inserts for Horluck's Beer and Vienna Style beer, c. 1935. Collection of Mike Magnussen.



Foamscraper, c. 1935. Collection of Mike Magnussen.



Neon on painted die cut metal, no mfg. mark, 38 x 14 in. Shown lit (above) and unlit (below). Collection of Mike Magnussen.

George's father, Hans, was also an enterprising businessman. In 1930, father and son formed the Horluck Investment Company. Meanwhile, as George's ice cream shops thrived, the investment company backed a new venture to manufacture the ice cream for the chain of malted milk shops.

In the summer of 1932, Horluck's, Inc. became Horluck Creameries, Inc. and its ice cream became increasingly well known in the Pacific Northwest.

From Ice Cream to Beer

The end of Prohibition produced many entrepreneurs who eagerly sought fortunes by trying to meet the tremendous demand for newly legal "real" beer. George Horluck was one of them. He had spent time in Denmark during the 1920s and studied at the Danish Academy of Brewing. His cousin was the head of Denmark's famed Tuborg Brewery. George learned the beer business basics and with the end

of Prohibition imminent in 1933, Horluck's, Inc. announced its plans to enter the brewing business in Seattle.

George planned to produce a Danish-style beer similar to another famous Danish brand, Carlsberg. *The Seattle Daily Times* reported on March 19, 1933:

"For the manufacture of an exclusive type of beer, comparing with the famous Carlsberg brew of Copenhagen, George Horluck, head of Horluck's, Inc., yesterday announced plans for the construction of a new brewery, costing \$50,000, which will start manufacture about April 10 and begin marketing its seasoned product by June 10."



A rendering of the brewery, completed in 1933 and featuring its six-story brewhouse, was featured on the company's letterhead. The imposing Horluck brewery complex spanned almost an entire city block. Collection of Jeff Henry.

George also announced that his new enterprise would be called "The Germania Brewery," that he would self-finance it, and his beer would be produced "exclusively for hotel dining rooms and high-class restaurants."

An early jump on Repeal

George Horluck's new brewery was off and running once Prohibition ended in 1933. It became one of just three breweries in Seattle able to produce beer immediately after Repeal. The other two were the Hemrich Brewing Co. and the under-capitalized and short-lived (1933-1934) Pilsener Brewing Co. During this time, the supply of local beer could not keep up with demand.

The brewery opened on May 13, 1933, under the name "Horluck Malt & Brew Company" instead of the Germania Brewery. George soon changed the name again, simplifying it to just "Horluck Brewing Co." He hired Bernard Hochstadter, a Munich native with 40 years of brewing experience, as vice president and general manager. Prior to Prohibition,

continued on page 36



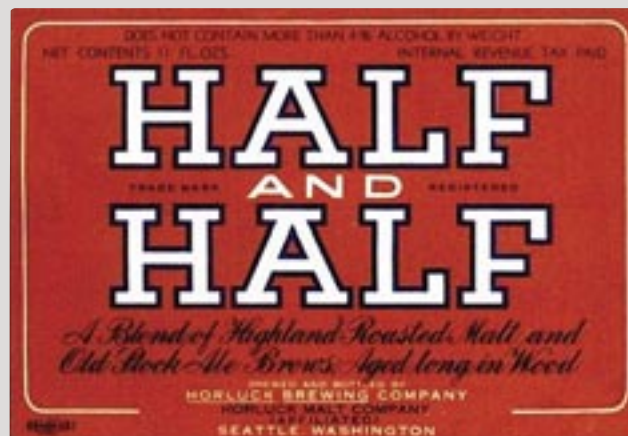
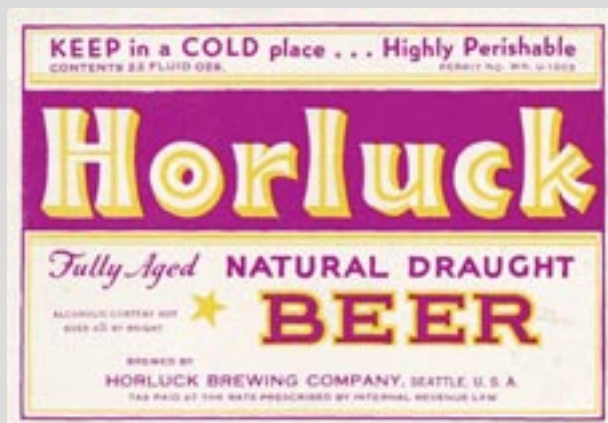
George Horluck was a 30-year-old ice cream mogul when he was featured in this article touting his success, published by *The Seattle Star* in May 1930. Horluck leveraged his profits selling ice cream during the 1920s and early 1930s to jump on the beer wagon after Repeal in 1933.

Before there was Horluck's Beer, there was ice cream by the same name, as demonstrated by this porcelain sign. Collection of Gary Flynn.



Horluck's array of beers

By late 1933, Horluck had introduced a “natural draught” beer (below, top) as well as a Bavarian Pale type beer called “White and Gold,” (below, center) a brand originally made by the Claussen Brewing Association of Seattle (1901-1915) before Prohibition.



Despite its relatively short existence, Horluck launched a fairly full palate of beer styles. There was a “natural draught” version called Growler Lager Beer (left), with its label featuring a visual of a classic, tin pail growler. There also was a “Belfast Type” Imperial Ale (above).

Available only in bottles, the Half and Half was a richer ale (top), vividly described as “A Blend of Highland Roasted Malt and Old Stock Ale Brews—Aged long in Wood.” The neck label made clear the target consumer for this flavorful brew: “A Stout Beer for Men.”

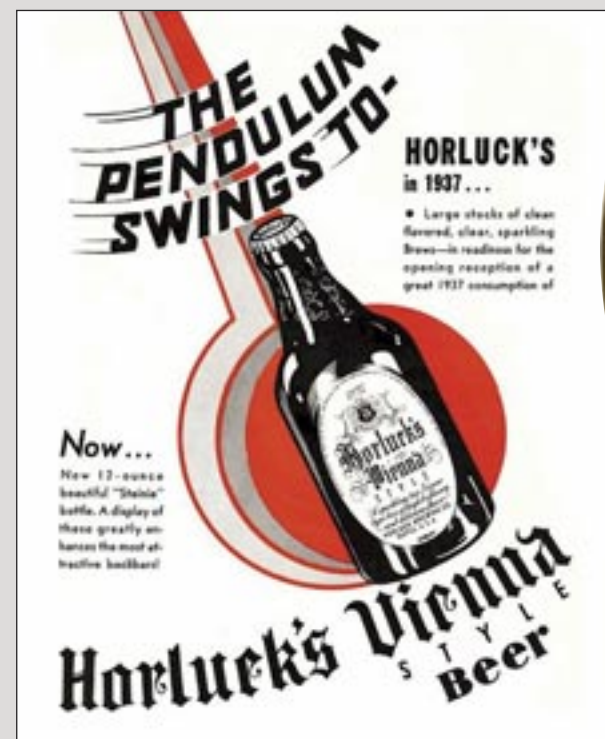
Labels from the collection of the late Bob Kay



Horluck put out a Bock each Spring (left), beginning in 1934. It was a paler style bock than those typically made by the other brewers.

The Vienna Style Flagship

In late 1934, Horluck's brought over Bohemian brew-master Adolph Verhill from Europe who created a new beer for the company. The result was a light Pilsner-style of beer that was naturally carbonated or “krausened.” After four months of cellaring, it was ready for the market in May 1935 under the name Horluck's Vienna Style Beer (below, center). It became the brewery's best seller.



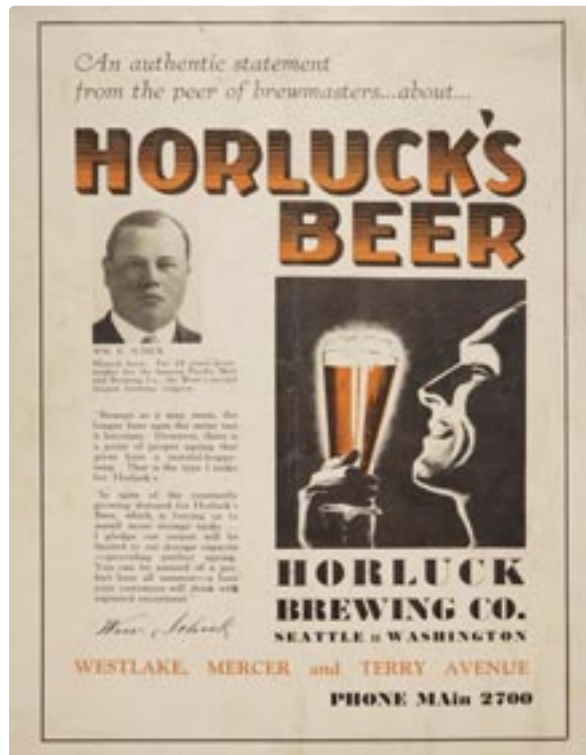
In its short span in business, Horluck's kept up with the times and added a canning line (above). Examples today of Horluck's cans in good condition are rare. Collection of Mike Magnussen.

This 1937 ad (left) promoted the introduction of Vienna Style Beer in steinie bottles, which became increasingly popular at that time because they reduced glass and shipping costs given their smaller bottle neck.

Horluck's

Left: Horluck's earliest venture was its Danish Draught Beer, a hoppy beer with "tang" and "elusive bitterness." It is promoted here in *The Seattle Daily Times* newspaper on August 10, 1933.

Right: Horluck pictured its impressive six-story brewhouse while touting its quality and "equipment unsurpassed for modernity" in a newspaper ad in *The Seattle Star* on November 8, 1933.



Brewmaster Wilhelm Schick was highlighted in this print ad from the April 1934 issue of *Brewer and Dispenser*, a trade magazine. Both items are from the collection of Dave Unwin.



Paper on wood sign, 27 x 13 in. no mfg. mark, c. 1934. Horluck's proudly boasted of its Munich-born leaders. The company's president, Bernard Hochstadter and brewmaster, Wilhelm Schick, were featured prominently on the hanging sign above.

Hochstadter had been president of the Everett Brewing Co., a short-lived brewery (1904-1915) in Everett, WA, about 30 miles north of Seattle.

Horluck then hired another Munich native, Wilhelm F. Schick, as his first head brewmaster. Schick gained his brewing experience in Tacoma prior to Prohibition at Huth & Scholl's Puget Sound Brewery (Tacoma, WA), then at Loeb's Milwaukee Brewing Co. in Seattle, and finally with Huth & Virges' Pacific Brewing & Malting—both in Tacoma and San Francisco.



Wooden keg, smaller in size and estimated to hold about five gallons, c. mid 1930s. A few of the variety of beers made by Horluck were draft ("draught") only. Collection of Dave Unwin.

Denmark meets Seattle

George also engaged a Danish brewmaster, Nils Christiansen, to consult on Horluck Brewing's first brew—a Danish-style draught beer. While waiting for the brewery's first batch to age long enough to release, George ordered a shipment of beer from his cousin in Denmark, who ran Tuborg. On May 13th, 1,600 cases and 300 barrels of Tuborg Beer arrived in Seattle from Copenhagen.

The imported Tuborg Beer enticed the public to then try "Horluck's Danish

Style Draught," which became available just two weeks later. The Danish-style draught beer sold well and Horluck's quickly made plans to expand brewing capacity. By November 1933, a new brewhouse was completed, increasing the plant's output to 300 barrels per day.

A variety of brands

Soon another brand was launched, a Bavarian Pale-type beer called "White and Gold"—a Pre-Prohibition brand name used by Seattle's Claussen Brewing Association. Brewmaster Schick replaced the Danish-style draught with his own Bavarian version and added a Vienna-style beer.

During the next two years, the brewery introduced a variety of other beer styles, some in bottled form and others in draft versions. There was a Belfast-type Imperial Ale, Half and Half, and a "natural style" draft lager fittingly called "Growler," among others. There also was a seasonal Bock beer.

Vienna Style is a hit

In late 1934, another brewmaster, Adolph Verhill, was brought over from Bohemia to create a new brew. After four months of cellaring, the new "Horluck's Vienna Style Beer" was ready for market in May 1935. The Vienna Style Lager was a light Pilsner-style beer that was naturally carbonated or "krauzened." Soon it became Horluck's best seller.

In 1936, Verhill replaced Schick, who moved to Columbia Breweries, Inc. in Tacoma, as head brewmaster. But Verhill's reign was short-lived. With San Francisco's Rainier Beer now being made in Seattle, Horluck was looking for something special to differentiate his most popular brand from the increased competition. Verhill was replaced with Munich native Franz Puels, a brewmaster who ran breweries in Brazil and Hong Kong.

continued on page 38

In May 1938, Horluck introduced a new "Fire Brewed" version of its Vienna Style Beer. This lasted only one year, from May 1938 to May 1939, when the brewery was sold.

When combined, this pair of fluted enamel glasses (far right) advertise Horluck's Vienna Beer and that it was "Fire Brewed" at 2000 degrees.

The tap knob (right), from the J. E. Newman Co., Pittsburgh, PA, also touts "Firebrewed" Vienna. Glassware, collection of Gary Flynn. Ball knob, collection of Mike Magnussen.



Celluloid-over-cardboard "Prismatic" style sign, by Bastian Bros. Co., Rochester, NY, 15 x 6 in., c. 1938. Collection of Mike Magnussen.



"Fire Brewed"

Puels had a 212 gallon, copper brew kettle installed that used the old-world method of boiling the wort by direct fire rather than super-heated steam. A new version of the flagship Vienna Style Beer was introduced in May of 1938 with advertising that touted it as "Fire Brewed at 2000 Degrees." The supposed benefit of "Fire Brewed" was that the temperature—reportedly about six times higher than steam heat—produced a more flavorful beer.

We'll never know if Puels' Fire Brewed Vienna Beer would have threatened Emil Sicks' Rainier Beer, since both Puels and his new brand only lasted a year, from May 1938 to May 1939. It was then that George Horluck announced to the press that he was selling the company and retiring from the beer business to focus on ice cream. *The Seattle Star*, in an article in April, 1939, reported that Horluck's highly successful ice cream business "began to demand more and more of his attention, until he found it desirable to dispose of his brewery interests."

Sick's takes over

On May 1, 1939, the Horluck Brewing was absorbed into Emil Sick's Pacific Northwest brewing empire. The brewery became Sick's Century Brewery and the Horluck's beer brands were phased out immediately, replaced by brands like Rheinlander, Century, Sicks 66, and of course, Rainier. The Century Brewery operated for another 18 years, until 1957.

But the Horluck's name carried on in grocery stores—just not in the beer aisle. Horluck's ice cream was available in the Seattle area until the mid-1970s and revived again in the mid-1980s. George Horluck, ice cream mogul and short-time beer baron, died at 75 years of age in 1975.

About the Author: NABA member Gary Flynn is a breweriana collector and brewery historian who specializes in the Pacific Northwest. His histories are available on his website at: Brewerygems.com.

Horluck Sells Out Brewery

New Group to Continue Operations; Old Owner Plans Norway Trip

Announcing his retirement from the brewing business, George F. Horluck disclosed today he had sold the Horluck Brewing Co. to a group of Seattle business men headed by Lester R. McCash, under a long-term lease. Associated with the group will be Bernard Hochstadter, long connected with the Horluck company. Horluck



G. F. Horluck
—Grady photos

Despite his seeming success in the beer business, George Horluck sold it off after just six years in 1939 and retired from the beer business to focus on his ice cream empire. He was just 38 years old at the time. This newspaper article appeared in *-9 Star* in April, 1939.

said he would devote his entire time, after a brief trip to Denmark with his mother, to the manufacture of ice cream.

The plant and equipment of the Horluck Brewing Co., at Westlake avenue N and Roy street, will be taken over by the new interests. Brewing and distribution of beer under the Horluck trademark will continue. No change in the sales personnel is contemplated, according to McCash.

The Horluck brewery, occupying nearly a square block, comprises a modern six-story brewhouse with immense copper brew kettles and adjoining aging cellars containing 79 storage vats, some of which are the largest in this territory. The plant, air-conditioned thruout, is equipped with the latest refrigeration facilities and employs the most up-to-date methods in the keg and bottling departments and in the canning of beer.

In order to keep pace with the increase in business, the brewery has been enlarged and improved repeatedly during the six years it has been in operation.

Horluck, whose business career began when he was a youth in Seattle, built up an extensive chain of malted milk shops in the Pacific northwest prior to entering the brewing business with the repeal of prohibition. Of recent years, the ice cream business he had developed began to demand more and more of his attention, until he found it advisable to dispose of his brewery interests.

Upon his return from Denmark, Mr. Horluck said, he plans to plunge at once into the construction of a new and elaborate ice cream plant here.

Horluck's at the Red Pig



These black and white photos from October 1938 show the Red Pig, a roadside diner that featured steak, chicken, and hamburgers that was located near Tacoma, WA. The new management team of Joe Fox and his sister-in-law Bernice Fox were photographed working behind the lunch counter. The restaurant had been renovated and featured a new, more varied menu. Previous owner Earl Smith had opened the restaurant in May of 1937. Courtesy of Dave Unwin and the Tacoma Public Library.



A close-up look at the backbar reveals a Horluck's neon sign featuring the "Fire Brewed" claim (above). There are no existing examples of this sign known. There is also a stacked display of Horluck's Vienna Beer cans in front of a tray, which is the non-beer branded "Three Little Pigs" tray that celebrated Repeal (above), from the collection of Mark Rogers.

Fire Brewed at 2000° was a hot topic for Stroh's

by Dave Alsgaard

The previous article details how The Horluck Brewing Co. claimed that its beer was “Fire Brewed at 2000 Degrees.” This brings to mind the same claim by the better-known and longer-lived line for Stroh's Beer from the Stroh Brewery Co. of Detroit, MI. But for Stroh's, the catchphrase was a much hotter topic—a claim that the company used for about 50 years—both well before and after Horluck's existed.

Although Stroh's used a variety of taglines over the years such as “You'll Like Stroh's—It's Lighter,” “From One Beer Lover to Another,” and others, it is probably best known for promoting its fire-brewing process as its unique selling proposition. Stroh began brewing with direct fire once its new brewhouse was completed in the Fall of 1914. And the *Fire Brewed at 2000 Degrees* slogan is among its earliest and longest lived, in use from as early as 1914 through at least 1964.



Point-of-sale advertising for the “2000 Degrees” tagline is rare compared to print ads. Interestingly, this seasonal ad featuring a fall hunting scene ran in only a small handful of northern Michigan newspapers—and on one day only—October 19, 1939. This particular ad ran in *The Saginaw News*.

From the beginning, Stroh claimed that fire brewing produced a “fine distinctive flavor.” And on the first page of this tri-fold brochure (at right) mailed to its sales agents, Stroh's even declared that “... Beer is a Food—a Cooked Food” and to do so required “Fire Heat” so that the beer is not “underdone.”



Painted tin sign, 20½ x 27 in., c. 1930s, Collection of John Stroh III.



Printer's block, 8½ x 7¾ x ¾ in., from October 1939. Coincidentally, this rare printer's block for the very same ad survived and exists as part of the collection of the Cone Top Brewery Museum in Vicksburg, MI.



“Fire Brewed” tri-fold sales brochure, first page, showing artists fanciful rendition of Stroh's new brew kettle with firebox below, c. 1914. Collection of Ed Stroh.



“Fire Brewed” tri-fold sales brochure, third page.

The third page (above right) of the sales flyer presents one of the first known uses of Stroh's “2000 Degrees” claim. It asserts that direct fire causes caramelization of the wort, creating a beer that is easier to digest compared to steam-brewed beers.

However, some 20 years later, The Michigan Liquor Control Commission in its report of November 1936 was not convinced. The commission, which evaluated breweries and their beer quality, stated that it is incorrect to infer that “fire brewed” beer has special qualities not present in other beers.

NABA member John Stroh III was Stroh's last CEO and provided some valuable insight. “We eventually had to quit with the 2000-degree claim because someone noted that boiling

water doesn't exceed 212 degrees; nowhere near the alleged temperature of the firebox.”

Stroh and Horluck seem to have been the only two American breweries known to have used the “Fire Brewed” or the “2000 Degree” claim. And even though both companies used this traditional Old World direct-fire brewing method, there is no connection between Stroh's and Horluck's, according to John Stroh.

John further noted that his family's brewery must not have been aware of the short-lived Horluck's. This is because from the period of 1919 to 1983, Stroh claimed it was “America's Only Fire-Brewed Beer.” It was only later that this claim was simplified to just “America's Fire-Brewed Beer.”

continued on page 42



The top of a cardboard bottle case for Stroh's Beer dated September 1964 uses the “2000 Degrees” tagline. Collection of Ed Stroh.

Fire Brewed at 2000 Degrees in Advertising



This newspaper ad suggested that "Fire Brewed at 2000 Degrees" produced Stroh's "Perfectly Grand Taste." It appeared on October 5, 1939 in *The Saginaw News*.



Stroh's "2000 Degree" claim is rarely seen, apart from print ads, but some original artwork still survives. These two are artist proofs for outdoor billboard signs that were never produced. The fall scene with ducks on the above is dated August 1939, and the "Cool off with Stroh's" version below is c. 1960s. Images courtesy of Detroit Historical Society.



A few "2000 Degree" billboards actually appeared by the roadways, as seen in this photo from c. 1935. Walker & Co. Outdoor Advertising, Detroit MI, Image courtesy of Detroit Historical Society.

HARPER RYE
Gold Medals Received
PARIS, 1900

HARPER RYE
Gold Medals Received
PARIS, 1900

REVERSE GLASS AND PORCELAIN
THE BUTLER DID IT

DON'T FORGET!

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

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

BUTLER'S GOLD RETURN | 574-457-3032

Excelo and beyond a Prohibition mystery solved

by Dave Alsgaard



The mystery begins

At the convention, I asked fellow collector friends if they knew anything about Excelo, but nobody had any information as to the type of beverage being marketed on the tray, the age of the tray, or the nature of the company. Excelo does not appear in American Breweries II. Peter Blum, in his authoritative 1999 book "Brewed in Detroit," makes no mention of it. And a quick

internet search yielded nothing. Was Excelo a soda, a mineral water, a malt beverage, a malt tonic, or something else? And when was it produced?

The tray made it back home where it remained an enigma. Fast-forward about 8 years. Between time commitments for work, then retirement, and lastly some major family events, researching the tray was a low priority. It finally got to the top of the list in early 2020, when I contacted the Detroit Public Library to see what information they had. But this was during the Covid pandemic and the library was closed. To the 'back burner' it went, again.

During room-to-room trading at the Springfield, IL NABA convention in 2012, I spotted a colorful and attractive tray. It was for Excelo—"A Non-Intoxicating Beverage."

Take a chance!

A quick look revealed that the tray was from Detroit, MI and produced for the Excelo Beverage Co. I have been collecting Michigan breweriana for more than 40 years. But not only had I never seen nor heard of this tray before, I knew nothing about the company or its product. The seller had no information to offer, either. Was it advertising some sort of malt beverage and therefore could be classified as breweriana?

In my Michigan collection, I have a soft spot for Prohibition-era breweriana. Rather than thinking too long about what this brand was and losing the opportunity to buy this tray, I took a chance and bought it. I figured I'd find out soon enough what its backstory was.

Serving tray for Excelo, Excelo Beverage Co., Detroit, MI, 12-in. diameter, by Shonk Works-Amer. Can Co. Maywood, IL. Collection of Dave Alsgaard.

Persistence pays off

I tried contacting the Detroit Public Library again in November 2021 and got the same result—no staff was available to help. Finally in February 2022, I found that a few of the library researchers were once again back to work remotely, so I submitted another research request. For search criteria, I gave them all I had to go on—the company name and the year 1918, since that was the first full year of Prohibition in Michigan. Within a few days, I received an email containing a screen shot from the 1918 Detroit city directory:

EXCELO BEVERAGE COMPANY, Mrs Josephine Kling Pres, August P Kling V-Pres, Emilie Kamper Sec, Kurt Kling Treas 1424-1438 Jefferson av, Tel Edgewood 3440

Jackpot! I recognized the Kling names as being members of the famed brewing family. Josephine was the widow of Phillip J. Kling. In fact, they are exactly the same management team as listed for the Ph. Kling Brewing Co. in 1914 in Peter Blum's book. And the address (1424-1438 Jefferson) matches Kling's also. During Prohibition, the Ph. Kling Brewing Company must have re-tooled to make malt/cereal beverages, and also changed its name to Excelo Beverage Co., instead of using the Kling name. The reasons for this are unclear, but we can speculate that perhaps the Kling's did not want to risk their name being associated with what was likely an unproven and perhaps inferior product, compared to their popular beer.

I was pleased that this tray, because of its association with Kling, could be considered breweriana. But I wanted to know more and I didn't want to rely solely on librarians to do my research. So I subscribed to *Ancestry.com* for city directories, and *Genealogybank.com* for old newspapers.



Kling's Prohibition-era products also included a cereal beverage. Collection of Jim Kaiser.

One (year) and done

The 1918 Detroit city directory entry also states that the company was incorporated in 1918 with a capitalization of \$60,000. Excelo Beverage Co. is not listed in the Detroit city directories of 1917, 1919, 1920 or thereafter. This is good evidence that the company, the beverage, and the tray come from just a one—year time period—1918.

As I continued my research, I found an ad from the June 29, 1918, edition of *The Wolverine* newspaper from Ann Arbor MI. It was one of many that Excelo ran in the newspaper that summer (pictured below).

This ad and scores of others, that ran in numerous newspapers across the state, provide key evidence that Excelo was a cereal beverage or malt tonic or "near-beer." This ad is also interesting because it says '....put up in sterilized, air-tight bottles....'

continued on page 46





"Excelo an Zapf" translates from German into "Excelo on Tap". Many other ads for Excelo from the long-gone Randolph Hotel can be found in this newspaper from around the same time period. This is from a prominent German language newspaper from Detroit called the *Detroit Abend-Post*, November 17, 1918.

fan to accompany the tray in my collection. Still, it was exciting to see another advertising piece from Excelo.

Another mystery emerges

But now that I knew something about Excelo and its limited breweriana, why was it so short-lived? The advertising said it was "piquant, tangy, and snappy." Maybe the anonymity of the company name let them experiment with a cereal beverage that had a very different taste, and it just didn't "hit the mark" with consumers. Whatever the reason, it seems likely that Excelo did not sell well and was soon discontinued.

More research shows that after Excelo stopped operation, another company with the same management team and location took its place. This was the more conventionally named Kling Products Company and was incorporated on May 1, 1919. They too made an attractive tray (top left, next page).

The Kling Products tray promotes a non-intoxicating beverage that was "Everybody's Drink." A newspaper ad from August 1919 lists Kling's products as ginger ale, birch beer, cola, carbonated water lithiated water (a type of mineral water characterized by the presence of lithium salts) and something called "loganade" (ad at left on next page).

By April of the following year, their cereal beverage was called "Pros't" in a throwback to one of their Pre-prohibition brands, as seen on a tray from that era (top right, next page).

Only a tray?

Other Excelo trays popped up for sale now and then on auction sites over the years. I find this remarkable, given the short life of the company. But there were no signs of wooden bottle cases, labels, crowns, or bottle openers. NABA's opener expert, John Stanley, said that he knows of no openers for Excelo. NABA label expert John Steiner has not seen any labels. It seemed that the only Excelo artifact known from this very short-lived Prohibition-era company is the tray.

Wait—there's more!

But then a new Excelo item emerged. In the spring of 2023, I spotted a fan on eBay (at right).

Sadly, I was the backup bidder and unable to add the



Excelo fan, cardboard, front side (top photo) and back side (bottom photo), c. 1918.



Tray by Shonk Works-Amer. Can Co. Maywood, IL. 12 in. diameter, c. 1919-1922. Collection of Jim Kaiser.



King's Pros't tray, 12-in. diameter. Chas W. Shonk Co. Litho., Chicago, IL, c. Pre-Prohibition. Collection of Jim Kaiser.

Prohibition claims another victim

The competition from other Detroit breweries trying to survive during Prohibition must have been fierce. In 1921 there were at least nine other local

breweries making what must have been very similar "non-intoxicating" products.

Perhaps the Kling's were unable to compete. Or maybe Josephine, by now 78 years old, was just ready to retire. Whatever the reason, in November

1921, Kling Products Co. sold its recipes, trademarks, machinery, equipment, and goodwill to the Frank Products Company. Frank Products was owned by Nicholas A. Frank, a former brewmaster at Kling's.

The Kling family operated a brewery in Flint Michigan after Prohibition, but this marked the end of the brewing family's more than 50-year presence in Detroit.

An ad from the *Detroit News* on April 29, 1920, for "Pros't", a "near beer" with the same name as a Pre-Prohibition beer from Kling's.



An ad from the *Detroit News* from August 1919, lists a range of "quality first" soft drinks being offered.



Striking gold in Pittsburgh

A "crowning" Gillco find

by Mike Michalik

Sometimes when you least expect it, a gift falls into your lap.

Recently, the exceptional collection of Chip Echnoz was offered for sale. A well-known collector of Western Pennsylvania, Eastern Ohio, and West Virginia breweriana, Chip has been a long-time NABA member and supporter. When he decided to sell his collection, Chip wanted NABA to benefit from part of the proceeds and contacted NABA's auction partner, Morean Auctions.

To help promote the series of auctions, NABA produced several thousand glossy postcards that were designed by NABA's creative director,



Barry Travis.

The idea was to distribute these postcards in the geographical area from which Chip's collection is focused.

Over the course of several weekends during September 2024, I canvassed the Pittsburgh area and parts of West Virginia to distribute the postcards in antique stores.

In my experience, people in the antiques business are always willing to help promote others in that business. That said, I always ask permission before dropping off these kinds of promotional materials.



The back of the sign is heavy and sturdy. It is composed of metal, with a pressed metal body, back cover, easel casting and retaining ring. These have been repainted.



Lighted sign for Stoney's Gold Crown Beer, Jones Brewing Co., Smithton, PA shown lit (above) and unlit (at left). The sign promotes the brand's lager, bock and pilsner styles, as well as companion brand Old Smithy Ale. This magnificent back bar sign has a 13-in. diameter and was created by GILLCO, Philadelphia PA, c. mid 1930s. The sign has a reverse-enameled convex glass ad panel with internal silvered glass reflector. It is believed to be the only existing example known.

In the right place at the right time

In one of the many antique stores I entered, I gave the woman at the cash register my pitch about the cards and asked if I could place them on the counter. She gave her blessing and because I was in an antique store, I of course had to look around and see if I could find anything for my collection. At the least, I hoped to find something to buy and then flip for a little extra money.

I made it past about a half dozen booths when another lady approached me. She also worked in

the mall and was a dealer herself. She had overheard my conversation about the breweriana auction and asked if I would look at a photo she had of an antique beer sign and give my opinion on it. I looked at the picture on her phone and felt a sense of amazement that someone who has been collecting breweriana for more than 40 years rarely experiences. I couldn't believe what I was seeing. I immediately told her that this was something very special and valuable.

continued on page 50

Labels of the beers mentioned on the lighted sign



Stoney's Bock was discontinued around 1948 and it no longer carried the "Gold Crown" brand, which was dropped altogether in 1947. This label, dates from the late 1940s and carries the Polish toast "Na Zdrowie" which translates to "Cheers" and literally, "to health." Collection of Mark Young.



The Eureka Brewing Co. was founded in 1881 in Sutersville, PA and relocated to nearby Smithton in 1907, after it was acquired by Stoney Jones. Eureka was renamed Jones Brewing after Prohibition. This Pre-Prohibition label is for Eureka's flagship Gold Crown Beer. Collection of Mark Young.



Old Smithy was the companion ale brand to the Gold Crown lager styles. This label is c. 1930s—Old Smithy was discontinued around 1937. Collection of Lou Jurena.



Pilsener label featuring a rare image of a king character wearing the crown, c. 1930s. Collection of Mark Young.

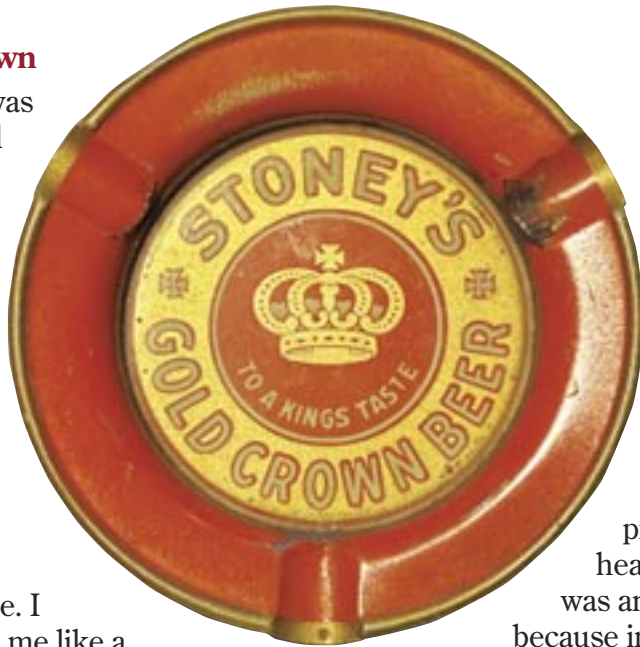
Discovering the Gold Crown

The image on her phone was a Stoney’s Gold Crown lighted beer sign from the 1930s, from the Jones Brewing Company of Smithton, PA. It also advertised that brewery’s lesser-known brand, Old Smithy Ale. I’m sure she could see by my astonishment that what she had was incredibly special and I told her so. In fact, I told her that I had been collecting since the 1970s and had never seen that particular sign before. I wasn’t certain, but it looked to me like a rare and much coveted Gillco sign, made by the Gill Glass Co. of Philadelphia, PA.

The only existing example?

Of course, I then asked her if the sign was for sale. It was music to my ears when she said that it was. I was very curious about the backstory of this amazing piece and it turns out it had an interesting history. The sign belonged to her nephew who was a picker. He found it in suburban Pittsburgh while cleaning out a house. This rare piece was the only beer sign found in the home.

Because I was highly interested and wanted to make a fair offer, I asked the woman if she could send me additional pictures showing the sign from all angles. The next morning those images arrived and my excitement grew. The back of the sign had been repainted, so no manufacturer’s mark was visible. I sent the pictures to fellow NABA members John Bain and Chris Watt. John is a lighted sign expert and Chris is an expert on Gillco signs made for Pennsylvania breweries. Both of them verified that based on all of the visual information they could see this indeed was a sign produced by Gillco and further, they had never seen a Stoney’s sign like this before.



This rare, 4 ½ in. ashtray for Stoney’s Gold Crown beer carries the same “To a Kings Taste” slogan as the lighted sign, c. 1930s. Collection of Mark Young.

Meeting the owner

Along with the pictures she sent, the lady asked if I wanted to visit her nephew, who lived about 20 minutes from where I was that day in the Pittsburgh area. “Yes!” was the only answer I could provide and I immediately headed to her nephew’s house. I was anxious to see the sign in person because in the pictures that she sent, it seemed that there could be some paint loss or staining on the sign. But once I was able to inspect the sign in person, I was relieved to see that this would quickly disappear with a little cleaning.

When the owner plugged in and turned on the sign, it just radiated brilliance. This spectacular sign has stunning graphics, featuring a crowned wooden keg accented by sunbeams shooting up behind it, enhanced by the reflecting silvered glass backing. I couldn’t believe what I was holding in my hand—probably the only existing example created for this brand from the Tiffany of lighted advertising signs, Gillco. I knew I had to bring this home.

Taking it home

The man asked what I’d be willing to pay for it.

I made a strong first offer and he immediately accepted. After a quick trip to an ATM, we settled up and carefully wrapped the glass sign in blankets. I initially thought of selling the sign, but once I took it home, I was spellbound! I gave the piece a highly prominent place on my backbar, and there it will remain. Over the years, I have had some interesting breweriana finds, but none that equals the treasure of this “Gold Crown” discovery. If there is a moral to this story, it’s that volunteer work for NABA can reap great karma!

continued on page 52



A vibrant and rare 4-inch coaster features Old Smithy Ale but also promotes Gold Crown Pilsener and Lager style beers. Collection of Mike Michalik.

Stoney and his brewery

The Eureka Brewing Company was founded in 1881 in Sutersville, PA. Its flagship beer was Eureka Gold Crown, a German style lager that built a strong local following among the Eastern European immigrants who worked the coal fields and coke ovens.

Legend has it that local businessman William “Stoney” Jones won the Eureka Gold Crown Brewing Co. in a card game in 1906. By 1907, Jones had created a new brewery—still called Eureka Gold Crown Brewing—in nearby Smithton, where Jones lived. Stoney’s new brewery could produce 50,000 barrels per year, enabling it to supply its beer throughout the area, and it flourished until Prohibition. The dry years were rocky but the brewery somehow survived, even though Jones ran afoul of the government several times for making and selling real beer.

Post-Prohibition

When Repeal came, the brewery was reorganized and re-named the Jones Brewing Company. Stoney Jones re-branded the beer in his name: Stoney’s Gold Crown. It was still brewed in its Pre-Prohibition style as an all malt lager with no sugar or preservatives added. In 1934, Stoney introduced a companion ale brand called Old Smithy, which was then followed by the launch of two other varieties: Stoney’s Gold Crown Bock and Stoney’s Gold Crown Pilsener. Stoney’s became a favorite in the mill towns throughout Western Pennsylvania.

When Stoney died in 1936, his sons took over and the Jones Brewing Co. remained under family control for the next 50 years. The flagship beer dropped the “Gold Medal Crown” part of its name sometime after 1947, when it was quietly changed to just Stoney’s Beer.

Later years

Struggles came in the 1960s from competitive pressures in the beer industry. Jones purchased the Fort Pitt brands in 1965,



The Eureka Brewing Co., Smithton PA, in a postcard dated 1909. This massive, five-story complex had a brewing capacity of 50,000 barrels per year and towered over every other structure in the small town.

which included Fort Pitt Beer and Old Shay Ale, from the Gunther Brewing Company of Baltimore, MD, which had acquired them in 1957. The company tried to modernize its old facility and built a new bottling and canning plant and doubled its annual capacity to 200,000 barrels.

By 1988 the brewery was struggling and the family sold it to a local entrepreneur. The company was later sold again, filed for bankruptcy in 2000, and the old brewery closed for good in 2002.

Dancing in the new year with Stoney's

Danceland was a popular dancing and music venue at the former West View Amusement Park in Pittsburgh. It is not surprising that some-one would have rung in the new year of 1936 at such a lively spot.

Fun-filled days of roller coaster rides at the amusement park were highlighted by evenings spent dancing at Danceland.

Popular artists like Glen Miller, Vaughan Monroe, Tommy Dorsey, Stan Kenton, Woody Herman, Louie Prima, and Sammy Kaye all played there through the 1930s and 1940s.

In the 1950s and 1960s, Danceland held Friday night teen dances which drew thousands who boogeyed to the latest Doo Wop and Rock hits spun by local radio DJs and performed live by touring pop groups.

On June 17, 1964, The Rolling Stones made one of their first U.S. appearances at Danceland, capping a six-act show that included Bobby Comstock and the Counts, the Fenways, Patty and the Emblems, the Pixies Three, and Bobby Goldsboro.

Sadly, the venue burned down in 1973, and West View Park closed four years later in 1977. A shopping center is now on the site.



The "new" air conditioned Danceland that is mentioned on the back of the coaster, as it appeared at the time. For 67 years, Danceland was one of Pittsburgh's favorite places to dance to the music of the big bands and the latest hit songs.



This rare 4-inch coaster featuring the king character for Stoney's Old Crown Beer also advertises companion brand Old Smithy Ale.

But what is on the back of the coaster may be the reason it survived for 88 years. It seems that the coaster was a keepsake that commemorated a moment in time—January 1, 1936. Whomever wrote the message on the back seems to have celebrated the new year at the famed Danceland venue in Pittsburgh, PA. Collection of Tracy Wallace.

Stoney's famous granddaughter

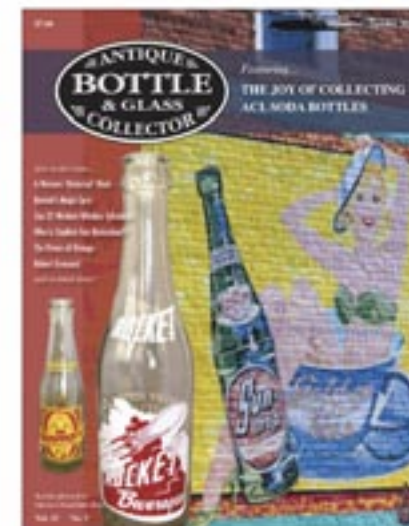
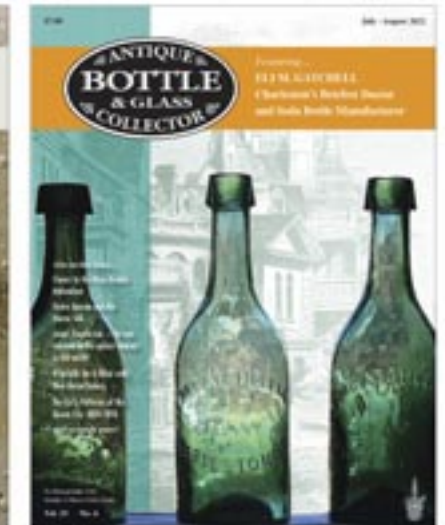
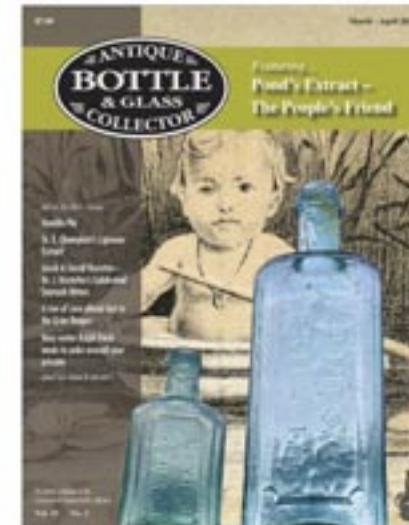
Smithton, PA's most famous daughter is Academy Award winning actress Shirley Jones. Ms. Jones, now 90 years old, rose to fame as a singer and actress, as well as being the star of the most iconic TV show of the 1970s, *The Partridge Family*.



Left to right: Jones' father, Paul; Shirley Jones; and Bill Jones Jr., her uncle. They were photographed in front of the Jones Brewing Co., which the brothers took over upon the death of their father, the Famous Stoney.



Federation of Historical Bottle Collectors



Non-profit organization dedicated to all facets of antique bottle and glass collecting

History, Advertising, Auction Price Report, Virtual Museum, Latest News, Digging, Finding, Early American Glass, Bottle & Glass Shows, People, Research, Auctions, Preserve Jars, Free-Blown Glass, Pattern Molded Glass, Blown Three Mold, Bitters, Medicines, Spirits, Foods & Sauces, Drugstore, Ink Bottles, Soda Pop, Historical Flasks, Spring & Mineral Water, Soda Water, Perfume & Cologne, Marbles, Fire Extinguishers, Target Balls, Lightning Rod Balls, Utility, Poisons, Merchandise, Lost & Found, Member Photos, Milks, Beer & Ale, Insulators, National Convention, Tableware, Hall of Fame, Online Seminars, Judged Displays, and a whole lot more...



FOHBC.org



Membership includes our bi-monthly 72-page plus covers all-color magazine, *Antique Bottle & Glass Collector*, print or digital, Online Auction Price Report, Virtual Museum Access, 2024 National Expo, Newsletter, FOHBC.org website Members Portal for member list and archived historical information, free classified ad with membership and so much more! Club & Institution Memberships Available Contact Elizabeth at fohbcmembers@gmail.com



Chalk Talk

by Rick Basken
sellsavere@yahoo.com



An array of chalk barrels in small and large sizes is supported by bottle glorifier statues from Michigan breweries Altes (Detroit), Goebel (Detroit) and Frankenmuth (Frankenmuth).



The statuesque collection of Keith Rist

Editor's Note: About once a year in this column, we profile an outstanding collector of back bar beer statues and present pictures of their collection. In recent years, we have profiled former NABA member George Baley, author of the *Back Bar Beer Figurines* book as well as Jeff Buchler, a longtime NABA member who has amassed a terrific beer statue collection.

In this column, we present another extraordinary collector of back bar figures, Keith Rist, of Sheffield, AL. Following is his story, in his own words...



Keith and his dog Cooper relax by the "Falstaff fireplace" in his home, which is adorned with an array of Falstaff chalk statues and chargers.



Chalk statue, Oertels '92 Beer, Oertel Brewing Co., Louisville, KY, 16 1/4 in., no mfg. mark, c. 1955. Known in the collecting hobby as "The Howdy Doody" statue, this was Keith's first chalk statue and was purchased in 2004.

My passion for beer statues started about 21 years ago. In February 2004, I was wandering the halls at the Blue & Gray show in Virginia when I walked into the room of my friend and fellow collector Rich Rossi. Almost immediately, a piece of breweriana grabbed my attention. It was an Oertels Beer chalk statue, commonly known in our hobby as the "Howdy Doody" statue because of its resemblance to that 1950s character. I actually chuckled when I first saw it,

A shelving unit creates a safe home for more than 20 figures.



since it was such a corny looking character to advertise beer. It also reminded me of an old childhood friend who looked just like him. It appealed to me so much that I decided to buy it.

Continued on page 56



Chalk back bar bottle glorifier for Old German Beer, Queen City Brewing Co., Cumberland, MD, 15 x 15 in., no mfg. mark, c. early 1950s.

This piece features the "Herman the German" character that was popularized by Old German in the 1950s. It has particular sentimental value to Keith as it reminds him of his German grandfather.



Chalk back bar bottle glorifier for Burgermeister Beer, Burgermeister Brewing Co., San Francisco, CA., 10 x 9 in., Plasto Mfg. Co., Chicago, IL, c. mid-1950s. This figure is rare and the only one Keith has seen.



Chalk statue for Old Brew Beer, Garden City Brewing Co., Chicago, IL, 10 x 12 in., no mfg. mark, c. 1945. This statue is a favorite of Keith's: "I love the detail on this, especially the individual bottles in the case that is at the side of this seemingly somber character."

For the next eight years or so, I focused my attention on what were then my two favorite areas of collecting—flat top cans and beer-labeled trash cans. But I would still pick up an interesting chalk statue if I saw one at a show. At this point, I had around 15-20 chalk statues, so I guess you could say I had started a collection of them.

Sometime around 2017, I happened to see a Facebook post from a collector who was selling a few chalk statues. I reached out to him and he told me that he was in the process of selling off his collection, which at the time was one of the finest collections of chalk statues ever assembled.

Over the next few years, I acquired 15-20 pieces from him and that's when the collection



A corner in Keith's home is well outfitted with a myriad of figures.

really began to take off and quickly became my primary focus of collecting. I currently have more than 250 statues displayed. I gravitate towards collecting characters (bartenders, waitresses, elves/gnomes, animal figures) and I like chalks that hold bottles, also called "bottle glorifiers," too. I've picked up a few barrel chalks since they are typically inexpensive and are easy to display.

While I am actively adding to my collection, if I collected every chalk that I came across and didn't already have, I'd probably have 600 by now! I usually pass on wall hanger chalks

due to space constraints and if the hook gives way, you can say "goodbye" to your collectible.

I also limit the number of variations used by the same brewery and the same type of "stock"

Continued on page 58



Chalk figure for Old Dutch Beer, Krantz Brewing Corp., Findlay, OH, 17 x 12 in., no mfg. mark, c. 1938. This figure is rare and has been restored. Of the cute old Dutch couple, Keith says, "My wife Melanie and I joke that this will be us in 20 years!"



Chalk polar bear holding bottle for Rainier Club Beer, Rainier Brewing Co., Seattle, WA and San Francisco, CA, 8 x 8 in., no mfg. mark, c. mid-1950s.

Animal acts



Chalk bottle glorifier figure for Redtop Beer, Red Top Brewing Co., Cincinnati, OH, 15 x 13 in., by W.J. Smith Company, Louisville, KY, c. Mid-1950s. "I like this one because using a crazy looking camel to promote an 'extra dry' beer is unique and clever."

Collection King Pin

My favorite piece in the collection is the "Esslinger King Pin" chalk statue, from Esslinger's Inc., Philadelphia, PA. It features the company's unique bell hop mascot, "The Little Man" and advertises Esslinger's King Pin Lager Beer, made from about 1933-1953. The statue measures 8 x 19 in., has no mfg. mark, and is c.1935.

I was born and raised in Philadelphia, where my family immigrated to from Germany in 1912. As a kid, my dad walked by the old Schmidt's brewery each day on his way to school and said he can still remember the smell of beer fermenting from the brewery as he walked by.

The statue is very rare, and I am only aware of six of them that exist in collections. This one



came out of an estate in southern New Jersey last year. The elderly home-owner had passed away and his relatives came across it.

When it was posted on one of the breweriana Facebook pages by a relative of the late owner asking for information and value, I contacted them, and they accepted my offer to purchase it. With the help of fellow collector Larry

Handy, I was able to locate the correct bottle including the label and the crown. My search of more than 10 years for this chalk had finally come to an end!



Multiple Variations



Keith limits the number of figures he has of hands grasping bottles/cans and bar scenes because there are "so many variations of essentially the same thing." In fact, more than 20 breweries used the hands and there are at least a dozen beer-branded bar scenes.

From left: Chalk hand for Altes Beer, Altes Brewing Co., Detroit, MI, 6 x 9 in., no mfg. mark, c. mid-1950s. This came in both a can and bottle version; Chalk hand for Valley Forge Beer, Adam Scheidt Brewing Co., Norristown, PA, 6 x 9 in., no mfg. mark, c. 1950; Chalk bar scene for Heidelberg Beer, Columbia Brewing Co., Tacoma, WA, 13 x 9 in., no mfg. mark, c. mid-1950s; Chalk bar scene themed "Mellow as an old refrain" for Regal Pale Beer, Regal Amber Brewing Co., San Francisco, CA, 14 x 10 in., c. mid-1950s.

statue used by multiple breweries since I am not interested in quantity but instead, just some nice representations. This might be especially true of the multiple versions of figures of hands holding bottles made for different breweries. I limit these not only to avoid having too many of essentially the same thing, but also because my wife Melanie finds them creepy!

Due to the current layout of our home, I have my statues displayed in many rooms throughout the house. Our future plans are to either expand our current home or build a new home that would include ample space to display my various hobby interests.

I appreciate the opportunity to share my collection with fellow NABA friends who have helped me build it over the years. I especially enjoy going to shows and talking with fellow collectors



Keith, seen here with his dog Daisy, has chalked up an outstanding collection of back bar statues and figurines in the 21 years that he has been collecting them.

about recent finds and restoration techniques. And if you know of a chalk statue available, please keep me in mind. Even if I already have it, I can probably help you find a fellow collector who may be interested in it.

Author's note: Keith can be reached at krist400@gmail.com.

Enlightened chalks



Chalk back bar light and clock for A-1 Pilsner Beer, Arizona Brewing Co., Phoenix, AZ, 14 x 11 in., by M.J. Golden & Co. Inc., Pittsburgh, PA, c. mid-1950s.

Called "The Cowboy's Dream" this piece is truly iconic among chalks. Keith says, "I started collecting in the mid 1990s while living in Arizona. I joined the A-1 Chapter and was President from 1997-1999. This piece reminds me of those days and the fun we had at chapter events."



Chalk back bar light for A.B.C. Bohemian Beer, American Brewing Co., St. Louis, MO, 28 x 16 in., no mfg. mark, c. 1905.

This illuminated bottle glorifier is extremely rare and is one of few chalk pieces created before Prohibition. It features a watchdog standing guard over the A.B.C. beer bottle with the slogan, "Watching a good thing," and was part of a point-of-sale ad campaign of the time. There are two light fixtures in the back—one lights the dog's glass eyes and one illuminates the glass bottle.



Chalk figure for Augustiner Beer, August Wagner Breweries, Inc. Columbus, OH, 5 x 15 in., no mfg. mark, c. Mid-1930s. Keith notes: "I like the gnome characters, and this is the only one I've ever seen from this brewery."



Simple free-standing wire shelving units showcase a wide variety of chalks representing breweries from coast to coast.





In The Wild

by Pietro Raimondi

PietroRaimondi.com



Editor's Note: This is the third installment of this magazine's newest column, which explores great brands and their breweriana of the past. The artifacts in collections of today are compared with vintage photos showing how they once existed "in the wild," when they were being used as point-of-sale advertising.

Most of the historical photos are understandably in black and white, and sometimes have issues with quality. But they record history by showing how this vintage breweriana was displayed.

More Reading Relics

In our last column, we began the first of a two-part series on the breweries of Reading, PA, and focused solely on the rich trove of breweriana created by the Reading Brewing Co. In this issue, we examine more breweries and artifacts from Reading, Pennsylvania's fourth largest city. Reading is situated halfway between the state's largest city, Philadelphia, and Harrisburg, the state capital. Historically, Reading developed because of its prime location along the major transportation route from the central Pennsylvania Coal Region to the eastern Port of Philadelphia.

Reading evolved as a brewing center, thanks to a major influx of German immigrants in the mid-1800s. In fact, Reading is well-known as one of the first areas in the U.S. to brew lager beer and had strong regional breweries that carried on through the post-Prohibition years, especially the Sunshine Brewing Co. (featured in this article) and the Reading Brewing Co., which closed in 1976.

Our focus on Reading also pays tribute to the Greater Delaware Valley Chapter located in that area, which is NABA's newest local chapter and has a rich, 50-year history.



Reverse-on-glass clock, Sunshine Beer, Barbey's, Inc., Reading, PA, 28-in. diameter, by New Haven Clock Co., New Haven, CT, c. 1930s, Collection of Dave Doxie.

Peter Barbey Brewing Co.— Sunshine Brewing Co.

Peter Barbey trained as a brewer in his native Germany and throughout Europe and emigrated to the U.S. at the age of 25 in 1850. He found work in Philadelphia and then in nearby Reading at the Frederick Lauer Brewery. Barbey founded his own brewery in 1857 with Abraham Peltzer, and in 1861 it was renamed the Peter Barbey Brewery.



The large Barbey's Sunshine clock like the one above was like a beacon in its placement over the brass cash register in this classic, but unknown tavern of the 1930s. Collection of Chris Watt.



Double-sided porcelain pole sign, Sunshine Beer, Barbey's, Inc., 38 x 32 in., no mfg. mark, c. 1930s. Collection of Chad Campbell.

This gas station was located in Reading, PA and clearly advertised that it also sold beer, as seen in this photo from the 1930s. There is a prominent, pole-mounted porcelain sign for Sunshine Beer that is similar to the one at left but appears to be reversed in color scheme.



Round reverse-on-glass clock in octagonal metal casing for Sunshine Beer, Barbey's Inc., Reading, PA by Gill Glass Co. (Gillco), 20 x 20 in., c. late 1930s. Collection of Chris Watt.

Barbey's son John joined him in 1880, and the brewery was appropriately renamed Peter Barbey & Son and became the leading brewer in the Reading area. After Repeal, the company was reopened as Barbey's Inc., and it launched its flagship brand, Sunshine Beer.

In 1951, the brewery re-branded to its flagship beer's name, and became the Sunshine Brewing Co. But like many regional breweries, it struggled to compete and closed its doors in 1970.

continued on page 62



In this late 1930s photo, a clock like the one above left is featured prominently in the front window, just above a neon for "Barbey's Sunshine Beer." The Sunshine Inn, which carried the same name as the beer and mimicked the beer's lettering on its signage, was prominently located on Penn Street in downtown Reading. The building still exists as a tavern called Florino's Pizza and Bar. Courtesy of Mike Pentz.

Lauer Brewing Co.

Frederick Lauer grew up in the brewing business. He emigrated to the U.S. at the age of 12 in 1822 from Bavaria. His father founded the George Lauer Brewing Co. in 1826, first in Womelsdorf, PA, and then later moving to Reading, PA. By 1835, Frederick and his brother George were running the brewery. In 1847, George moved to Pottsville, PA to start his own brewery and Frederick took sole control over operations in

Reading. The company was appropriately renamed the Frederick Lauer Brewery.
The brewery was successful enough to have two plants in Reading. Frederick's sons, Franklin and George, assumed control of the company in 1882 and Frederick died the following year. It was incorporated as simply Lauer Brewing Co., until it closed for good with Prohibition in 1920.
continued on page 64



This amazing, circa 1900 photograph reveals a Deppen sign (at far right), some indiscernible Vitrolite signs, and two signs similar to the ones pictured here from Riekers and Lauer. The striking Rieker's Beer sign is in the center of the porch overhang roofline. The Lauer sign like the one at right was posted prominently on the support column. The tavern is unknown, but believed to have been in the Mt. Joy, PA area.

Reverse-on-glass sign with wood backing, Lauer Beer, Lauer Brewing Co., Reading, PA, 10 x 24 in., no mfg. mark, c. 1900. One of two known existing examples. The picture and two signs are all from the collection of Todd Brubaker.



Not from Reading—but still amazing—is this handpainted sign for Rieker's Beer from the Frank A. Rieker Star Brewery in Lancaster, PA, 11 ft., 9 in. x 16.5 in., no mfg. mark, c. 1890s. Rieker existed with the Star Brewery name from 1876-1907 and the brewery kept the Rieker name until it closed with Prohibition in 1920. The pieces removed are a result of the sign being used as a floorboard. Not surprisingly, it is the only known existing example. Collection of Todd Brubaker. A photo believed to show this actual sign "in the wild" hanging from the eaves of an unknown Lancaster area tavern is at left.



Gathered in front of a Lauer sign outside of an unknown tavern, this glum looking group includes a policeman, at right. Photo c. 1880s. Collection of Chris Watt.



Tin corner sign, Lauer Lager Beer, Ale & Porter, Lauer Brewing Co., Reading, PA, 24.5 x 34 in., no mfg. mark, c. 1880. The sign is promoting a medal won at the Centennial International Exhibition, held in Philadelphia in 1876. This was the first official World's Fair to be held in the United States. Collection of Jerome Feeney.

Deppen Brewing Co.

The Deppen Brewery Co. has deep roots in Reading, going back to 1828, when Peter Nagle Jr. operated a distillery and brewery. In 1845, Nicholas Felix purchased the brewery and renamed it the Spring Garden Brewery, the name promoting that the beer used superior water from natural springs located nearby.

Felix died in 1874 and in 1879, William Deppen, Felix's son-in-law, assumed control of the thriving



Reverse-on-glass corner sign, Deppen Brewing Co., Reading, PA, 16 x 20.5 in., by the John L. Dawes Mfg. Co., Pittsburgh, PA, c. early 1900s. Collection of Chris Watt.



A group of what were possibly employees of the Park View Hotel, Reading PA, with a Deppen corner sign under the left side of the balcony. Collection of Chris Watt.

brewery, and soon renamed it Deppen's Spring Garden Brewery. William Deppen established a reputation for making fine lagers, porters, and ales. He ran the brewery for 25 years, but the aging plant did not meet the newly adopted and enforced fire codes of the city of Reading. In 1901, Deppen sold the company to Isaac and William Eckert, whose wealthy family was tied to the iron and banking industries in Reading. The Eckerts kept the well-established Deppen name, while constructing a new brewery in 1910 that had an annual capacity of 70,000 barrels but closed with Prohibition in 1920.

New ownership tried to resurrect the brewery in 1933, once again using the well-established Deppen name and launching a flagship brand called Queen Quality Beer. But like many breweries that quickly sprouted after Repeal in 1933, "Deppen's," as it was known locally, sputtered—made worse by legal problems—and shuttered for good in 1937. The brewery was turned over to the city of Reading and its assets were sold to pay off debts.



Tin-over-cardboard sign, Deppen Beer, Deppen Manufacturing Co., 13 x 9 in., a "Prismatic" sign by Bastian Bros. Co., Rochester, NY, c. 1930s. Collection of Chris Watt.



Photo of the Cook family posing on a parade wagon, showing the Deppen tin-over-cardboard sign, c. 1935. Photo courtesy of Brian Cook.

Roehrich and Raab

In 1850 Aaron Hoyer erected his Keystone Brewery and he and his brother Joseph operated it until 1877, when Samuel Keller became the owner. After seven years, Otto Eyring associated with him, and the brewery was called Keller & Eyring.

By 1890, the brewery was being operated by John Roehrich and George Raab and known by

their last names. The flagship brand was Keystone Beer.

A small brewery, it employed just 12 men and produced 9000 barrels of beer and porter annually. Roehrich and Raab lasted only 13 years. In 1903, it was purchased and closed by its larger local rival, Deppen Brewing Co.



Reverse-on-glass corner sign, Keystone Beer, Ale & Porter, Roehrich & Raab Brewing Co., Reading, PA, 21½ x 30 in., by the John L. Dawes Mfg. Co., Pittsburgh, PA, c. 1900. Collection of Chris Watt.



There are two examples of the Keystone sign hanging from an unknown, ornate Victorian-era saloon. Photo circa late 1890s. Collection of Chris Watt.



Auction Hysteria

by Chris Watt
oldindianbeer@gmail.com



Morean Auctions has recently featured the collections of longtime NABA members Chip Echnoz and the late **Toby Zwick**. The Echnoz Collection is considered the finest and most extensive assemblage of breweriana from Western Pennsylvania. The massive and high-quality collection will be sold in multiple auctions that began in September 2024. Part of the proceeds from the auction go to benefit NABA's operating expenses, thanks to the generosity of Chip Echnoz and NABA's partnership with Morean Auctions.

CHIP ECHNOZ COLLECTION



Chartiers Valley Brewing Co., Carnegie, PA, 16.5 x 13.5 in., c. Pre-Prohibition, by Meek and Beach Co., Coshocton, OH, \$14,625



DuBois Brewing Co., DuBois, PA, 12 in., c. Pre-Prohibition, by Chas. W. Shonk Co., Chicago, IL, \$4,788



Ambridge-Economy Brewing Co., Ambridge, PA, 13 in., c. Pre-Prohibition, by Meek Co., Coshocton, OH, \$3,648



Fort Pitt Brewing Co., Pittsburgh, PA, 12 in., c. 1930s, \$3,648



South Fork Brewing Co., South Fork, PA, 12 in., c. 1930s, \$3,192



Fesenmeier Brewing Co., Huntington, WV, 13 in., c. 1930s, \$2,736



Emmerling Brewing Co., Johnstown, PA, 12 in., c. Pre-Prohibition, by Kaufmann & Strauss, New York, NY, \$4,560



Punxsutawney Brewery, Punxsutawney, PA, 16.5 x 13.5 in., c. Pre-Prohibition, by Meek and Beach Co., Coshocton, OH, \$2,508



The Erie Brewing Co., Erie, PA, 16.5 x 13.5 in., c. Pre-Prohibition, by H.D. Beach Co., Coshocton, OH, \$4,788

J.E. Newman Co. Type Knobs (Manufactured in Pittsburgh, PA):



DuBois Brewing Co., DuBois, PA, swirled red glass, \$9,120



Pixie Ale, DuBois Brewing Co., DuBois, PA, \$1,938



Old Reliable Lager, Greensburg Brewing Co., Greensburg, PA, \$1,254



Kim's Beer, A. Kim Victor Brewing Co., Hyde Park, PA, \$1,140



Old Anchor Beer, Brackenridge Brewing Co., Brackenridge, PA, \$912

Ball knobs from other manufacturers:



Rooney's Beer, General Braddock Brewing Corp., Braddock, PA, \$1,140



Yough Beer, Yough Brewing Co., Connellsville, PA, \$3,192



Yough Beer, Yough Brewing Co., Connellsville, PA, \$6,270



Old Reliable Beer, Greensburg Brewing Co., Greensburg, PA, by Bastian Bros. Rochester, NY, \$1,824

TOBY ZWICK COLLECTION



Tip tray, Detroit Brewing Co., Detroit, MI, 4 in., c. Pre-Prohibition, \$3,192



Ash tray, Eagle Brewing Co., Utica, NY, 4.5 in., c. Pre-Prohibition, by Haeusermann Litho., NY & Chicago, \$2,964



Portner's Hofbrau tip tray, Robert Portner Brewing Co., Alexandria, VA, 5 in., c. Pre-Prohibition, by Mayer and Lavenson Co., New York, \$5,244



Lot of 3 tap knobs, Sebawaing Brewing Co., Sebawaing, MI, c. 1930s-1940s, \$4,788



Silver Cream tap knob, Menominee-Marquette Brewing Co., Menominee, MI, c. 1930s, \$2,166

Morphy Auctions offered the Jim & MaryBeth Fischer Breweriana collection this past November. Below are some results from this stunning collection.



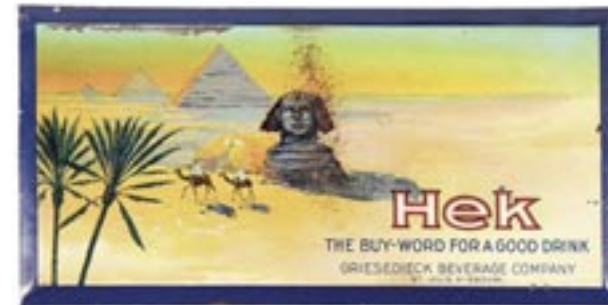
Lithograph, Anheuser-Busch Factory Scene, St. Louis, MO, 40 x 33.5 in., c. 1890s, \$14,080



Cardboard sign, Bevo Beverage, Anheuser-Busch Brewing Ass'n., St. Louis, MO, 12 x 8 in., c. 1920s, \$1,216



Lithograph, E. Anheuser Co., St. Louis, MO, 41 x 35 in., dated 1879, by Wittemann Bro. Importers of Art Lithograph, New York, \$38,400



Tin over cardboard sign, Hek Drink, Griesedieck Beverage Co., St. Louis, MO, 8 x 4 in., c. 1920s, \$2,048



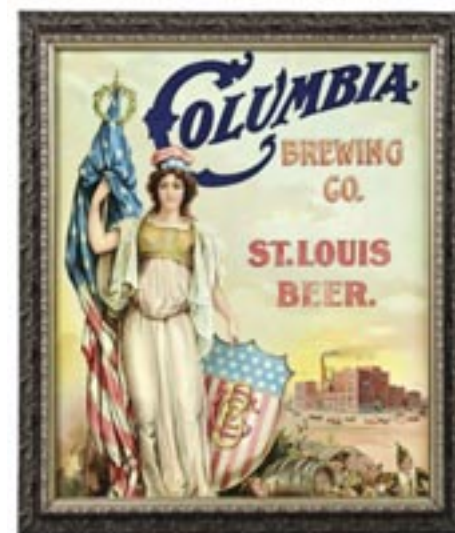
Cardboard sign (artist proof) Falstaff Brewing Co., St. Louis, MO, 41.5 x 21.5 in., dated 1933, \$1,920



Tin charger sign, Phoenix Brewery, St. Louis, MO, 12 in., c. Pre-Prohibition, by Chas. W. Shonk Co., Chicago, IL, \$9,600



Tin lithograph, Columbia Brewing Co., St. Louis, MO, 27.5 x 23.5 in., c. Pre-Prohibition, (restoration), \$19,200



Self-framed tin sign, Jos. Stoeckle Brewing Co., Diamond State Brewery, Wilmington, DE, 37.5 x 25.5 in., (restoration), \$10,880



ACCEPTING CONSIGNMENTS

BEER & SODA CANS, CROWNS, SIGNS, TAP KNOBS, TRAYS & TIP TRAYS

AT THESE 2025 SHOWS:

February 12-15: Blue Gray, Herndon, VA

March 8: Buckeye Show, Toledo, OH

March 13-15: Luck O'The Irish, Covington, KY

April 2-6: Spring Thaw, Harrisburg, PA

May 3: Horlacher Spring Show, Macungie, PA

June 6-7: Swap-A-Rama, Florissant, MO

June 10-14: ABA Convention, Mars, PA

July 11-12: Ohio Mini-Convention, Xenia, OH

July 22-26: NABA Convention, Kalamazoo, MI

September 9-13: BCCA Convention, Milwaukee, WI

Sept 27: Chesapeake Bay Oktoberfest, Forest Hill, MD



auctions.cansmartbeercans.com

Email Jeff Lebo at jefflebo@aol.com, Call or Text 717-210-1716 to Sell or Consign Your Items

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 British 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.

Note: All trays shown are from the collection of Mark Rogers unless indicated otherwise.



This article is best enjoyed with a pint of your favorite India Pale Ale while listening to pre-1980s Rolling Stones.



British Themes

In the previous column, we explored the origins and artwork on trays drawn from the German tradition. As a companion piece, we now explore artwork derived from the other great brewing tradition found in the United States, that of Great Britain, which consists of England, Scotland, and Wales.

It is well known that British immigration and settlement in America began in the early 1600s, eventually expanding into what became the original 13 American Colonies. History tells us that beer played a pivotal role in the Pilgrims landing at Plymouth, MA instead of their intended destination

of the Virginia colony. Dwindling beer supply necessitated an earlier arrival, according to the journal of Christopher Jones, Captain of the Mayflower.

The emigration to America from Great Britain occurred somewhat separately, starting with the "Great Migration" of the English from 1620-1642 and later by the Scottish in the years following their oppression after the Jacobite uprising of 1745. Interspersed were smaller waves of migration through the centuries, along with immigrants from

Wales, whose numbers were smaller in comparison. But the British brewing tradition in America was established well before the German migration—and the subsequent brewing traditions they introduced—began in the 1840s.

By the time lithography on metal was perfected enough to be a viable advertising medium in the 1880s, the German influence on American brewing, beer styles (chiefly lagers) and advertising themes had become predominant. Our survey of

continued on page 72

Polo

Although they didn't invent polo (it appears to have originated in Central Asia and became popular in India), it came to be regarded as a sport of the English elite.



Beverwyck Beer & Ale
Beverwyck Breweries, Albany, NY,
by Electro-Chemical Engraving,
c.1930s. Collection of Herb Phelps.



Erlanger Pony Deluxe Beer
Erlanger Brewing Co.,
Philadelphia, PA,
no mfg. mark, c. 1940.

Fox Hunting

Fox hunting has a tradition in Britain dating to before the arrival of the Romans and remains mainly associated with England in the American imagination.



Beverwyck Beer & Ale
Beverwyck Breweries;
Albany, NY, by Electro-Chemical
Engraving, c. 1930s.



Budweiser Beer
Anheuser Busch, Inc.,
St Louis, MO. Budweiser Fox in the Fire
No mfg. mark, c. 1930s.

Falstaff

Whereas the Germans had Gambrinus, the patron saint of brewers, the British answered with Sir John Falstaff, a Shakespearean character and perhaps England's most famous drinker.



Graupner's Export Beer
Robert H. Graupner, Harrisburg, PA
(stock image) by Meek & Beach Co.,
c.1903-1910.



Schaller Banquet Beer
Schaller Brewing Co.,
Cincinnati, OH, no mfg. mark,
c. Pre-Prohibition.

Pre-Prohibition trays turns up far fewer examples of British artwork and themes than German ones. However, there seems to have been a renaissance in the early Post-Prohibition years, perhaps because English styles—chiefly ales—were quicker to brew, meaning a more immediate return on investment. Although there are common themes and iconography to be found, the British-inspired tray designs lack a unifying artistic genre like the German “Kunst für Volk” folk art explored in our

previous column. Perhaps this is because it had been generations since the largest British immigration and their descendants were born and bred Americans. As such, there was not the same nostalgic yearning for the “homeland” that existed for the more recent German immigrants and their first-generation offspring. From the imagery on beer trays at least, it seems like simpler icons were sufficiently able to associate a beer or brewery with the British tradition, like those identified here.

continued on page 74

Colonials

Early American dress was largely dictated by English fashion and mostly manufactured in England.



Star Fine Ales & Lager
Star Brewing Co.,
Boston, MA, by American Can Co.,
New York, NY and Chicago, IL, c. 1940s.



Dickens Ale
Syracuse Breweries Inc., Syracuse, NY,
by American Can Co., (Canco),
New York, NY & Chicago, IL, c. 1930s.

Tavern/Pub

Similar to traditional Germanic tavern scenes, but with a British sensibility to them.



Fidelio Beer Home & Keg Service
Greater New York Brewery;
New York, NY, no mfg. mark, c. 1936.



Fidelio Beer & Ale
Fidelio Beer & Ale Fidelio Brewery,
New York, NY, no mfg. mark, c. 1935.

Bulldogs

The bulldog originated in England and is considered a national icon, representing pluck and determination.



Glennon's Beer, Ale & Porter
Jos. H. Glennon Brewery;
Pittston, PA, by The Meek Co.,
Coshocton, OH, c. 1908-1910.



P. B. Ale, Lager & Porter
A G Van Nostrand Bunker Hill Breweries,
by Chas. W. Shonk Litho, Inc., Chicago, IL,
c. Pre-Prohibition.

Drinking Vessels

In contrast to the typical German ceramic steins and mugs, the British favored glass mugs, and pint glasses.



Tobin's Creamy Ale
Brewery unknown (believed to be from a
Massachusetts brewery) by Universal Tray &
Sign Co., New York, NY, c. 1930s.



Ruppert Beer & Ale
Jacob Ruppert; New York, NY,
no mfg. mark, c. 1930s.

Quakers and Pilgrims

Both of these religious groups were early English settlers in America where they were seeking to escape the control of the Church of England. Both were highly identifiable by their distinctive attire.



Chester Pilsener Beer & Ale
Chester Brewery Inc. Chester, PA, by
Electro-Chemical Engraving,
New York, NY, c. 1935.



Pilgrim Ale
The Croft Brewing Co.,
Boston, MA, by H.D.
Beach Co., c.1930s.

Famous Portraits

Well known paintings by famous British artists, Thomas Lawrence (Pinkie) and Thomas Gainsborough (Blue Boy). The original paintings are displayed at the Huntington Library in San Marino, CA.



Loewer's Beer & Ale, Grandé Ale, Blue Crest Beer
Loewer's Brewery Co., New York, NY, No mfg. mark, c. mid-1940s.



Tru-Blue Ale, White Seal Pilsener, Old Fashioned Premium
Northampton Brewery Corp., Northampton, PA., by Continental Can Co., c. 1940s.

Livery

British society was rigidly structured by class at the time the American colonies were established and servants dressed in matching uniforms (known as livery) reflect this.



Jacob Ruppert's Lager Beer
Jacob Ruppert; New York, NY, by American Art Works, c. Pre-Prohibition.



Londonderry Ale
Jacob Hornung Brewing Co., Philadelphia, PA, no mfg. mark, c. 1930s.

British National Characters

Aside from Falstaff, there are a number of character tropes that are associated with Great Britain.



London Bobby Ale
Miami Valley Brewing Co., Dayton, OH, no mfg. mark, c.1940s.



Gold Medal Tivoli, Gold Medal Wurzburger, Highland Ales, & Hampden Ale
Springfield Breweries Co., Springfield, MA, by Chas. W. Shonk, Chicago, IL, c. Pre-Prohibition.

BCCA CANVENTION®

54

MILWAUKEE, WI.

2025

JOIN THE FUN
IN WISCONSIN!



Hilton Milwaukee City Center
509 W. Wisconsin Ave, Milwaukee, WI



September 11-13, 2025

If you are not a member of the BCCA but are a member of NABA or ABA and wish to register for CANvention please send an email to convention@bccca.com.

Find additional information here. →



For questions or more information: convention@bccca.com

Upcoming Shows

February 2025

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

Date: February 9
Time: 8:00 AM - 12:00 PM
Event: **Freeze Your Can Show**
Sponsor: *North Star Chapter*
Address: St. Paul Brewing parking lot
688 Minnehaha Ave., St Paul, MN
Contact: Paul Schmidt, 651-343-8244

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 Chapter, ECBA, and Craft Brewery Collectibles Chapter*
Address: Hilton Washington Dulles Airport
13869 Park Center Road, Herndon, VA
Contact: Larry Handy, 267-221-8300

Date: February 16
Time: 9:00 AM - 3:00 PM
Event: **Hamm’s Beer and General Beer Collectibles Show**
Sponsor: *None*
Address: Medina Entertainment Center
500 Hwy 55, Medina, MN
Contact: Scott Lovelace, 608-444-9182

Date: February 21- 22
Time: 8:00 AM - 2:00 PM
Event: **18th Annual Cabin Fever Reliever Show**
Sponsor: *Hoosier Chapter*
Address: The Clover Hotel
52890 State Hwy 933, South Bend, IN
Contact: Mike Walbert, 574-276-2466

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

Date: February 23
Time: 9:00 AM - 2:00 PM
Event: **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

March 2025

Date: March 1
Time: 9:00 AM - 2:00 PM
Event: **Music City Madness**
Sponsor: *Music City Brewery Collectibles Club*
Address: Blackstone/Nashville Brewing
Company 2312 Clifton Ave., Nashville, TN
Contact: Jerry Gann, 615-394-8760

Date: March 8
Time: 9:00 AM - 2:00 PM
Event: **Springfest 2025**
Sponsor: *North Star Chapter*
Address: Everett McClay VFW
311 W. 84th St., Bloomington, MN
Contact: Paul Schmidt, 651-343-8244

Date: March 8
Time: 9:00 AM - 3:00 PM
Event: **Cornhusker Chapter Spring Show**
Sponsor: *Cornhusker Chapter*
Address: The Steppe Center
11730 Peel Circle, La Vista, NE
Contact: Bill Baburek, 402-320-5805

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: **Brew City Advertising Show**
Sponsor: *None*
Address: Waukesha County Expo Center
1000 Northview Road, Waukesha, WI
Contact: Jim Welytok, 262-366-1314

Date: March 9
Time: 9:00 AM - 2:00 PM
Event: **Prison City Chapter Trade Session**
Sponsor: *Prison City Chapter*
Address: Knights of Columbus 4400 -
1813 E. Cass Street, Joliet, IL
Contact: Willy Novak, 630-291-7943

Date: March 15
Time: 9:00 AM - 2:30 PM
Event: **Spring Breweriana & Collectibles Show**
Sponsor: *Port of Potosi Chapter*
Address: St. Andrew-Thomas Catholic School
Corner of Hwy 61 & 133 Potosi, WI
Contact: Mike Kress, 608-642-0321

Date: March 16
Time: 7:30 AM - 1:00 PM
Event: **Quad-Cities Brewery Collectibles Show**
Sponsor: *Hawkeye Chapter*
Address: The Columbus Club
1111 W. 35th Street, Davenport, IA
Contact: Mike Solbrig, 563-323-5001

Date: March 29
Time: 9:00 AM - 2:00 PM
Event: **Man Cave Extravaganza**
Sponsor: *None*
Address: Belle-Clair Fairgrounds
200 S Belt E, Belleville, IL
Contact: Daryle Robertson, 618-698-1260

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

Date: March 29
Time: 8:00 AM - 2:00 PM
Event: **Windy City Spring Trade show**
Sponsor: *Windy City Chapter*
Address: American Legion #76
570 S. Gary Ave., Carol Stream, IL
Contact: Ed Harker, 312-927-9329

Date: March 30
Time: 10:00 AM - 2:00 PM
Event: **A-1 Chapter Spring Show**
Sponsor: *A-1 Chapter*
Address: Raceway Bar & Grill
49237 W. Papago Road, Maricopa, AZ
Contact: Kent Grant, 520-247-1840

April 2025

Date: April 3 - 5
Time: 8:00 AM - 11:00 PM
Event: **Spring Thaw Brewery Collectibles Show**
Sponsor: *Keystone, Rusty Bunch, ECBA and CCSI*
Address: Red Lion Hotel Harrisburg Hershey
4751 Lindle Rd., Harrisburg, PA
Contact: Larry Handy, 267-221-8300

Date: April 12
Time: 11:00 AM - 5:00 PM
Event: **Spring Beer Collectibles Show**
Sponsor: *Lake Erie Chapter*
Address: Missing Falls Brewery
540 S Main St. Suite 112, Akron, OH
Contact: Bill Leach, 216-262-3735

Date: April 13
Time: 8:00 AM - 2:00 PM
Event: **CBS Spring Buy-Sell and Trade Show**
Sponsor: *Chicagoland Breweriana Society*
Address: VFW Post #9284
400 E. Devon Avenue, Elk Grove Village, IL
Contact: Greg Aue, 630-673-0673

Date: April 19
Time: 9:00 AM - 12 noon
Event: **Annual Spring Show**
Sponsor: *Schultz & Dooley Chapter*
Address: Clifton Park Elks #2466
695 McElroy Road, Ballston Lake, NY
Contact: Dennis Heffner, 518-260-4681

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 Fairgrounds Road, Hays, KS
Contact: Mike Brull, 785-656-0640

Date: April 26
Time: 12:00 PM - 4:00 PM
Event: **B’Gosh It’s Good Bi-Annual Breweriana Show**
Sponsor: *None*
Address: Fifth Ward Brewing Company
1009 S. Main Street, Oshkosh, WI
Contact: Jared Sanchez, 920-410-7073

Date: April 27
Time: 8:00 AM - 1:00 PM
Event: **King’s Spring Fling**
Sponsor: *Gambrinus Chapter*
Address: Makoy Center
5462 N. Center Street, Hilliard, OH
Contact: Doug Blegen, 614-890-0835

May 2025

Date: May 3
Time: 9:00 AM - 2:30 PM
Event: **Dakota and Cornhusker Chapter Spring Show**
Sponsor: *Dakota and Cornhusker Chapter*
Address: NFAA Easton Archery Center
800 Archery Lane, Yankton, SD
Contact: Bill Lester, 605-857-5902

Date: May 3
Time: 9:00 AM - 2:00 PM
Event: **Spring Breweriana Show**
Sponsor: *Horlacher Chapter*
Address: Macungie Park Memorial Hall
Route 100, 50 Poplar St., Macungie, PA
Contact: Larry Handy, 267-221-8300

Date: May 3
Time: 12:00 PM - 4:00 PM
Event: **6th Annual Derby Day Show**
Sponsor: *Gateway Chapter*
Address: Friendship Brewing Co
100 East Pitman Ave., Wentzville, MO
Contact: Mike Overschmidt, 262-227-7316

Date: May 3
Time: 9:00 AM to 2:00 PM
Event: **"Gottlieb" Tolstyga Memorial Beer & Brewery Collectibles Show**
Sponsor: *Old Style Chapter*
Address: Omni Center
255 Riders Club, Onalaska, WI
Contact: Paul Nelson, 608-780-6630

Date: May 3
Time: 9:00 AM - 2:00 PM
Event: **17th Annual Flower City Spring Trade Show**
Sponsor: *12 Horse Chapter*
Address: Plumbers & Steamfitters Local No.13
850 Mt. Read Blvd., Rochester, NY
Contact: Brian Coughlin, 585-703-6697

Date: May 3
Time: 9:00 AM - 3:00 PM
Event: **Texas Beer Collectibles Show**
Sponsor: *Lone Star Chapter*
Address: Spoetzl Brewery, Shiner, TX
Contact: Charlie Staats, 210-834-5202

Date: May 10
Time: 8:00 AM - 1:00 PM
Event: **Patrick Henry Breweriana Show**
Sponsor: *Patrick Henry Chapter*
Address: Fraternal Order Eagles | Aerie 3531
11611 Shaver Rd., Schoolcraft, MI
Contact: Rik Dellinger, 269-366-8828

Date: May 10
Time: 8:00 AM - 1:00 PM
Event: **Smoky Mountain CANboree**
Sponsor: *Smoky Mountain Chapter*
Address: Crafty Bastard Brewing Co. West
9937 Kingston Pike, Knoxville, TN
Contact: Tom Legeret, 865-221-9710

Date: May 16 - 18
Time: May 16, 5:00 PM to May 18, 9:00 PM
Event: **Southern Crossroads Brewery Collectibles Show**
Sponsor: *Spearman, Atlantic and Bama Cannas Chapters*
Address: Tru by Hilton Macon North,
107 Providence Blvd., Macon, GA
Contact: Mike Moon, 850-826-2569

North Star
103 YEARS
BEER COLLECTIBLES SHOW

Springfest
BEER COLLECTIBLES SHOW

Saturday
March 8, 2025
9 AM-2PM
\$5.00

Everett McClay VFW
311 W. 84th St.
Bloomington, MN
(behind Cub Foods)

Admission: \$5.00
(table holders enter at 7:30)
NSC tables: \$20.00 ea
(6' tables-4 table limit)
Non-member Tables: \$30.00 ea
Questions? Paul 651-343-8244





51st ANNUAL
The
Guzzle 'n Twirl
SHOW

THE BIGGEST BEER COLLECTIBLES
SHOW IN THE MIDWEST-SINCE 1973

Saturday-Oct. 11, 2025
9AM till 3PM at Aldrich Ice Arena
1850 White Bear Ave. Maplewood, MN







Questions? Paul 651-343-8244
Or visit northstarchapter.com or [facebook](https://www.facebook.com/northstarchapter)



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



\$8,500 SF



\$2,000 SF



\$3,000 DF



\$8,000 SF

Building collections and friendships



one sign at a time.



Stevan Miner
507-525-2858



Old beer, cold beer...we love em' both!



Barry Travis
612-578-2613



Subscribe to our YouTube channel-Ibuyoldbeer

Beer Advertising and Beer Can Show

Sponsored by the Cornhusker Chapter of the BCCA, NABA, and ABA

Great Location !

The Steppe Center

11730 Peel Circle La Vista



EXIT I-80 at Giles Rd



Saturday March 8 th 2025

Beer Collectibles Show Open to the Public

9am-3pm General Admission Just \$3.00

120 Tables of
Beer
Signs



Host Hotel 2 miles from Steppe Center Venue

Comfort Suites La Vista NE 402-505-7333

8121 Eastport Parkway

For More Information

Or for dealers to buy tables

Please Contact Bill Baburek

402-320-5805

bill.b@beercornerusa.com

RESERVE TABLES TODAY



American Breweriana Association and Olde Frothingslosh Chapter Brewery Collectibles Show

BUY
SELL
TRADE

Saturday June 14, 2025

50/50 Raffle

9:00 AM – 2:00 PM

Admission \$5

Hilton DoubleTree Hotel-Cranberry
910 Sheraton Dr. Mars, PA 16046



CANS
SIGNS
TRAYS
LABELS
COASTERS
TAP KNOBS
OPENERS
GLASSWARE
AND MORE!



Texas Beer Collectibles Show



Spoetzl Brewery - Shiner Texas

Saturday May 3 2025 9am - 3pm

The Best Show for Beer Collectors Since 1978 !

At this show; Beer Cans, Bottles, Glassware, Mugs, Openers, Coasters, Posters, Neons, & Light Up Signs

Buy, Sell, Trade, FREE Admission

For Set Up & Information Contact - Charlie Staats 210 834-5202



Sponsored By



Friday May 3

Spoetzl Brewery Meet Up & Tours 11am-2pm

Moravia Store/Saloon 2:30pm-5:30pm

Hotel Texas Hallettsville - Patio Party 6pm-Till?

THE ATLANTIC, BAMA CANNAS, & SPEARMAN CHAPTERS 3RD ANNUAL



Q
R
U
A
F
L
F
I
L
T
E
Y



R
A
E
T
G
T
I
E
O
N
D
A
A
L
N
C
E

MAY 15-17, 2025 THURS-SAT. MACON, GA

A BIG 3 day ALL ROOM TO ROOM show. We have a block of rooms on 2 floors & a hospitality room for all 3 nights. Request "MMBC" rate at **TRU by HILTON North** at 478-779-0116. \$20 Show registration. Friday afternoon tour of Todd King's awesome neon & advertising collection. Contact Ken Jones at abico1876@yahoo.com or Mike Moon at a1964buickman@yahoo.com.

Proudly Sponsored by



♦Buy♦Sell♦Trade♦Buy♦Sell♦

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

2,000+ steins and more! Raise a glass to history and explore our inventory of steins, beer mugs, bar glasses, and various barware. Featuring pre-prohibition and vintage pieces, we have something for every collector. Visit us at ekmaniquesuniques.etsy.com or join us on Facebook.com/EKMAntiques. i208rm218

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.

CONSIGNMENTS WANTED!!!

*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

\$19,000

SOLD at Auction

\$24,000

SOLD at Auction

\$10,000

SOLD at Auction

\$31,000

SOLD at Auction

Millers Antiques & Auction Company - PO Box 143, Hixton WI 54635
Call Glenn at 715-299-2543 • wisconsinjunk@yahoo.com
WWW.MILLERSAUCTIONCO.COM