


# THE HITS JUST KEEP COMING!

UNDENIABLE EVIDENCE SHOWS COLLECTORS ARE MORE PASSIONATE THAN EVER AS CONSIGNORS TO MOREAN AUCTIONS CONTINUALLY ACHIEVE THE HIGHEST - OFTEN RECORD-SETTING - PRICES IN THE HOBBY. THESE INCLUDE YET ANOTHER ALL-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.



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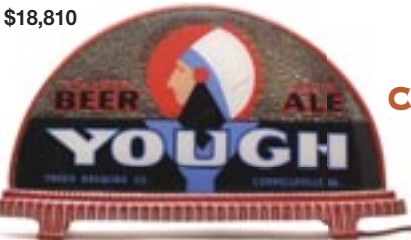


  
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# BREWERIANA COLLECTOR

Spring 2025

VINTAGE BEER ADVERTISING & BREWERY HISTORY

Volume 209



**SPECIAL CONVENTION PREVIEW ISSUE:** See You in Kalamazoo! Plans for NABA's 54th Convention The Mill, Cone Top Museum & Vicksburg get ready for NABA ~ Dave Lane's breathtaking breadth of breweriana Pre-Prohibition brewing in Kalamazoo ~ Tracking a trove of transit treasures ~ Chalking up a collecting goal The Back Bar at the Blue & Gray Show ~ Standing up for kegs on trays ~ much more!

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Thank You

NABA MEMBERS!

WE'RE EXCITED TO WELCOME  
YOU ON A GUIDED TOUR OF THE  
MILL AT VICKSBURG, THE CONE  
TOP BREWERY MUSEUM, AND  
HISTORIC DOWNTOWN VICKSBURG!

WEDNESDAY  
JULY 23, 2025



JULY 23, 2025

WE'RE THRILLED TO HOST OUR  
EXCLUSIVE TOUR DURING NABA 54  
FEATURING:

- A tour of **The Mill at Vicksburg**, including *Our Great Big Neon Hall*.
- Lunch and beers in the **Beer Hall at The Mill** while learning more about the museum's future home.
- A visit to **The Cone Top Brewery Museum** in downtown Vicksburg, where you can saddle up at one of our historic period bars.
- A look at **exclusive breweriana collections**, including *Northern Lights*, *Haydock Haydays*, and pieces from the *Chip Echnoz Collection*.
- Time to **unwind in the Cone Top Beer Garden** and get a first look at master sign maker and restoration expert **David Butler's** new Vicksburg workshop.
- **For members on later tours**, a chance to experience **BURG Days!** This summer celebration features live music, food trucks, and an open social district in Historic Downtown Vicksburg.

We look forward to sharing this experience with you—  
CHEERS TO A GREAT DAY IN VICKSBURG!



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# BREWERIANA COLLECTOR

"Ours is a hobby of stories"

Spring 2025

#209

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**Cover image:** Intricate die-cut, lithographed cardboard calendar dated 1899 from The Grand Rapids Brewing Co., Grand Rapids MI, 9¾ x 14¾ in., no mfg. mark. The calendar promotes the brewery's flagship Silver Foam beer as well as Pilsener, Hof Bräu and Export brands. Collection of Tom and Sue Flerlage.

This issue and our next cover 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.





# President's Message

## Why do you collect this stuff?

I know you've probably had this experience. Friends visit your house for the first time. They aren't collectors. They see your breweriana collection. You beam with joy, like a parent with a newborn child. They have a bewildered expression on their faces—you suspect they might think you're a bit, shall we say, "eccentric."

After all, you've got a bunch of this old stuff that was originally made for taverns and grocery stores on the walls inside your house. Not surprisingly, your guests have questions...

Your explanation is probably something like mine, but with details specific to your own collecting passions. "It all started," I typically begin, "when I was a teenager." That's when my guests start looking at me as if I am describing a lifelong affliction.

I recount how my beer can collection quickly morphed into a broader interest in other breweriana. "You see, I was captivated by the graphics. I thought it was so cool the way these obscure, even obsolete brands of beer advertised themselves, using interesting characters and slogans."

I explain my captivation with eye-catching graphics found on beer advertising from a bygone era. I breathlessly elaborate on my interest in history and the nostalgia of when family-run breweries were an integral part of the fabric of American small-town culture. I state confidently, "We even have a name coined for this stuff. It's called 'breweriana!'"

And even though they didn't ask, I am compelled to offer my biographical explanation about why I focus on acquiring breweriana from New York City, the place where I once lived and always loved.

By now, my guests seem to be getting bored. I'm feeling guilty for imposing my lengthy narrative on them. So I pivot, shifting part of the blame to all of you to help justify my beloved hobby.

SHOWING YOUR NON COLLECTOR FRIENDS YOUR COLLECTION



A meme found on Facebook

That's right, I reassuringly advise them that there are indeed others who have the stuff of musty old taverns on their walls. I emphatically proclaim, "I'm not the only one with this crazy obsession (my wife's word). Far from it!"

Their eyebrows raise. They incredulously inquire, "You mean there are other people who collect this stuff, too?" I knowingly respond, "Oh, yeah, thousands of them. All across the country."

My visitors seem both amused and a little disbelieving. "No kidding?" they ask. I proceed to tell them about all of you. I boast about how the more you get involved with this special hobby, the more interesting people you meet and importantly, the more friends you make.

I tell them that we have this organization called NABA that has grown to almost 1600 members—with no end in sight. I describe our annual convention, where we convene to swap stories and breweriana, swig a few beers, and re-connect with friends. It's a convention that feels more like a family reunion.

I conclude by informing them that ultimately, we are a savvy group of well-intended people with a shared passion for "historical philanthropy." That's right, we're actually performing a service for the good of society! We buy these artifacts and display them and preserve them for posterity, for the betterment of future generations. Suddenly, breweriana collecting doesn't sound crazy at all. Well, at least not to me.

I look forward to seeing you savvy, passionate, "historical philanthropists" in Kalamazoo!

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	3/31/2025 Renewals	3-year Members	New & Rejoined Members	Your renewal date is on mailing label. If date matches below, please renew!
1,528	72	828	53	03/31/2025

## Members have 3 ways to renew (Dues are \$35/One Year or \$90/Three Years):

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](http://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](http://www.nababrew.com)

For assistance      John Stanley at 919-824-3046 / [naba@mindspring.com](mailto: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](mailto:mattski323@gmail.com)





# Welcome to our 53 new or rejoined members!

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.

**Bret Blizzard (Cindy)**  
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Schlitz, PBR*

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Leinenkugels; Motion Light  
Up Signs*

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International*

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*Jung*

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Whatever catches our fancy.*

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*Lighted Signs, Tin, Etc.*



## Dennis Morgan joins NABA's Membership Committee



Dennis Morgan of Lakewood, CO has become the newest member of NABA's Membership Committee. He will oversee recruitment of new members in the Rocky Mountain area, which in essence will be a continuation of what he has already been doing successfully for NABA's Columbine Chapter in Colorado.

For Columbine, Dennis not only spearheads the chapter's membership growth, which increased by 20% last year, but he is also on the chapter's Board of Directors and is the Editor of their award-winning newsletter, The Brewgle. He also is a frequent contributor to this magazine.

Dennis' career in architecture—and then a mid-life switch to mental health counseling of youth—always found him gravitating towards the marketing needs of the various organizations in which he is involved. His love of both marketing and breweriana graphics made the perfect pairing for his work with the Columbine Chapter and now also, NABA.

Dennis has always been a collector—not necessarily of breweriana—but whatever interested him at the time. The “breweriana bug” bit him when he married his wife Nancy, whose great-great-grandfather was Charles Stegmaier, the founder of the Stegmaier Brewing Co. of Wilkes-Barre, PA. Nancy had a few heirloom Stegmaier pieces which intrigued Dennis, and for the past 25 years he has pursued collecting breweriana from Stegmaier and Stegmaier Brothers, also known as the Wyoming Brewery.

Recently retired, Dennis now has more time to devote to the breweriana collecting hobby and his interests in gardening, travel and local volunteer work, as well as spending time at his vacation cabin high in the Rocky Mountains. NABA is very pleased to have Dennis as a member of our leadership team!

continued on page 6



## A-1 Chapter celebrates 50th anniversary

by Ed Sipos

This year, the A-1 Brewery Collectibles Club Chapter of Arizona officially turns 50! The chapter held a big celebration on February 1, at the 50th anniversary of its legendary “Way Out West” show in Scottsdale. The multi-day event included three days of local home tours in addition to the large show.

The A-1 Chapter was formed as a BCCA chapter in 1975 by Verne Peyser and Bob Knowles who became President and Vice-President, respectively, with Marcia Butterbaugh as Secretary and Ed Babitzke as treasurer.

The chapter was named for the famed flagship brand of the Arizona Brewing Co., which opened in 1933 and in 1964, was bought by Carling Brewing Co. of Cleveland, OH which then sold it in 1966 to the National Brewing Company of Baltimore, MD.

National succeeded in resurrecting A-1 Beer as an Arizona-themed brand. A 1974 merger resulted in National becoming Carling-National, which was



**A-1 advocates:** Newsletter Editor Ed Sipos, Chapter founder Marcia Butterbaugh, Historian Rich La Susa, President Kent Grant.

purchased by G. Heileman Brewing Co. of La Crosse, WI in 1979. In 1985, Heileman closed the brewery in Phoenix, ending the storied history of A-1 Beer.

But unlike its namesake, the A-1 Chapter has survived and thrived. What started out as a group of 25 at the first meeting in October 1975, now boasts nearly 100 members. Over the years, the chapter

has held many memorable shows including an annual event at the Babitzke home in Tucson from 1976 until 2022, when Ed passed away.

To support the craft brewing industry in Arizona, the chapter has held many shows at various breweries. Over the years, the chapter also participated in events that support the Arizona Craft Brewer's Guild.

In 2011, the group affiliated with the ABA, and in 2021, joined NABA. The A-1 Chapter has strong, active leadership, an outstanding newsletter, and looks forward to its next 50 years!



**The Handsome Waiter was there!** Joining the Waiter at the 50th anniversary celebration were NABA President Ken Quaas, Todd Barnes of NABA's Membership Committee, Russ Hammer, and Rich La Susa.



**A winning pair:** Todd Barnes chats with legendary NABA member Paul Haudrich, who was part of the first slate of officers during NABA's formation in 1972.

## Hamm's Beer Club holds 27th annual show

**The cold and snow couldn't stop the show**

by Randy Rennaker

The Hamm's Beer Club hosted its 27th annual Hamm's Beer and General Breweriana Show on February 16 in Medina, MN. Despite temperatures that were pushing 20 degrees below zero, club members and breweriana collectors from across the country (even sunny, warm California) traveled to “The Land of Sky Blue Waters” to enjoy four days full of fun.

This is annually one of the largest shows in the country and this year's event had 1,150 patrons and 210 vendor tables. Annual shows like these provide reunions for old friends and opportunities to make new ones. With the advent of social media, some collectors have only met online and attending shows like this provides an opportunity for in-person socializing and trading. There are many attendees who come back year after year.

The show begins in the middle of the week, with many out-of-town collectors coming in on Wednesday



**Hamm's honchos:** Club President Scott Lovelace, Randy Rennaker, and Keith Richardson enjoy room trades at the show

“Hammsters” prepare a meal in the hotel for the out-of-town guests, so they can stay in the hotel and enjoy the camaraderie. On Sunday morning at 5:00 am, club members meet at the showroom and prepare the floor of the show venue, the Medina Entertainment Center, for all the vendors and patrons of the big show.

The Hamm's Beer Club was founded in 1999 and has since grown to more than 650 members nationwide and continues to bring in new and younger members who are interested in Hamm's and other breweriana. The club became an official chapter of NABA in December 2023.

The next Hamm's Beer and General Breweriana Show—it's 28th annual—will be on Sunday, February 21, 2026, in Medina, MN. Learn more about the Club at [www.hammsbeerclub.com](http://www.hammsbeerclub.com) or contact club president, Scott Lovelace, 608-444-9182.



**The Brave and the Bear:** Emily Brave meets The Bear himself on February 16 at the Hamm's Beer Club Show.



**The Waiter “Hamms” it up** with Kirk Schnitker, Randy Rennaker, Aston Rennaker, Barry Travis, Scott Lovelace, Paul Cervenka, Bob Jackson, and Dave Hahn.





## 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](mailto:Ken@consumertruth.com) with the names of the folks in them.



**Fever relief was served up** by the Handsome Waiter on February 22 at the 18th annual Cabin Fever Reliever in South Bend, IN.

**From Left:** Larry Peters, Clayton Emery of NABA's Membership Committee, Celeste Hardy, Lori Kaiser, Don Kaiser, Joe Yaciw, and Tony Steffens.

**An a-maize-ing crop** of great collectors stood tall with the Waiter at the Cornhusker Chapter Spring Show, on March 8 in La Vista, NE.

**From Left:** David Pilatus, Betty Kear, Tony Stice, Bill Lester, Peggy Deboer, Dave Kubat, Mike Hearn, Phil Roach, Mike England, Brian Artzberger, Ed Reyalts, Heath Henery, Bill Baburek, Jeff Pesek, Steve Polak, Mike Brull, and Rob Boardman.



**Stars shined bright** with the Waiter at the North Star Chapter's SpringFest on March 9 in Bloomington MN.

**From Left:** Mark Kasella, Chris Herdine, Aston Rennaker, Stevan Miner of NABA's Membership Committee, Bob Jackson, NABA Creative Director Barry Travis, Ross Reno, Mari Reno, and Frank Feely.



**When it rains... the Handsome Waiter pours.** And he was proud to serve the packed crowd at the Rainier Chapter show on March 8 in Des Moines, WA.

**The group includes:** Gus Simonds, Matt Olson, Steve O'Neil, David Ellderling, Tim Hoffman, Joel Knudetson, Anders Hansen, Trygve Figenskau, Jason Hansen, Tom Stover, Harold Sugarman, Ashley Miller, Taylor Miller, Ron McInyne, Ed Willis, Carl Scheurman, Nick Johnson, Dave Edgar, Tara Diaz, Alex Diaz, Pat Franco, Wayne Bye, Doug Baer, Stan Warzecha, Jeff Berry, Brad Morse, Mike Sherer, Dave Prinz, Pete Magnussen, Jerry Olson, Kyle Anderson, and not pictured is the man who organized this great group photo: Dave Unwin, of NABA's Membership Committee.



**Having a brew** with the Handsome Waiter at the NABA-sponsored Brew City Advertising Show on March 8 in Waukesha, WI.

**Standing:** Jeff Simarski, Chris Hoelz, Paul Cervenka, Jim Welytok, Mark Fritsch, and Rich Yahr.

**Kneeling:** Jim Schmalz, Ken Kreie.

continued on page 10





**Setting sail with the Waiter** at the Port of Potosi Chapter show on March 15 in Potosi, WI.

**Standing:** Jon Huntington, Jared Sanchez of NABA's Membership Committee, Bob Jackson, Tom Gibson, Dave Freimark, Paul Cervenka of NABA's Membership Committee, Tom Curran, and Greg Lenaghan.

**Kneeling:** Chris Hoelz, Ken Kreie, Jeff Sandstrom, and Jason Oyen.



**A-1 fun in the sun** with the Waiter at the A-1 Chapter Spring Show on March 30 in Maricopa, AZ.

**From Left:** Patrick Santinello, Steve Vanderburg, Alicia Fox, Kent Grant, Ernie Soutter, Bill Fox, Doug Cowles, Dan Utte, Tim Mohr, Tom Ward, Rich La Susa, Carl Covell, Pat Stambaugh, Ron Jones, Dave Pinney, Brian Lott, Stu Stewart, Mark Crane, Dallas Sweet (standing), Jerry George, Diane Jones, Alice Sipos, Ed Sipos, Todd Barnes of NABA's membership Committee, and Patty Sweet.



**Pure fun** with the Handsome Waiter at the Simon Pure Chapter's Spring Show on March 29 in Depew, NY.

**Standing:** Mark Barren, Joe Guerra, Tom Waggoner, Brian Coughlin, Doug Schumer, John Eiss, and Dennis Wisz.

**Kneeling:** John Robson, Jeff Murbach, Gary McClimans, and Chris Alterio.



**Manning the Mancave** with the Handsome Waiter at the Mancave Extravaganza on March 29 in Belleville, IL.

**The group includes:** Ken Kreie, Kim Jones, John Zuzack, Jake Eubanks, Rick Kottelman, Tim Piche, Patty Kious, Don Hardy, Katie Kuhns, Vickie Kubat, Christopher Hoelz, Rich Becci, Dave Kubat, Paul Cervenka, NABA Membership Committee, Darla Long, NABA Director, Rusty Long, NABA Director, Kevin Kious, Jeff Jones, Shawn Kearby, Don Gravlin, Jim Kennedy, Tom Hartman, Roy Mayfield, Jane Mueller, Don Roussin, and Mike Kirchoff.



**Passing the bottle** with the Waiter at the Baltimore Antique Bottle Club Show on March 30 in West Friendship, MD.

**From Left:** John Fisher, Wyatt Yon, Leo Miller, Dave Donovan, Jim Ruebman.

**Kneeling:** NABA Vice President Mike Michalik.





# See you in Kalamazoo!

Plans are in place for NABA's 54th Convention from July 22-26

by Mike Michalik,  
NABA Vice President  
& Convention Chair



We have another action-packed convention planned to celebrate NABA and its members! The Radisson Plaza, which recently underwent a nearly \$100 million renovation, will play host to hundreds of NABA members from across the country who will once again converge to connect, collect and celebrate our breweriana hobby.

The hotel is located in the heart of downtown Kalamazoo, within walking distance of several breweries and craft beer establishments, including the famous Bell's Brewery and its Eccentric Café.

NABA members will be grouped together and occupy a majority of the hotel to facilitate another great convention of room-to-room trading. Registered convention attendees also will get a significantly reduced parking rate of \$8 per day in the covered parking garage across the street from the hotel.

**Note: Unless otherwise indicated, all events are included in the cost of registration.**

## MONDAY, JULY 21

### Ed Heise Home Visit Noon-5 PM

Convention attendees arriving on Monday are invited to visit the home of Ed Heise, where they can view an impressive collection of motion, lighted, and neon signs and enjoy refreshments at Ed's "Boat Bar."



The Boat Bar at Ed Heise's home.

## Convention Highlights

### TUESDAY, JULY 22

#### Dave Lane Collection

Buses depart Radisson at 9:30 AM



This is a chance to see what may be the largest private breweriana collection on display in existence. It must be seen to be believed. And even though you can read about it on page 28 of this magazine, the pictures can only partially capture the experience.

This tour is accessible only by shuttle buses that will leave from the Radisson and will take only registered convention attendees to the collection and back to Kalamazoo. Parking is not available for private cars, so access is by shuttle bus only.

Our gracious host is Dave Lane, who is generously providing a catered lunch accompanied by a well-curated beer list. Shuttles can accommodate 38 passengers at a time and will depart the hotel approximately every 20 minutes.

Shuttle timeslot sign-ups will be on a first-come, first-served basis at the convention registration desk, which opens on Monday.

**Note: There is a \$20 transportation fee for this tour, but no cost for lunch and refreshments..**

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The Mill and Cone Top Brewery Museum hosts a day of festivities, hospitality, tours, and breweriana inspiration.



## WEDNESDAY, JULY 23

### The Mill and Cone Top Brewery Museum Buses depart Radisson at 9:00 AM

Convention registrants will have a special opportunity to see and learn about the on-going development of The Mill and the Cone Top Brewery Museum in Vicksburg, MI. This tour also is only available by shuttle bus, with full-size motor coaches leaving at regular intervals from the Radisson in Kalamazoo and going to and from Vicksburg. See page 12 for more information.

This will be a wonderful day of discovery and hospitality, beginning with an inside tour at The Mill complex. Our members will see the impressive restoration currently in progress at this gargantuan structure that exceeds 400,000 square feet and will one day be the home to a multi-function entertainment complex that will feature NABA's future "front door," The Cone Top Museum as well as an Old Stove brewery and a distillery.

Next is a tour of several historic buildings in quaint downtown Vicksburg, which have been painstakingly restored and house a variety of uniquely curated breweriana exhibits to enjoy. Lunch and refreshments will be provided at the Cone Top Beer Garden, will be provided at The Mill's Cone Top Beer Garden.

Convention registrants attending this unique event will be provided with a wristband, required for entry into all buildings, exhibits, and refreshment areas.

**Note: This entire day of festivities, food, drink and transportation is free, thanks to the generosity of NABA member Chris Moore, owner of this amazing project.**

## THURSDAY, JULY 24

### Spectacular Seminars! 9:30 AM–12:30 PM

The NABA Convention Seminars have become a popular staple of our convention programming, and we have three outstanding one-hour sessions again this year.

#### 1. Local Brewery History

Dr. Kevin Foley will present a fascinating look at the rich brewing history of nearby Grand Rapids, MI. Kevin is a longtime breweriana collector and served as a consulting producer for a television documentary about Grand Rapids titled "Beer City USA" due to be released in 2026.

#### 2. "Chalk Talk Live"

The care and repair of back bar figures will be presented by two of the Breweriana Collector magazine's columnists and experts in chalk statues. Rick Basken and NABA Creative Director Barry Travis are teaming up to share their collective knowledge of repair and restoration of these wonderful, but fragile, brewery artifacts.

#### 3. Insuring Your Collection

Back by popular demand, collectibles insurance expert Robert O'Connell will once again enlighten NABA members on the important subject of properly insuring their valuable collections. Bob presented two years ago in Chicago and there was great interest and many questions and we ran short of time. Bob also has new information to add to his previous talk.



Last year's First Timer's Reception in St. Louis was graced by a special member who was a first-timer in 1972! At right is the "First Lady of NABA" Helen Haydock, who along with her late husband, Herb, was one of NABA's founders and also has been one of its biggest benefactors over the years.

### First-Timer's Happy Hour 4:00–5:00 PM

Given NABA's tremendous growth, we have a lot of members attending our conventions for the first time. NABA's Board Members are hosting a Happy Hour to welcome them, enjoy some refreshments together and provide a quick rundown on what our club has to offer.

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### Featured Convention seminar presenters



Dr. Kevin Foley,  
brewery historian



Robert O'Connell,  
collectibles insurance expert.





**Brewmaster's Dinner  
6:00–7:30 PM**

The annual Brewmasters Dinner features a four-course gourmet meal paired with some of Michigan's finest craft beers—as well as an award-winning, barrel-aged guest star from Seattle's Old Stove Brewing Co., the official beer sponsor of the Convention.

Our beer expert host this year is Trevor Klimek, who has been Head Brewer for the past nine years at the highly-regarded One Well Brewing Company in Kalamazoo.

Trevor is an exuberant beer ambassador, and we've worked together to bring NABA members a top-notch Michigan Beer pairing dinner.

**This dinner is an optional add-on and additional to the registration (and at press time was nearly sold out).**



Brewmaster's Dinner host **Trevor Klimek**, Head Brewer at One Well Brewing Company.

**FRIDAY, JULY 25**

**Cornhusker Chapter Bloody Breakfast  
9:00–Noon**

Friday morning will be ruled by the Cornhusker Chapter. Their suite will host the "Cornhusker Bloody Breakfast" featuring a well-stocked Bloody Mary bar. This will be accompanied by a delicious assortment of craft beer, snacks, meats, cheeses, and hospitality—all from the great state of Nebraska.



**Cornhusker Chapter Bloody Breakfast** features a well-stocked Bloody Mary bar.

**Michigan Craft Beer Tasting  
5:00–6:00 PM**

This presents a prime opportunity for conventioners to sample a diverse selection of beers and beer styles from many of the world-class craft breweries of Michigan. These can be enjoyed in a souvenir, commemorative taster glass provided by NABA's partner, the Cone Top Brewery Museum.



**Annual NABA Celebration Banquet  
6:00–8:00 PM**

The NABA Presentation Banquet has been a mainstay of our conventions for more than 50 years and our biggest single event of the year. Enjoy a luxurious three-entrée buffet style dinner in the Radisson's elegant ballroom. You'll see and hear all of the exciting developments happening in NABA.

This is a festive time for all convention participants to convene and enjoy the camaraderie of our vibrant organization. You won't want to skip this great meal, especially because **the cost is included as part of your registration fee.**



The Annual NABA Celebration Banquet will be held in the Radisson's elegant Arcadia Ballroom.



**After Party  
9:00 PM–Midnight**

This year, the host Jersey Shore Chapter is teaming up with the Michigan Chapter to present the post-banquet party. The theme is "Come as Your Favorite Beer Character" and there are countless fun possibilities to craft your own costume creation (we suspect the Hamm's Bear will be there). The chapters will also be giving out gift basket prizes throughout the night, adding to the always-festive atmosphere.

**SATURDAY, JULY 26**

**Trade Show, Open Free to Public  
9:00 AM–1:00 PM**

The Saturday Trade Show will take place in two large ballrooms. We have over 20,000 square feet of floor space and over 200 seller tables.

Seller setup begins at 7:00 AM, and the show opens at 9:00 AM. Tables are still available through online and mail-in registration.

This show will be heavily promoted in the Kalamazoo area.



Visit North America's largest auto museum with over 400 vehicles on display and rated one of America's top museums.



The Saturday Trade Show, open to the public, features over 20,000 square feet of floor space with more than 200 seller tables.

**Gilmore Car Museum  
2:00–6:00 PM**

Visit the famed Gilmore Car Museum in nearby Hickory Corners, MI. This is North America's largest auto museum with over 400 vehicles on display, covering more than 200,000 square feet of exhibit space. It has been rated as one of America's best overall museums.

The historic 90-acre campus features many vintage structures including a fully-functioning 1941 diner and a re-created 1930s Shell station.

NABA members will get a reduced group rate of \$18 per person (from \$25) and the museum is just 16 miles northeast of the Kalamazoo Radisson.

**This option is separate from our regular registration and requires self transportation. To reserve your spot, visit [nababrew.com](http://nababrew.com).**







by Ken Quaas

## The Mill, Cone Top Museum and Vicksburg get ready for the NABA Convention

**T**his year's NABA Convention Bus Tour on Wednesday, July 23 will be most unconventional.

That's because it provides a sneak preview of what ultimately will be the most exciting thing in the world of brewery history and breweriana collecting, and how NABA will play an integral part in it.

And it's also because for the first time, the entire tour is FREE of charge.

Finally, it's because convention attendees will get an inside view of the major undertaking in Vicksburg, MI, which will transform that small town into a breweriana mecca.

As readers of this magazine know, Vicksburg is the place where a massive, 400,000+ square foot, 115-year-old former paper mill is being transformed into a multi-purpose venue called "The Mill at Vicksburg." This colossal project is being directed by its owner, NABA member Chris Moore, who grew up in Vicksburg and once worked at the paper mill, which closed in 2001.

Construction began on this project in 2019 and among its many functions and assets, The Mill will house a brewery, a distillery, and a huge, state-of-the art, experiential facility celebrating brewery history and advertising.



The NABA Convention bus tour will visit The Mill at Vicksburg, a massive, historic paper mill from the early 1900s that is undergoing an astonishing transformation into a multi-faceted complex that will someday house the Cone Top Brewery Museum.

The latter is, of course, The Cone Top Brewery Museum, which is being designed to showcase the legendary American breweries of the past and will feature thousands of outstanding examples of the resplendent breweriana that they produced. The Cone Top Museum also will serve as "NABA's Front Door."

NABA's nearby convention in Kalamazoo provides an ideal opportunity for a preview of progress toward this impressive, on-going development.

### NABA Convention bus tour feature

#### Exploring The Mill and Vicksburg on the bus tour

The bus tour to Vicksburg is exclusively for those who have registered for the NABA convention. It begins with a departure from the Radisson Hotel in Kalamazoo for the 20-minute ride to Vicksburg. There, participants will get a guided excursion through The Mill's reconstruction and a glimpse into what the overall facility as well as the Cone Top Museum will be—as it is taking shape.

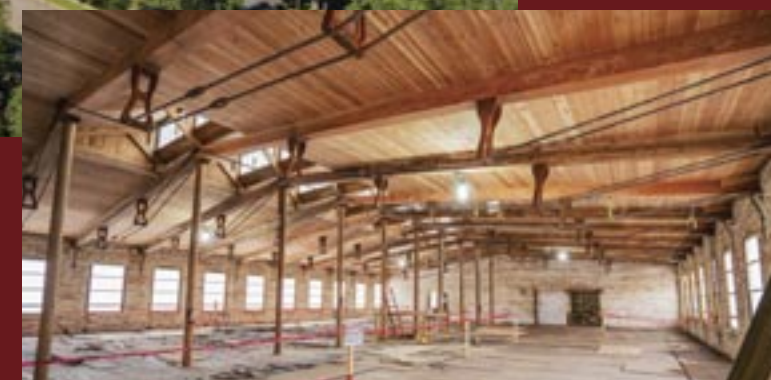
Convention attendees will see this work in progress along with some of its amazing breweriana collection on display. Afterwards, there will be time to relax and enjoy lunch and refreshments at The Mill.

Then, just a short distance away is the quintessential American town of Vicksburg and the historic buildings that currently house the Cone Top Museum. NABA convention attendees will enjoy a number of breweriana exhibits in these buildings as well as refreshments at Pre-Prohibition era bars.

The final part of this party moves to the streets, as Vicksburg celebrates their summer "Burg Days" event with various amusements and food trucks. Return buses will depart at various times during the day to take Convention attendees back to the Radisson, so participants can return to the hotel at their convenience.



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



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Bright lights at The Mill

Veteran neon bender Mike Lacroix has been hard at work repairing many of the dozens of large, outdoor, neon-on-porcelain signs in the Cone Top Museum’s collection that will be on display at The Mill.

Most of these large, heavy signs are from the 1930s and 1940s. Their fragile neon tubes were broken when they were removed from the taverns and restaurants where they once shone brightly.



Left: “Neon Mike” Lacroix bending glass tubes in his workshop in Grand Rapids, MI. Right: Shaping the neon tubes.

Mike is a professionally trained neon artist from Grand Rapids, MI who has had his own business for nearly 40 years. He trained under famed Master Scientific Glass Blower, Wolfgang Eberhardt, in the 1980s and is committed to historically accurate neon restorations

Mike’s neon work can be found throughout the U.S., and he has handcrafted some of Grand Rapids’ most recognizable public neon signs and sculptures.

The Cone Top team and Mike have consulted with NABA members to ensure the signs are being refitted with neon colors that are historically accurate.

To date, Mike has replaced the neon for nine of Cone Top’s large porcelain signs, with 15 more to go. Convention visitors to The Mill will get to see these signs in all of their colorful, glowing glory.



Recently completed for Cone Top

The two signs at right were purchased by the Cone Top Museum from the collection of noted Western Pennsylvania collector Chip Echnoz, and their colors were established with the assistance of NABA members and local experts Mark Young and Art Distelrath.



Neon mounted on porcelain for Blatz Beer, Blatz Brewing Co., Milwaukee, WI, by Artkraft Co., Milwaukee, WI, c. late 1930s. This sign features decorative scrollwork in the Art Deco style.



Neon mounted on porcelain for Koehler's Ale & Beer, The Erie Brewing Co., Erie, PA, c. late 1930s. This sign is extremely rare.



Neon mounted on hand-painted metal for Stoney's Beer, Jones Brewing Co., Smithton, PA, c. 1930s. This is the only known example of this sign.

Cone Top’s current quarters

While its future space at The Mill is under construction, The Cone Top Museum is currently located in three contiguous buildings. These venerable structures are being painstakingly restored to their 1870s-era architectural glory.



The three buildings that currently house the Cone Top Brewery Museum date from the late 1870s and were once a grocery store. This was their appearance in the 1890s. The middle building had an intricate, decorative wrought iron railing.

The buildings as they appeared in 2023. The decorative balcony with its iron balustrade was removed sometime in the 20th Century, and the lower facades of the buildings were marred by 1970s-era brick facing.



Windows to the past

The windows are another example of the level of attention to detail that goes into a restoration project like this. The new windows that were specially constructed for the ground level of the building are large-scale, arched windows that are framed in Sapele mahogany, a West African hardwood. This wood species is even harder and denser than regular mahogany and highly resistant to moisture and rot.

Each window is a custom size and configuration and will be painted in the various historic colors that have been chosen for the buildings.

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Restoring the building to its original, c. 1878 appearance required painstaking plans and attention to detail—like these individual custom windows.





The restored balcony overlooks Vicksburg's historic Main Street.

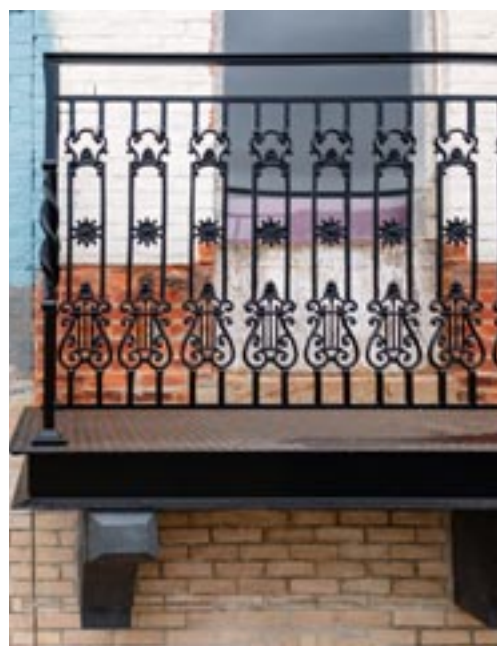
## A Shakespearian balcony

The on-going restoration work on these buildings is an extraordinary undertaking. One example of the level of intricacy involved is the recreation of the middle building's balcony, which has as its defining feature an elaborate, iron balustrade. Juliet balconies are named for the Shakespearian character who called to her lover, Romeo, from a similar balcony. They come in a variety of sizes, but are typically long and narrow outdoor platforms that are accessible via glass doors or windows.

Historic architect Gene Hopkins who is supervising this project, wrote: "A unique opportunity in the restoration of the building is the reconstruction of a key component of the building's historic significance: the second-floor balcony.

The cantilevered wood timbers support a steel platform with a decorative cast iron balustrade, similar to the iconic "Spanish Colonial" style ironwork balconies found in New Orleans's French Quarter. The balcony is a wonderful amenity for the users of the second-floor event space to have the ability of stepping outside to engage with Vicksburg's historic downtown Main Street."

Beyond this, new brick masonry was installed to replace what was damaged or destroyed by previous renovations.



A close-up look at the artistic design of the iron balustrade.



The ornate balcony is supported by newly-installed wooden brackets and masonry.

## Reinforcing history

The ground floor spaces also required a broad overhaul, which exposed walls and ceilings. Modern electrical systems were installed and each of the buildings was reinforced with structural steel beams and expanded masonry columns to accommodate contemporary use.



The buildings' first floor interiors were gutted, structurally reinforced, and modernized.

## Back to the future

When NABA members on the bus tour arrive on July 23, they will see the trio of buildings fully restored—inside and out. This outward appearance will replicate their original look from the 1800s, based on studies of old plans and photographs.

Inside the buildings, the Cone Top Museum will present a number of engaging breweriana exhibits to experience and enjoy.

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An artist's rendering of the finished building exteriors.



The facades were completely removed, as seen in this picture taken in January of this year.



## Experiencing “Northern Lights”

One of the exhibits at Cone Top will be a reprise and enhancement of one that was originally presented at the 52nd NABA Convention in 2023: the highly-acclaimed “Northern Lights.”

The goal of the “Northern Lights” exhibit is to create an engaging environment that reflects the breweriana on display.

In this case, it is point-of-sale advertising that carries “outdoor” themes that depict scenes of hunting, fishing, and camping.

These themes were popular in beer advertising in the years following World War II.

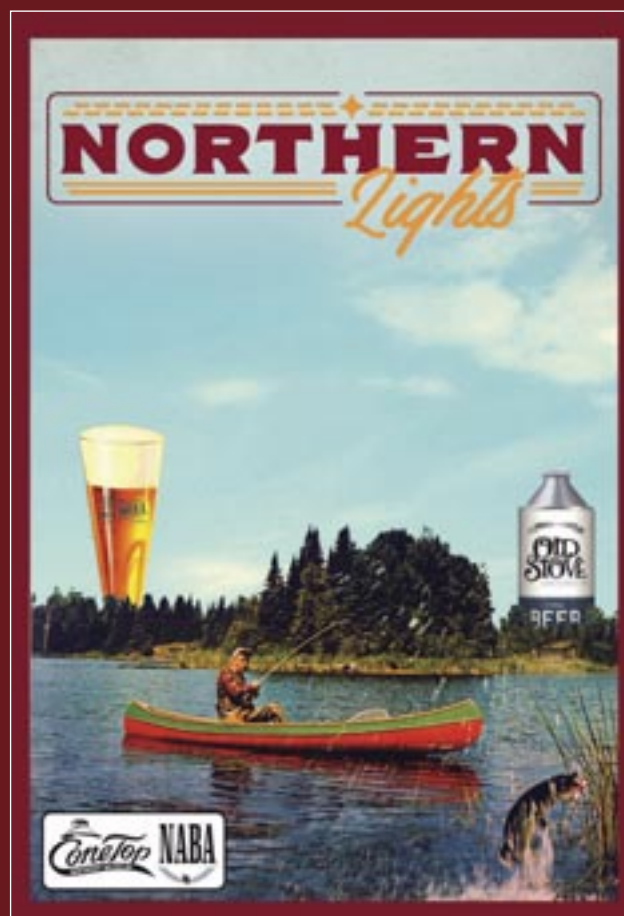
To accomplish this, the team at Cone Top created an atmospheric exhibit that had the look, feel, and comfort of a classic Northwoods cabin. Wood-paneled walls were erected to resemble the cabin’s interior and adorned with “outdoor”



The exhibit was retrofitted and reconstructed for the 2023 NABA Convention at the Hyatt Regency Hotel in Schaumburg, IL.

themed advertising. Period-appropriate furnishings were installed so that NABA members could experience the cozy and comfortable ambience of a woodsy cabin, while enjoying breweriana that reflects its surroundings.

The concept was named “Northern Lights” after the dramatic light displays in the night skies of places in more northerly latitudes. Sometimes called “nature’s light show,” the Northern Lights are best viewed in more remote areas that are unaffected by big city lights.



This commemorative poster was created to celebrate the first “Northern Lights” exhibit and was a giveaway to NABA members. The design carried artwork that is typical of beer advertising from the late 1940s and early 1950s period, when outdoor sports were so often depicted.

### First Vicksburg, then Schaumburg

The initial installation of the exhibit was in the temporary museum space in downtown Vicksburg in 2023 and was visited by nearly 100 NABA members as part of the initial Cone Top/NABA breweriana show now held annually in June in Vicksburg.

The exhibit was later reconstructed in a suite at the Hyatt Regency Hotel in Schaumburg, IL for the benefit of NABA members at the 2023 Convention. It was perhaps the most talked about highlight of the convention.

Ultimate plans call for a permanent installation of “Northern Lights” as part of the Cone Top Museum’s space that is under construction at The Mill.

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The “Northern Lights” exhibit in its first incarnation in Vicksburg in June, 2023. The exhibit will be reprised for the NABA Convention bus tour visit.



Breweriana featuring hunting, fishing, and camping scenes were at home in the “cabin.” Beyond the ample displays of point-of-purchase advertising were beer-branded premiums, like the vintage Schmidt’s bait bucket and Hamm’s cooler shown at right.



The cabin’s décor featured many items similar to what was depicted in the artwork of the carefully-curated period breweriana on display.



**NABA Convention  
bus tour feature**

**Step back in time and belly  
up to the bar(s) in Vicksburg**

Another of the unique experiences being offered by Cone Top is the opportunity to “step back in time” and enjoy hospitality from some “period bars.”

These magnificent antique works of art reflect the craftsmanship of a bygone era. Their imposing presence is intrinsic to replicating the appearance and atmosphere of the taverns of yesteryear.

The first of three beautiful antique bars for NABA members to enjoy was purchased by Cone Top in March and recently arrived in Vicksburg.

Each of these period bars will feature the breweriana of specific time periods.



The arches are flanked by intricate hand-carved architectural detail rendered in cherrywood.



This rare 20-foot mahogany bar has a cherrywood top and a triple-arched back bar, also made from cherry. It was made c.1900 by Kloak Brothers of Cincinnati, OH, who made bar, office, and store fixtures. It came from an unnamed hotel in downtown Pittsburgh and was purchased from Architectural Antiques Exchange in Philadelphia, PA.

One half of the triple-arched back bar is unloaded in front of the current Cone Top Museum on a chilly March day.



The bar front is mahogany and features hand-carved arches that mirror the arches in the back bar.



Like “Northern Lights,” these time travel tavern experiences will be the type of immersive exhibits that visitors will experience at Cone Top once it has its permanent home at The Mill.

Stay tuned for more of Cone Top’s plans for the NABA Convention in our next issue of this magazine!

**The Cone Top Brewery Museum  
is the official sponsor of  
NABA’s 54th Annual Convention**

In addition to creating The Mill and the Cone Top Museum, 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.

In the meantime, Chris and the Cone Top Museum staff look forward to sharing a number of engaging breweriana exhibits

created specially for the NABA Convention. They also will share the exciting plans for the future of the museum, which will be also known as “NABA’s Front Door.”

To celebrate the Convention and visit to Vicksburg, Cone Top has created this unique commemorative can that will be given to convention attendees.

The can’s design features both the Cone Top and NABA Convention logos. The latter stars the iconic “Brewster the Goebel Rooster” character, introduced in 1951 by Detroit’s once powerhouse Goebel Brewing Co. The famed brewery closed in 1964.



**NABA’s 54th Annual Convention commemorative can**



# A breadth of breathtaking breweriana

by Ken Quaas

Dave Lane, standing in his custom-built 33,000 square foot personal museum in Michigan, will host the home tour of NABA's 54th Convention.



Dave pours himself a Hamm's Beer in a Hamm's schooner glass with the pull of a vintage 1940s ball knob.

Just imagine that feeling, except that you are the kid—and you own the candy store. Dave Lane once imagined that. And then he built an incredible candy store and stocked it with breweriana “eye candy”—the type that would satisfy any collector’s sweet tooth.

## Few have seen it

Dave undoubtedly has one of the finest and most extensive private breweriana collections that exists. And yet, few collectors have ever seen it. That will change very quickly with the upcoming NABA Convention in Kalamazoo, where Dave’s collection is the home tour. NABA typically arranges three home tours on the Tuesday of convention week.

**F**eeeling like “a kid in a candy store.” That’s an expression that is familiar to nearly everyone. It describes the emotion of being so happy and excited about the things around you that you react to them in a childlike way.

Breweriana collectors often say that’s how they feel when they are at a show or convention and find themselves surrounded by wonderful breweriana that they enjoy seeing and often, yearn to acquire.



The spacious bar and back bar is ideal for entertaining. The bar has a built-in “frost rail” that is embedded in the bar top to keep drinks cold. The back bar features an eclectic display of rare, high-quality, lighted breweriana.

A colorful collection of Hamm’s and other tap knobs are secured on brass spigots in a separate back bar unit constructed strictly for display purposes. Unlike the taps at Dave’s working bar, these don’t pour beer.



But Dave’s extensive collection requires at least the better part of a day to truly savor and experience.

Many veteran collectors may be unaware of this bounty of breweriana in southwestern Michigan before now. Dave explains that easily. “I am a fairly private person and I don’t like the limelight. Besides, up until a few years ago, I was working 7 days a week, day and night. I didn’t have much time to invite people over and entertain.”

As a result, Dave became what some in the breweriana hobby call a “closet collector”—even though he had been a NABA member since 1987. But although he wasn’t widely known in the broader collecting community, Dave was well recognized within a small circle of savvy

breweriana aficionados as an extraordinary collector who was amassing a noteworthy collection.

## The beginnings of something big

When you see a collection like that of Dave Lane, you wonder how it all started. You wonder if something that grand could have once started small. It did. Dave recalls a time when he was a young adult in the 1980s and he accompanied his dad to the famed Indy Antique Advertising Show. He was captivated by a 1950s lighted motion sign from for Schoenling Beer of Cincinnati, OH,

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which depicted a bottle pouring beer into a schooner glass. In fact, Dave was so taken by the sign that he decided then and there that he had to have it, even though it cost him “three weeks’ worth of pay” to get it.

And then the real collecting began.

“That sign just got me going,” Dave recalled. The idea of collecting was not new to Dave—in fact, it ran in the family. His late father, George, built an extraordinarily successful business distributing high performance auto parts and accessories. In keeping with the theme of his business, George Lane also assembled one of the finest collections of gas and oil signs—“petroliana”—in existence.

But Dave’s collecting interest took on a different focus—the kind of liquid gold you can actually drink. That Schoenling sign set Dave in motion on a 30+ year breweriana collecting spree. He purchased as many signs as he could, from online auctions and dealers. “I bought a lot of breweriana and different (beer) brands. A lot of newer signs, plastic stuff, from different people, from



Reverse-on-glass lighted motion sign with metal framing and case for Schoenling Lager Beer, Schoenling Brewing Co., Cincinnati, OH, 22 x 12 in., c. early 1950s. This engaging sign shows beer pouring from a bottle into a schooner glass. Its vibrant colors and warm glow captivated Dave Lane. It was the first beer sign he ever purchased in the early 1980s and became the catalyst for 40 years of collecting.

dealers,” he said. “But at the time, I really didn’t know what I was doing.”

### Capturing the Hamm’s Bear

Dave’s collecting interests were also fueled by the TV advertising that he enjoyed growing up while watching his beloved sports teams—the Cubs and the Bears.

The primary beer sponsor of those broadcasts on Chicago’s famed TV station, WGN, featured arguably the most beloved cartoon character ever to sell a brand of beer. The one from “The Land of Sky Blue Waters.” The iconic Hamm’s Bear.

Dave had always liked that bear. Somehow the subject of beer signs came up when Dave was talking to a man who was putting in a new driveway for him in 1991. The man told Dave that he had an



An assortment of 5-foot tall Hamm’s Bears made from foam and originally produced as retail displays stand guard at the ends of the display cases.



extensive collection of breweriana that included a considerable quantity of Hamm’s point-of-sale advertising. That man was antique advertising dealer Ron Sutton. “He invited me to his home in Kalamazoo,” Dave recalled, “and over the years I ended up buying most of his collection.” The two remain good friends to this day.

As with most serious collectors, Dave became more knowledgeable, discerning, and selective about what he acquired as time passed. “I became more interested in the older, higher quality, and rarer pieces,” he said, “so in the late 1990s, I sold off all of my newer stuff through Ron (Sutton). He came to my house and packed it up. There were three semi-trailers full.”

Unburdened by the items he no longer valued, Dave voraciously collected older and higher end breweriana. He acquired pieces that “caught his eye” regardless of the brewery or geography and his collection ultimately grew to feature rare, high-quality, and historic breweriana from all regions of the country.

For Dave Lane, it’s always time for Hamm’s Beer. Here are a dozen different Hamm’s-branded promotional watches displayed as elegantly as if they were in the case of a jewelry store.



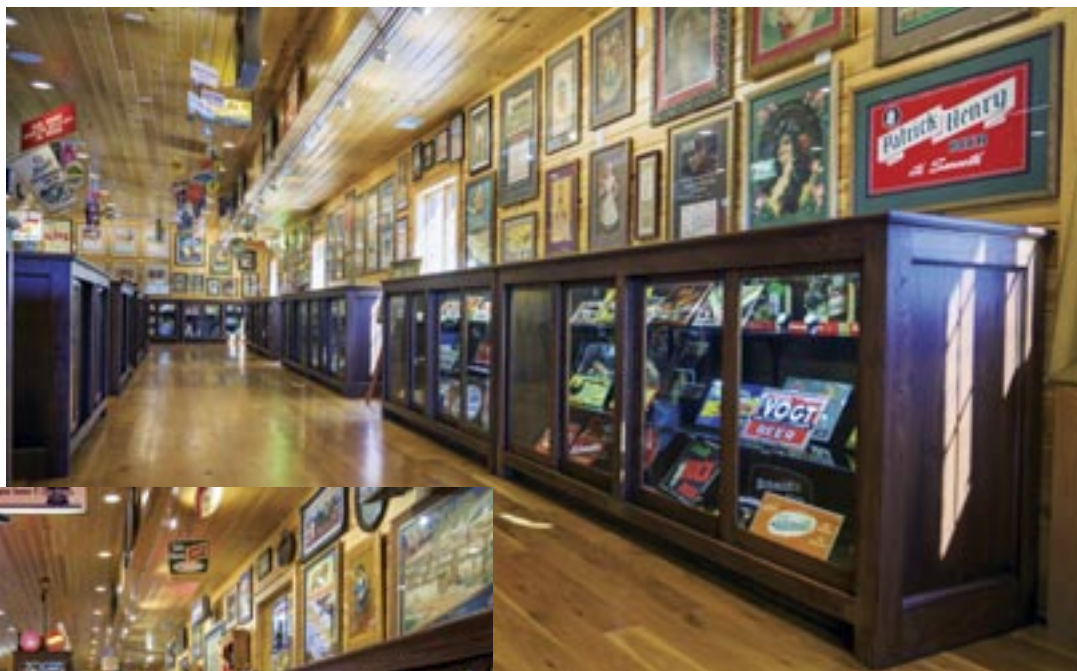
### Hamming it up

By the early 2000s, Dave was a leader in the family business and working exceptionally long hours. This didn’t leave him much time to attend shows or become active in the collecting clubs.

Although his collecting interests evolved over time, one thing remained unchanged: his love of Hamm’s breweriana. “One of the reasons

I branched out into collecting other brands is that I’d bought everything I could find from Hamm’s” he noted. Still, he was so fond of the legendary brand that when he could, he traveled to the annual Hamm’s Club show in Medina, MN in search of new treasure. And he bought Ron Sutton’s extensive collection of Hamm’s memorabilia.

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There are 60 custom-built showcases made of richly-stained oak. Each one has thick glass shelving and is electrified with downlit LED lighting. These showcases are artfully arranged throughout the spacious second floor mezzanine, providing a museum-like setting.





And then the famed John Parker collection—one of the most significant groupings of Hamm’s memorabilia ever amassed—became available for sale after John passed away in 2012. Parker was a noted collector who literally wrote the book—“Parker’s Hamm’s Beer Reference Manual”—on Hamm’s breweriana. Dave quietly purchased the entire collection, requiring a semi-trailer to transport it from Minnesota to his Michigan home.

**Building the dream**

By then, Dave’s collection had grown to epic proportions and even his spacious home could not come close to accommodating its display. It was at this point that Dave said he “envisioned a building designed especially to display my collection. A place where I could host and entertain friends and they could enjoy themselves and the breweriana. The design was all in my head, but I also made a lot of changes as we went along.”



Signs are carefully and symmetrically hung in the long corridors and large open spaces of the massive collection building.

The solid brick building took three years to construct and by the time it was completed in 2011, spanned a whopping 33,000 square feet covering two stories. The exterior walls were heavily insulated to protect the collection from the elements of Michigan weather. The interior walls have drywall backed by thick plywood to facilitate hanging heavy signs, like the more than 50 large, outdoor neon-on-porcelain signs now on display.

Since completing the building, Dave has enjoyed optimizing and enhancing the space. He built a whimsical, maze-like gallery for all of his framed Hamm’s pieces, which include original artwork of the Hamm’s Bear. He has a 30-foot long bar to provide refreshments to his

The collection boasts more than 50 large, outdoor neon-on-porcelain signs. Many of these are dramatically displayed at the top of this two-story wall.



A gallery-like maze was built on the first floor to showcase a considerable collection of Hamm’s die-cut cardboard signs and original artwork used across a multitude of Hamm’s advertising.

There, Dave bought a five-foot tall, foam Hamm’s Bear figure once used for retail displays from Paul and

guests and a stage with state-of-the-art sound equipment for bands he sometimes hires when he throws a party. The result is truly any collector’s dream.

**A little help from his friends**

Over the years, Dave has worked to continually augment and upgrade his vast breweriana fantasy-land. He is grateful to his fellow NABA members and good friends Paul Cervenka, Dave Lendy, and Scott Bristoll—among others—for their help in constructing his collection.

Dave enjoys telling the story of his chance first encounter with Paul Cervenka and Dave Lendy. It was in 2015 at the nationally recognized Chicagoland Coin-op & Advertising Show in St. Charles, IL.

Dave Lendy, who had tables set up together. The three had memorable negotiations that day, sparking a friendship that has flourished over the past 10 years. “As I got to know them, Dave (Lendy) and Paul (Cervenka) just kept bringing me good stuff, so I just kept buying it,” Dave said with a laugh. “Those guys really helped me build my collection.” Paul said he was “blown away” when he saw Dave’s collection for the very first time, about a decade ago. “His collection was shock and awe. But I was just as impressed by what a nice person Dave was. He is a great guy to just hang out with.” Dave Lendy has been amazed to see the already significant Lane collection increase in both size and quality in the past 10 years of their friendship.

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The NABA Convention draws many members from the West Coast, who will find their local vintage breweriana amidst the showcases in the vast collection. Far left is a chalk figure for John Wieland's Extra Pale Lager Beer from Pacific Malting and Brewing Co., San Jose, CA. At left are chalk statues for Rainier Brewing Co., Seattle, WA and Heidelberg Brewing Co., Tacoma, WA.

"Dave (Lane) worked hard in the business

but to see the multitude of them that Dave has assembled—all in working order no less—is a treat you don't want to miss."

### What's next?

Even though he has a whopping 33,000 square feet to display his breweriana, Dave says he is running out of room. "I have bought, sold, and re-done my collection over and over again," he said. "I think I'm at a point where I'm mostly done. Now if I find something, I have to make space for it." It is clearly important to Dave that his pieces be displayed artfully and not be overcrowded, so that each sign, ball knob, or foam scraper holder can be visually enjoyed.

Dave's current passion is buying Hamm's items that are new old stock and in their original box. He has a storeroom full of those, which he said reminds him of his business life. "I ran a warehousing and distribution company and it makes me feel nostalgic," he noted. "I know my way around a stockroom."

Dave is excited to welcome the largest gathering of breweriana collectors he has ever hosted on Tuesday of NABA's Convention week, where he will share the hospitality for which he is so well known among his friends. The NABA Board of Directors is grateful to Dave for so generously opening his collection—as well as providing a catered lunch and refreshments—for our convention attendees to enjoy.

**Because of logistical and safety reasons, reservations for this tour are required. Only NABA members who are registered for the Convention and have signed up for the Tuesday, July 22 tour to the Lane home will be admitted on the property. All attendees are required to take buses that will leave from the Radisson Hotel on Tuesday morning. Please note that climbing stairs are required to view the full collection.**

world. His success wasn't handed to him. And he has also worked hard to put together the most amazing collection I've seen. Every time I would visit him I was surprised to see that he had upgraded the magnitude and quality of his collection," Lendy said. "Dave knows what he wants, and he has an eye for quality breweriana and the creative talent for how to display it."

But like Paul Cervenka, Dave Lendy wants to talk more about Dave Lane as a friend more than as a collector. Lendy said he is grateful for their friendship. "Dave is a down-to-earth, generous guy. And just a fun guy to have a beer with."

Scott Bristoll agrees. "Dave is a terrific guy and collector. His museum has it all: large porcelain signs, neon, motion signs, back bar lights, tin-over cardboard, and reverse-on-glass signs—all in abundance. It's truly an all-day experience to take it in."

### Trading business for pleasure

In 2018, Dave sold his share of the family business and essentially retired. That's when he had more time to enjoy and optimize his collection—and importantly, to share it with astonished fellow collectors.

A focal point of Dave's collection is what is regarded as the most significant grouping of huge, rare, and dramatic motion signs created by the Paul Stanley Company in the 1950s and 1960s. (see sidebar).

Scott Bristoll marvels at Dave's acquisition and display of these—which are in a special room behind large, plate-glass windows to protect them. "As a longtime collector myself, I have rarely seen even one Paul Stanley motion display in a collection,

# The Stunning Stanleys



A separate room with plate glass windows protects the rare Paul Stanley signs as they turn and spin in motion. The room is appropriately illuminated in part by a number of Hamm's signs, including the famed scene-a-rama motion signs, which accompany their counterpart assortment of five Hamm's Paul Stanley signs.

**F**loating clowns. A monkey riding a unicycle. A seal balancing a beer tray on its nose. And of course, a bear piloting a helicopter. It took Dave Lane a lot of time, treasure, and tenacity to assemble this menagerie. No, these are not characters in the circus. They are instead some of the whimsical, yet spectacular Paul Stanley animated displays that Dave Lane has on exhibit at his private museum. This assortment was painstakingly assembled over many years and is believed to be the only complete collection of these rare and highly-coveted retail beer displays.

These Paul Stanley Company displays have an intriguing, if somewhat murky, backstory. They are named for the man and his company, which began in business in San Francisco, CA in the late 1940s. Paul Stanley's idea was to design large, floor-type

motion displays to capture the shopper's attention like no others before them. These displays would be so dynamic and engaging that they would be sure to command visibility—above all else—in a crowded retail environment like a grocery store. They were not only imposingly large but also had

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This Utica Club helicopter motion sign features the Schultz and Dooley stein characters and was made for the West End Brewing Co., Utica, NY. Although it looks like a Paul Stanley creation, it is the only one in the room that is not.

multiple moving parts. Their mechanically complex design and construction was designed to memorably captivate shoppers.

The Paul Stanley Company made a variety of these dynamic displays from the late 1940s through the 1960s for companies like Pepsi-Cola and the Theo. Hamm Brewing Company of St. Paul, MN. Other breweries—both large and small—that contracted Stanley to make these spectacular displays included:

- Burgermeister Brewing Corp. of San Francisco, CA for its Burgie Beer
- Great Falls Breweries, Inc. of Great Falls, MT for Great Falls Select Beer
- Lone Star Brewing Co. of San Antonio, TX
- Jacob Ruppert Brewing Co. of NY, NY for its flagship Knickerbocker Beer
- Storz Brewing Co. of Omaha, NE



The rare Storz seal. The seal figure was also produced by the Paul Stanley Co. for the Pepsi brand.



The Burgie "Floating Clown" juggles six-pack cartons of the once famed San Francisco beer.

And even though these displays were large and heavy, some were also designed so they could be elevated using a heavy steel pole attached to the underside of the base to raise the display several feet in the air. This allowed a height that



The Hamm's motorcycle and "Western Cowbear" are two of the five unique Stanley creations for Hamm's. The Bear was made for the Western U.S. markets and differs from its Midwest counterpart by the Bear's western attire and the cattle ranch brand markings on the log.

could reach 12 feet, providing even greater visibility above the aisles in large supermarkets. Underneath the display, stacks of six or 12 packs could be offered for sale.

These elaborate pieces were expensive to manufacture and transport. Each display was crafted by hand and there are even some variances in design, construction and function between similar units. It is believed that there were somewhere between 10 and 40 of each of these displays made, depending on the size of the brewery. Exactly how many of each one were produced and why these individual displays differed is lost to time, as is much of the information about the Stanley company itself.



It seems that Hamm's was the heaviest contractor of the Stanley displays. During the 1960s, Hamm's commissioned four distinctly different displays with one having two variations. The "Helicopter" display is the most animated of the five, and stands approximately 6½ feet tall, with an operating circumference of about 10 feet.

The Paul Stanley Co. appears to have ceased operations in the late 1960s—probably concurrent with the demise of Hamm's. There is reportedly no record of the company after 1968. Company founder Paul Stanley passed away in the mid-1980s, but his legacy lives on with these stunning displays, which are some of the true treasures of American breweriana.



# I'VE GOT A GLASS... IN KALAMAZOO

## PRE-PROHIBITION BREWING

### IN OUR CONVENTION CITY

BY DOUG HOVERSON



12-in. serving tray for City Union Brewery, by Charles W. Shonk Co. Litho., Chicago, IL, c. 1896-1904. Collection of Dave Alsgaard.

**K**alamazoo is more than just one of the signature songs of Glenn Miller's band. Home to nearly 75,000 people, it has had a storied business history. The Gibson guitar company was founded there in 1902 and the Upjohn pharmaceutical firm (now part of Pfizer) dates to 1886. As we know from The Mill at Vicksburg, the area was a center of the paper milling industry through the end of 20th century.

The city also has had its share of breweries—about a dozen different firms in the Pre-Prohibition period and much later, more than 20 locations in the craft brewing era. However, Kalamazoo is different from most other major brewing cities. Whereas much of the time the craft breweries are smaller than their Pre-Prohibition predecessors, the modern-day Bell's Brewery, Inc. is more than 30 times larger than the Kalamazoo Brewing Co. of 1904-1915 ever was.

This article provides an introduction to the Pre-Prohibition breweries of Kalamazoo, emphasizing the Neumaier-owned businesses, which were the only ones for which significant breweriana other

than photos or print advertisements exist.

For those who would like more detail on these early breweries, I strongly recommend Keith Howard's "Early Kalamazoo Breweries (1837-1915)," available on the Kalamazoo Public

Library website. His exhaustively researched and thoroughly illustrated article includes sidebars on bottlers and other aspects of the local beer industry, and I wish I had discovered it before I had already done all my research.

#### Starting in the 1830s

It is very difficult to find precise data about the first brewery. The first mention of a commercial brewery was in the *Kalamazoo Gazette* in April 1837, but it likely was in business in 1836 rather than being constructed during the middle of the winter of 1837. The first named brewer was John Hall, whose new "large brewery" on Asylum Avenue went into operation in late 1846. This brewery, the first to be called Kalamazoo Brewery, closed in 1851 but would be reoccupied five years later. The North Burdick Street Brewery began

operations around 1846 as well. These earliest breweries focused on ale rather than lager—partially because of the English heritage of the brewers and partly because ale was faster and easier to brew under more primitive conditions.

#### A boom in the 1850s

The late 1850s brought a burst of brewery openings to Kalamazoo. The first of this wave was built by Richard Frank in 1855. When Frank died at age 37, Henry Schroder married Frank's widow and kept the brewery going until the early 1880s. Just a year later, Nicholas Baumann started the first of his breweries in town: one that came to be known as the Portage Brewery or sometimes, the Burr Oak Brewery.

The new Kalamazoo Spring Brewery commenced operations in 1856, but in an old building—the former Hall brewery on Asylum Avenue. After a major fire in 1867, the brewery was rebuilt by Nicholas Baumann

and renamed the Kalamazoo Steam Brewery to celebrate its new equipment. This brewery was also noteworthy for two of its later owners: C.W. Minard (1871-73), who had been a successful ale brewer in Detroit, and George Neumaier, who would later start Kalamazoo's longest-lasting brewery.

In 1857, the second business to be called the Kalamazoo Brewery was started by Lorenz Brentano on Walnut Street. He only lasted for two years, was succeeded by Peter Herboldsheimer for three years, and then the brewery was taken over by Bernhard (Barney) Locher. Locher took a brewery that produced only 150 barrels in

1860 to being the largest in the city by the mid-1870s, with production ranging between 1,200 and 1,600 barrels per year. After Barney died in 1879, his widow Sarah kept the business going for a few more years.

Joseph and Dorothy Burchnall started their brewery in 1858, and even though it was just south of the village proper

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Extremely rare City Union Brewery oval tray, by Tuscarora Advertising Co., Coshocton, OH, c. 1900-1903. This tray uses a stock image called "Lady with Roses in Hair." This was a very popular design, used by many different breweries as well as non-beer related businesses and brands. Photo courtesy of Trayman 2.0 powered by NABA website. Owner and source of photo is not known.



Photo taken outside the Columbia Bar in Kalamazoo, with rare corner signs from City Union Brewery, c. 1896-1904. It is not known if any of these signs survive. Collection of Matt Russell.



Etched glass, City Union Brewery, c. 1896-1904. Photo courtesy of Matt Russell.



# KALAMAZOO BREWING Co., 1904-1915

## PHARAOH'S HORSES

Of all the stock images made by the Coshocton companies prior to Prohibition, this is one of the most reproduced. The design depicts the heads of three identical white Arabian stallions. These three images are known to be of the same horse named Imaum, originally owned by Queen Victoria but later sold to artist J.F. Herring (1795-1865). Herring used Imaum as a model for many of his paintings, including this famous 1848 circular composition, “Pharaoh’s Chariot Horses” —mostly called simply “Pharaoh’s Horses.”

Pharaoh’s horses are mentioned in the Bible in Exodus 15:19, when the Israelites have departed from Egypt and Pharaoh decides to pursue them:

“For the horses of Pharaoh went with his chariots and his horsemen into the sea, and the LORD brought back the waters of the sea upon them. But the children of Israel went on dry land in the midst of the sea.”

This popular image found its way into many American and European homes by the late-1800s as a mezzotint engraving. It was for sale in Sears catalogs in the early 1900s.

Courtesy of Peter Bayer, from the Trayman2.0 Powered by NABA website.

Tip tray, 4.25 in., Kalamazoo Brewing Company, by H.D. Beach Co., Coshocton, OH, c. 1904-1915. Photo courtesy of Matt Russell.



Pocket mirror, 3 in. diameter, c. 1904-1915. Uses stock image of horses and carries the slogan, “The Brew from Kalamazoo.” Collection of Tom and Sue Flerlage.



Above: c. 1900-1905. Collection of John Steiner.



Right: c. 1906-1914. Collection of Peter Dickinson.



Above: c. 1900-1905. Collection of John Steiner.



Right: c. 1906-1914. Collection of Peter Dickinson.

Two labels for Royal Export, Kalamazoo Brewing Co. The one at left pre-dates the Pure Food and Drug Act of 1906. Like the Crystal Cream labels, none indicate the size of the bottle.

Two labels for Crystal Cream Beer. The one at left pre-dates the Pure Food and Drug Act of 1906.



Photo showing corner sign from Kalamazoo Brewing Company. Location, date and people are not known, c. 1904-1915. Collection of Matt Russell.

on the Plank Road (now Lovers Lane), it was an important feature of the local beer scene. A retrospective of the industry published in 1920 dismissed it as little more than a homebrewing operation, but in fact, the Burchnalls produced 934 barrels in 1867, behind only Baumann and Locher. “Old Joe’s XX” earned a reputation in the area and is one of relatively few beers from the era that had a nickname that was used in advertising. However, Joseph became ill in 1867 and production tapered off, though Dorothy continued to manage the business until Joe died in 1873 and for several years thereafter.

### Consolidation in the 1870s

By 1878, three breweries in the city were producing around 1,200 barrels, but only four breweries reported any production. Some of the

decline can be attributed to the deaths of the brewers, but competition was putting increased pressure on Kalamazoo’s breweries. Kalamazoo’s location on the Michigan Central Railroad made it easy to ship beer from points east and west. Advertisements for out-of-town beer appeared frequently in Kalamazoo newspapers: Sands’ Ale from Chicago, Anheuser-Busch’s lager from St. Louis, various lagers from Milwaukee, the products of Voigt and Stroh from Detroit, and the beers of Finlay Brewing Co. of Toledo, which were popular throughout southern Michigan.

The most important brewery in Kalamazoo’s Pre-Prohibition history got off to a slow start. Taylor, Thackwray & Company opened a brewery on Lake Street in 1867, but only produced for a few years before going out of business. The plant remained unoccupied until George Neumaier

purchased it in 1878 and moved from the Kalamazoo Steam brewery to his new location, which he called the Cold Stream Brewery. Over the next decade he acquired more land, added more buildings and upgraded the equipment. By 1885 or 1886 Neumaier’s was the only brewery left in Kalamazoo, but the fact that his production was still typically less than 1,500 barrels per year suggests that most of the trade from the closed breweries went to competitor breweries from out of town.

### The new Neumaier

George Neumaier finally retired from brewing after nearly 40 years and turned over management of the brewery to his son, Fred. Fred had worked for several years at the Finlay Brewing Company in Toledo, where his foreman was Leo Wagenman. Wagenman joined young Neumaier in Kalamazoo

where they began to expand and upgrade the brewery on Lake Street and formed a joint stock company called Kalamazoo Union Brewery. By January 1895, the first batch of new beer was released to the approval of the beer-drinking public. As the concern prospered, Wagenman planned a new brewery on Vine Street. Whether it was over a disagreement about the new brewery or some other reason, Neumaier left the partnership and returned to the Lake Street plant. Wagenman brewed a few batches on Vine Street, but Neumaier already had the loyalty of local customers. Wagenman went out of business in 1896.

Meanwhile, Neumaier’s Lake Street brewery, now called the City Union Brewery, continued to establish itself as a vital part of the local beer drinking community. Neumaier donated barrels

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of beer to the German Workingman's Society, supported local businesses when contracting for expansions, and offered tours of the brewery. A *Gazette* reporter in 1899 stopped by the brewery, viewed the newest machinery and remarked "A visit to the brewery at the present time is an interesting experience and Mr. Neumaier will be pleased to show all visitors how he makes good beer."

**Kalamazoo Brewing Co.**

The final stage in the history of this business was its reorganization as the Kalamazoo Brewing Company in 1904. A new board of directors was elected on January 1, 1905, with local saloonkeeper Albert Doll as president and Fred Neumaier remaining as general manager. The brewery also added its own bottling plant and by November 1905 offered delivery of bottled beer by the case. The company continued to invest in new equipment to respond to "the increased business of the company."

Kalamazoo Brewing also began to advertise regularly in local newspapers—something it had not done previously. Most of the ads emphasized patronizing "home industry." One ad argued "Perhaps the Kalamazoo Brewing Company is not the largest institution of its kind in Michigan, but no beer made anywhere in this whole United States is composed of purer or richer ingredients or gets more scientific care from brewers who 'know how' than 'The Brew from Kalamazoo.'"

A few ads also touted the refreshing qualities of brands like Royal Export, which "renders the simplest kind of lunch a delight." There were also a couple of tantalizing mentions of breweriana in 1907: one ad announced, "A beautiful tray of Pharoe's [sic] Horses goes with the first order of Royal Export" and another encouraged customers to "Phone 260, or call at office and get an art thermometer."

**End of an Era**

Everything seemed to be going well for the business, which had increased its production capacity to 16,000 barrels. But one of their new



Wood bottle case for Kalamazoo Brewing Company. c. 1904-1915. Collection of Kyle Bohl.

markets should have been recognized as a harbinger of difficulties ahead. In 1909, the Battle Creek Brewing Co. reincorporated in Kalamazoo because its home county, Calhoun, went dry in the previous election. While Battle Creek Brewing sold Kalamazoo Brewing's beer in its old territory, it was an ominous indicator of the rising tide of prohibition in Michigan. Nonetheless, Kalamazoo Brewing continued to push hard to maintain local sales. The company bought a new Buick truck to speed deliveries and continued to tout healthful properties of its beer.

But Prohibition came quickly to Kalamazoo County. In April 1915, the "dry" forces finally overcame the "wets" and the county voted to go dry effective on May 1, 1915. In late April, Kalamazoo Brewing advertised "Your Last Chance: Enjoy the Delightful Qualities of Kalamazoo Beer" and to encourage sales noted that "We will pick up the empties." Soon the company was advertising for the return of any kegs and cases and wound up their business. The plant was sold to the Kalamazoo Creamery Company, which continued to use the facility until 1997. The plant was demolished in 2011, and a development called The Creamery now occupies the site.

This is not the first time that Kalamazoo Brewing Co. has been featured in *Breweriana Collector*. The Winter 1988 issue included an article edited by Peter Blum and written by Donna Allgaier Christian who was the granddaughter of the last brewmaster, Albert Allgaier. She recounted that Neumaier often recruited Germans to come to work for Kalamazoo Brewing and board at Neumaier's house, and that brewmaster Allgaier was one of these young men. The article also noted the existence of a couple of different trays and a limited number of labeled bottles.

Kalamazoo Brewing Co. likely produced less breweriana than similar breweries of its time because it never sought a market beyond Kalamazoo County and had a monopoly on local brews in its hometown. However, it remains an excellent example of a typical local brewery of the era before Prohibition.

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A collection of various vintage beer signs and advertisements. The items include: a framed sign of a woman in a pink dress holding a beer bottle; a circular Yuengling's Beer Ale & Porter sign with an eagle; a framed sign for Indianapolis Brewing Co. Union Labor; a small sign for Battle Beer; a framed sign of a woman in a blue dress; a small sign of a beer bottle; a circular sign of a boat; an octagonal Pearl Beer sign; a framed sign of a woman in a red dress; a Falls City Brewing Co. Lager & Dark Beer sign; a RAHR Beer sign; an F.J. Woehr Anheuser-Busch sign; a Muehlebach Beer sign with 'Since 1868'; a framed Lykens Cream Top Beer sign; a framed Jos. Lieberman & Sons Old Style Lager Beer sign; and a framed sign of a seagull.

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## Tracking a trove of transit treasures

Some time in the past 15 years or so, I was searching for a photo of a certain Hamm's sign on the Internet. I simply typed in these three words in the search bar: "Hamm's beer sign." Not surprisingly, dozens of images popped onto my computer screen. I began to scroll down through the many recognizable signs I had seen through my many years of collecting.

Suddenly, a couple of signs appeared that I had never seen before. Intrigued, I clicked on the link to find out more. This took me to both the website and Facebook page of the company that had made them. The pictures were from the historical archives of the transit sign company that had produced them. It turned out that these unusual Hamm's signs dated from the late 1930s and early 1940s and had once appeared on buses and trolley cars. They were just part of a huge trove of photos of period advertisements created for a wide variety of subjects.

My mind began to race with wonder. Do these signs still exist? If they do, where are they?



Barry Travis recently uncovered an astonishing trove of transit ads found in the archive of a century-old advertising firm that installed them in buses and trolley cars. Most of the vintage cardboard placards were a standard 21 x 11 in. size and dated from the 1930s and 1940s. Many are believed to be the only existing examples.

This ad featured artwork by Walt Otto (1895-1963), a well-known commercial artist who provided both photography and illustrations for a variety of advertisers. His illustrations appeared on three Saturday Evening Post covers between 1935 and 1940.

Is there any way I could see them? I learned that the company that had posted these signs on the Internet and Facebook was the Houck Transit Advertising Company, which to my amazement, is located in Shorewood, MN, only about 15 minutes from where I live in St. Paul.

I saved the images of these signs on my computer for reference and to admire. These

images also were stuck somewhere back in the file cabinet of my brain. At different times over the years I sent a couple of handwritten letters followed by emails to the Houck Company to try to establish contact, but to no avail.

I finally decided that I needed to learn more about these signs. It had been too long that I had been wondering if they still existed and

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Cardboard transit ads for Hamm's Beer, Theo. Hamm Brewing Co., St. Paul, MN, 22 x 11 in. Hamm's was the top-selling beer brand in the Twin Cities in the 1930s-1940s and not surprisingly, had the greatest variety of advertising. These signs were previously unknown to breweriana collectors.



1940



1941



1941



1941



1941



1939



c. Late 1930s



c. Late 1941



c. Late 1930s



1942



how I might somehow acquire them. I sent a colorful, hand-made personalized letter to the company's president, Justin Houck, who is the fourth generation leader of the firm. In the letter, I gently and politely asked about the possibility that he might consider parting with some of these historically significant signs. I explained that I was a collector and that these signs would be highly coveted among those of us who appreciate antique advertising.

My cheeks ached from the huge smile that stretched across my face when I received an email from Justin thanking me for my creative letter. He said he would consider selling these signs that had been tucked away safely in the company archives for about 80 years.

Now the ball was in my court to take my best shot. I lobbed a strong offer and Justin said he would run it by his dad and uncle. Not hearing anything for



Many of the ads were dated via handwritten notations in the lower right corner on when they had been received from the printer.



The vintage cardboard transit advertising had been stored in clear plastic bins—at least in recent years.

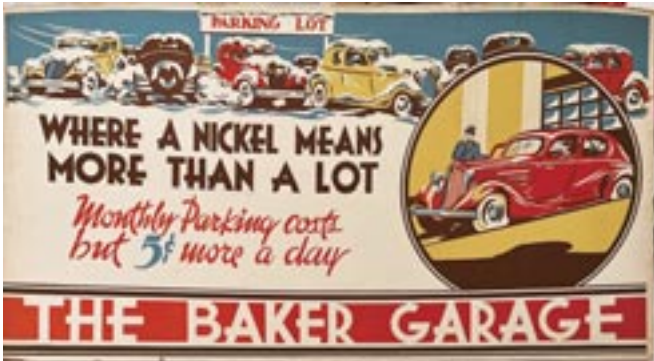
a couple of days, I followed up with a polite email nudge, asking if he had been able to confer with his family members. To my great delight (and relief), he replied that they felt the offer was fair. I immediately asked if I could come to his company office and see the ads in person. Just as

promptly, he advised that he was in the office and I could visit that morning. I am fairly sure I left a cloud of dust as I sprinted out the door and to my car to head over to his business.

I met Justin in the lobby of his building and was invited upstairs to a spacious conference room.



The table in the Houck Company's conference room proved a good place to sort through the amazing array of advertising.



These ads for the Baker Garage showcase some classic 1930s Art Deco style graphics. The former parking structure in Minneapolis is now the Baker Center, an office and retail complex.



Engesser Export Beer, Engesser Brewing Co., St. Peter, MN, c. late 1930s. The brewery closed in 1942.

There he had placed four clear plastic bins on the floor, each with a thick layer of dust on top. He warned me that my hands would get dirty, but I told him that I was like a gopher in loose dirt, so I didn't mind whatsoever. He left me alone to start paging through the precious piles of vintage cardboard. He had set the beer signs aside and asked if I might be interested in some other ads. Did he know who he was talking to? I blurted "Yes!" as quickly as I could.

It took me over an hour to sort through and select from several large piles of outstanding, non-beer advertising. There were some wonderful examples with period graphics from the 1930s and 1940s of planes, trains, automobiles, hotels, businesses, restaurants, and an assortment of other things. Adding to the provenance, many of the ads were hand-dated in the lower right corner.

Many of these signs are likely the only existing examples. Justin

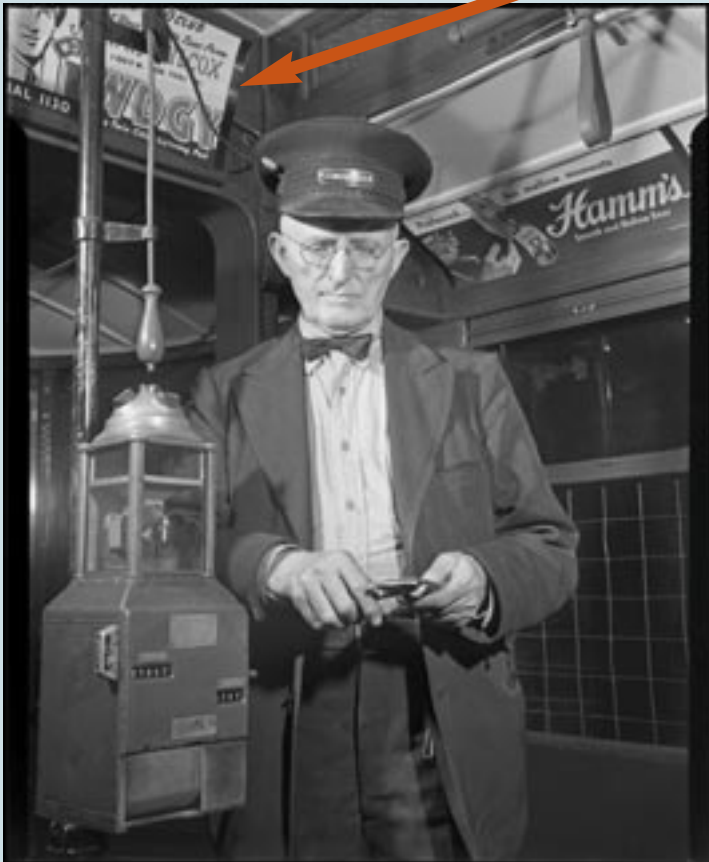
told me that because of humidity, temperature change, and being bent to conform to the curve of the ceilings of the buses, the signs would typically fall apart when they were replaced by new ones. I feel extremely fortunate for the opportunity to reintroduce this precious trove of vintage cardboard advertising—which was tucked away for so long—back into the world.

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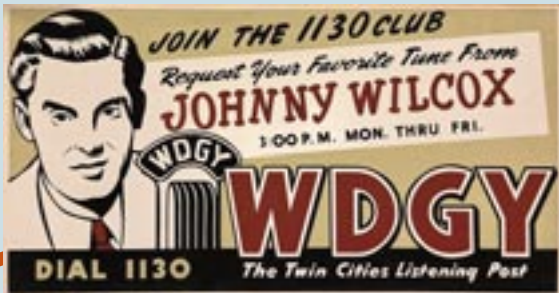


# Beyond Beer

The trove of transit ads appeared in buses and trolley cars and included colorful promotional materials for a variety of categories.



Streetcar photo taken in 1947 showing one of the ads in use.



1947



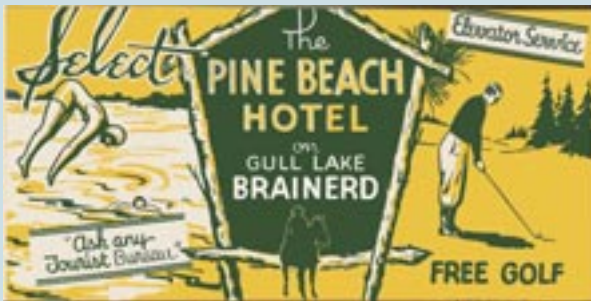
1928



c. 1940



1947



c. 1930s

The ads as seen on buses in the Twin Cities in this 1947 photo.



# THE BACK BAR

## The Back Bar at The Blue & Gray

by John Bain





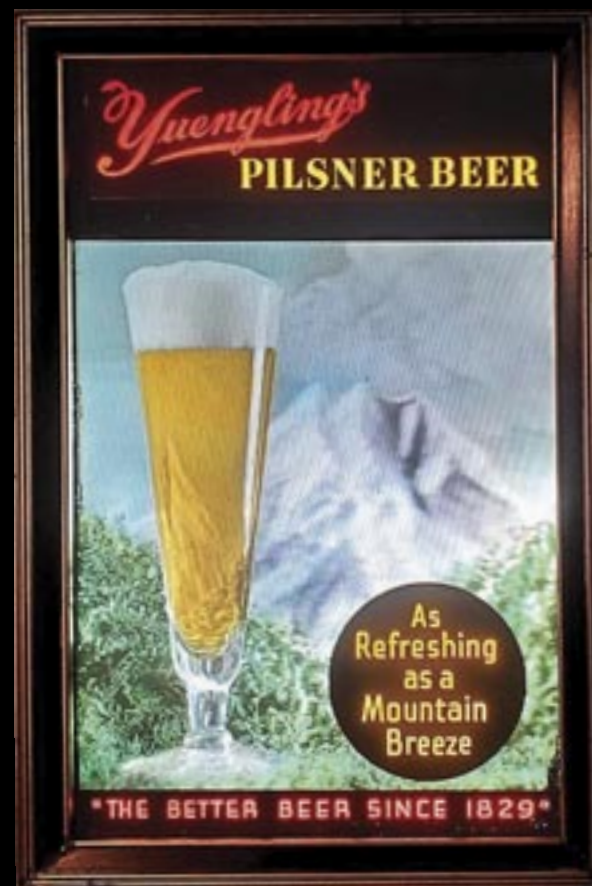
Occasionally I get asked, “Of all the signs in your collection, which one is your favorite?” And when the person asking the question sees that I’m having trouble deciding, they add, “If your house caught fire and was burning down around you, which would you try to save on your way out the door?” After carefully deliberating the question further, I’m inevitably resigned to reply, “I think I’d die in the fire.”

And that’s how it was with this year’s Back Bar display at the 45th Annual Rayner Johnson Memorial Blue & Gray Show, held on February 13-15 in Herndon, VA. The Back Bar showcases some of the breweriana collecting hobby’s finest vintage lighted signs. And no, the hotel didn’t catch fire and burn to the ground. It’s just that all of this year’s entries in the display were so remarkable that I honestly had trouble deciding which was my favorite. Apparently that was also nearly the case for those who voted in the “Best of Show” contest, because all four winners crossed the finish line within one or two votes of each other—that is to say, by a nose!

This year’s display featured 18 outstanding lighted signs entered by 15 participants from six states. Mark Young of California would have been the 16th participant and seventh state but unfortunately had to cancel his trip due to the flu. Luckily, Chris Reed of North Carolina was able to provide a last-minute entry in Mark’s space.

One of the favorite festivities of the Back Bar is the annual 50/50 video trivia game which this year, featured 92 celebrity animals and mascots, with RCA’s “Nipper”, The Flintstone’s “Dino,” and The Munster’s “Spot” among them. Cait Campbell of Pennsylvania crushed the competition of 17 contestants and won the \$85 cash prize for her lightning-fast, correct responses.

The Back Bar again featured various spirits and snacks as part of its hospitality offering. Bill Pfeiffer generously donated a bottle of Buffalo Trace bourbon, and Turkey Lardinois made another extraordinary cash contribution.



## Best of Show Contest Winner

1930s Yuengling's lighted sign by Perser Corp. Reverse-printed lenticular glass ad panel, painted wood frame and metal body.  
Jeff Schneider, MD.

As always, the ambience of the Back Bar was enhanced with old movies playing on the hotel suite’s TV backed by period music from the 1930s through the 1950s. This provides an ideal backdrop for exhibiting vintage lighted signs and making the Back Bar a memorable experience.

Many thanks to the Blue & Gray show’s organizer Larry Handy, the Blue & Gray Show, Tony Zerante, and all who participate in and support this annual effort to make The Back Bar “A friendly place where you’ll always feel welcome.” I sincerely look forward to seeing all of you again at next year’s show. Cheers!

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## 1st Runner Up

C. 1950s Red Top lighted and animated sign by The Lackner Co. Reverse-painted hammered glass ad panel, metal frame, painted metal body.  
Dave Hoffman, MD.

## 2nd Runner Up

Kold-Draft System neon clock sign, c. 1930s by Neon Products Co. Reverse-etched/painted glass ad panel, painted metal body with metal trim.  
Chad Campbell, PA.



## Honorable Mention

Gluek's lighted sign by Steichen Craig Associates. Reverse-painted glass ad panel with tinted cellulose acetate, painted metal body, c. 1930s.  
Chris Reed, NC.





Reverse-painted glass ad panel, plastic pilsner glass, wood base, painted metal back; c. 1951 by R.R. Kellogg Advertising Services. Chip Zeiler, MD.



Reverse-etched/painted glass ad panel, color card insert, chrome-plated metal frame and lamp housing, c. mid-1930s by Gill Glass and Fixture Co. (Gillco). Larry Handy, PA.



Reverse-painted plastic ad panels, pilsner glass and base, painted metal back; c. 1951 by R.R. Kellogg Advertising Services. Courtney Brown, VA.



The Back Bar Lounge with plenty to see and buy.



The Minibar with plenty to taste and try.



Reverse-enameled convex glass ad panel, painted convex glass back, cast metal base; c. 1937 by Gill Glass and Fixture Co (Gillco). Jason Thomson, NY.



Glass gas discharge tube, reverse etched/painted glass ad panel, painted metal body, metal trim, c. early 1940s by The Lackner Co. John Bain, NY.



Reverse-painted ad panel, mirrored back panel, painted metal body, c. early 1930s, no mfg. mark. Scott "PON Man" Brown, MD.



Reverse-painted glass ad panel, painted cast metal body, c. 1937 by Price Brothers., Inc. Chris Reed, NC.



Reverse-painted glass face, painted metal ad dial and metal body, metal trim, c. late 1940s by Neocraft Manufacturing Co. Mike Macindoe, TN.



Glass gas discharge tube, reverse painted glass ad panel, painted metal tray and cabinet, c. early 1940s by The Lackner Company. Jeff Davis, NC.



Reverse-painted glass ad panel, painted metal body, metal trim/frame; c. 1950s by the Ohio Advertising Display Co. Don Johnson, MD.



Reverse-painted glass ad panel, painted metal body, metal trim/frame; c. 1950s by the Ohio Advertising Display Co. Glenn Berry, MD



Glass and colored acetate face, glass gas discharge tube painted metal dial, painted metal body, c. 1950s, no mfg. mark. Shane Bomar, VA.



## Contest winners

It was all smiles for these Best of Show Contest Winners Jeff Schneider, Winner (center); Dave Hoffman, 1st Runner Up (left); and Chad Campbell, 2nd Runner Up (right).

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## Participants in the Back Bar Best of Show and Video Trivia contests



### Best of Show participants

(left to right). Chris Reed, Mike Macindoe, Dave Hoffman, Chip Zeiler, Don Johnson, Jeff Schneider, Scott "P.O.N. Man" Brown, Chad Campbell, Larry Handy, Jason Thomson, Jeff Davis. Absent: Glenn Berry, Shane Bomar, Courtney Brown.



### Video Trivia participants

(left to right). Back row: Jason Thomson, Beth Laury, Mark Zeppenfelt, Chip Zeiler, Scott "P.O.N. Man" Brown, Dave and Debra Hoffman, Memee and Jeff Schneider; Front row: Clayton and Cait Campbell (contest winner), Don Johnson, Courtney Brown, Tony Zerante, John Reinertson, Susan Reinertson.







## Chalk Talk

by Rick Basken

sellsavere@yahoo.com



# Chalking up my collecting goal

**Editor's Note:** This column first appeared in the Summer, 2022 issue. During the past three years, Rick Basken has brightly illuminated the many facets of collecting back bar pieces and those who collect them. Rick has an outstanding collection of his own, encompassing a wide variety of intriguing pieces, so we asked him to profile yet another accomplished collector: himself.

I've been collecting things for most of my life. The first serious collection I amassed was football cards, which I pursued as a teenager. It started with single packs of cards my mother would buy me at the grocery store. When summer jobs brought a little spending money, and I started buying older cards. I especially enjoyed the challenge of building complete sets of cards. I set a goal of completing

certain sets and then hunted down the individual cards to complete them. By the time I stopped collecting as a young adult, I'd acquired 90% of all the football cards from 1970-1995.

Being busy in the working world as an adult, I hadn't taken on any new collecting hobbies. But in 2010, I made plans to build a house and of course, every Wisconsin home should have a bar in the basement. So a few years before I broke ground, I started looking for interesting beer items to decorate my future bar. This is when I purchased my first backbar statue, the Blatz "can man" who holds a flag. Little did I know that the simple search for a few cool breweriana pieces for a home bar would lead to a life-changing hobby.

When it comes to collecting breweriana, I feel you need to determine your mission. There are so

Continued on page 58



## Rare statues that "hit home" from Rick's native state of Wisconsin



Van Merritt Beer, Burlington Brewing Co. Burlington, WI. 14 in. tall, c. 1950. Rick said: "This chalk piece is probably my favorite. It was found in an antique store near my home when I first started collecting statues. It is a rare electrified chalk piece, with the windmill turning and lighting up."

Some of Rick's favorites from his massive, chalk collection of more than 360 individual pieces.



Pabst Export Beer, Premier-Pabst Corp., Milwaukee, WI, c. 1936, Rick's Pabst Export statue is very rare, with four examples known. This is Rick's second favorite statue, and was the subject of his column in the Summer 2023 issue of this magazine. The chalk figure stands at 25 in. tall with a 15-in. wide base, and is believed to be the only 3-D point-of-sale item featuring the character, which was used in Pabst's Tapacan introductory marketing efforts in 1936-1937.



Old Style Lager, G. Heileman Brewing Co., La Crosse, WI. Molded latex, 26 in. tall, c. 1940s.

Schlitz Beer, Jos. Schlitz Brewing Co., Milwaukee, WI, c. 1893 for the Chicago World's Fair. This 20 in. metal piece may be the first American back bar statue.





many categories of things you can collect: cans, trays, signs, local pieces, and so on. Establishing a focus will help you both preserve your budget and have enough display space for your collection. After purchasing the Blatz “can man,” I was intrigued by the idea of these statues and started to hunt for more of them.

I then found out about and acquired George Baley’s book, *Back Bar Beer Figurines* and was amazed by the variety of chalk figures that exist. In March 2020 I set a goal of obtaining half of all the pieces listed in George’s book. That’s a Herculean task, as there are 720 individual pieces listed! At that time I had just 80 of them.



I decided to set yearly objectives of how many new and different statues I would try to obtain to keep on track and monitor my progress toward the goal of acquiring half of the statues—amounting to 360—in the book. Each year, I tried to acquire 10% of that

number—or at least 36 new statues.

During the first two years, I acquired many of the more common pieces. But as time went on, the rarer figures became harder to find and of course, more expensive to purchase. Each year I was lucky enough to reach my annual goal. The milestone of reaching my 360th unique chalk figure came on November 1, 2024. I picked up the gold-painted statue of Sir John Falstaff. I drove almost 700-miles

roundtrip from Wisconsin to Minnesota to obtain this and a few other statues.

I think this statue is very fitting for being the 360th “goal piece.” That’s because the character of Sir John Falstaff is not only gold in color but also holds a beer up high in celebration. And I got the opportunity to meet and make friends with a fellow collector in Minnesota. This wasn’t just an auction purchase, where the previous owner was anonymous and the piece had no back story. The 360th addition to my chalk figure collection is one I will always remember.

So what’s next now that my chalk collecting goal is achieved? I’ve set a new goal. I plan to continue to add to the collection as new beer pieces become available and I’m hoping to add one new piece each month. Recently I’ve started exploring whiskey backbar pieces to add to my collection. That idea has been on the backburner because of my pursuit of 360 beer statues. So, now I will ask my fellow NABA members to please reach out to me if they have beer or whiskey back bar figures available for sale.

Continued on page 60



Multiple showcases house Rick’s extensive collection of back bar beer figurines.

### Midwest Icons



Drewry’s Old Stock Ale, Drewry’s Ltd. USA, South Bend, IN. This 16 in. tall chalk figure was purchased from a California estate, where it reportedly stood on the fireplace mantel of a home for decades.



Goebel Extra Dry Beer, Goebel Brewing Co., Oakland, CA, c. early 1950s. Goebel Brewing, Detroit, MI purchased the Golden West Brewery in Oakland in 1950. This rare, 11-in chalk piece features the “Brewster, the Goebel Rooster” character dressed in western garb with a six shooter in his holster. It was made for the California market by Florence Art Co., San Francisco, CA. “Brewster” is also the mascot for this year’s 54th Annual NABA Convention being held in Kalamazoo, MI.



Fox DeLuxe Beer, Peter Fox Brewing Co., Chicago, IL, 16 in. tall chalk. This elaborate piece features the Fox DeLuxe character in full fox hunt regalia, with hunting dogs at his feet.



Rainier Beer, Sick’s Seattle Brewing & Malting Co., Seattle, WA, chalk, 14 in. tall, c. late 1930s.

### West Coast Wonders



Bull Dog Lager Beer, Acme Brewing Co., Los Angeles, CA, ceramic, 9 in. length, c. late 1940s.



Pioneer Beer, Pioneer Brewing Co., Walla Walla, WA, chalk, 11 in. tall, c. late 1940s.





Rick Basken's stunning array of back bar figures represents historical breweries from across the country and features many rare examples.



## Early Acquisitions

Blatz Brewing Co., Milwaukee, WI. The Blatz "Can Man", made of metal and plastic, c. early 1960s. This was Rick's very first piece in what became a massive collection.



Falstaff Beer, Falstaff Brewing Co., St. Louis, MO, 16.5 in. tall molded latex, c. early 1950s. This statue of the "Sir John Falstaff" character was the 360th addition to Rick's collection of back bar figures—the numerical goal he set for himself five years ago.



## Showcasing an extraordinary collection





# Serving Up Great Trays

by Mark Rogers



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.

In celebration of the beer serving tray, Mark and Peter have been writing a series of columns focusing on a variety of wonders of these tin treasures. This article discusses the widespread use of the beer barrel or keg as a widely used element in tray graphics.

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

This article is best read listening to Willie Nelson's "Shotgun Willie" and drinking a Double Dry Hopped Sparkle Motion Hazy Pale Ale from the Narrow Gauge Brewing Co. of Florissant, MO.



## Standing up for kegs

In our last two columns in this magazine, "Dr. Stock" (Peter Bayer) ventured from his usual deep dive on stock trays to wow us with a tour of how Germanic and Anglican culture influenced the graphics on beer trays.

This article focuses on the opposite end of the aesthetics continuum. It features the plain and mundane of the beer supply chain: the wooden barrel or keg. Why did brewers of old stand up for kegs and use these wooden vessels in their advertising? We have some hypotheses... Continued on page 64

### Ode to the worker

Maybe the brewers wanted to show some love to those who crafted, filled, lifted, and lugged the heavy wooden kegs to the taverns where their frothy contents could be enjoyed.



**Ropkins & Co. Brewery**  
Hartford CT, by Chas. W. Shonk Litho., c. Pre-Prohibition. Courtesy of Joe Gula.



**Consumers Brewing Co**  
New Orleans, LA, no mfg. mark, c. Pre-Prohibition.



**Dobler Brewing Co.**  
Albany, NY, by Chas. W. Shonk Litho., Chicago, IL, c. Pre-Prohibition.



**Nectar Brewing Corp.**  
Elmira, NY, no mfg. mark, c. 1930s. Collection of Daryl Ziegler.



**Old Ox Cart Sturdy Ale**  
Standard Brewing Co., Rochester, NY, by Electro-Chemical Engraving Co., NY, NY, c. 1930s.



**Pickwick Ale**  
Haffenreffer & Co., Inc. Boston, MA, no mfg. mark, c. 1930s.



**Esslinger's, Inc.**  
Philadelphia, PA, No mfg. mark, c. 1950s. Collection of John Demczyszyn.



**Star Brewing Co.**  
Boston, MA, by Universal Tray & Sign Co., NY, NY, c. 1930s.



**East Side Beer**  
Los Angeles Brewing Co. Los Angeles, CA, no mfg. mark, c. Pre-Prohibition. Collection of Tom Curran.



**Philadelphia Beer Drivers Union**  
Philadelphia, PA, by The Meek Co., Coshocton, OH, c. Pre-Prohibition.



**Gretz Beer**  
William Gretz Brewing Co., Philadelphia, PA, No mfg. mark, c. 1930s.



**Frank X. Schwab Co.**  
Liquor Dealers, Buffalo, NY, by Haeusermann Litho. Co., NY, NY, c. Pre-Prohibition. Collection of Angelo Picone.



## Where eagles fly

Could it be that brewers wanted to portray patriotic pride by picturing the noble eagle, majestically spreading its wings over a barrel of their beer?



Yuengling & Son, Inc.  
Pottsville, PA, by HD  
Beach Co, Coshocton, OH, c. 1940s.



South Omaha Brewing Co.  
South Omaha, NE, by Chas. W. Shonk Litho.,  
Chicago, IL, c. 1891-1902.  
Unknown collection.



Thomas Ryan's Famous Lager  
Consumers Brewing Co., Syracuse, NY, by  
Chas. W. Shonk Litho., c. Pre-Prohibition.  
Collection of Rich Alonso.



Jacob Ruppert Brewery  
NY, NY, no mfg. mark, c. Pre-Prohibition.  
Courtesy of George Arnold.



Peter Doelger Brewing Co.  
NY, NY, by Haeuserman Litho Co.  
NY NY, c. Pre-Prohibition.



Home Brewing Co.  
Richmond, VA., by Tuscarora Advertising Co.,  
Coshocton, OH, c. 1900. Collection of Daryl Ziegler.

## Airships and Elves

Perhaps some brewers wanted beer drinkers to smile at the sight of tipsy elves straddling kegs or a barrel whimsically hanging from an airship.



Lembeck & Betz Eagle Brewing Co.  
Jersey City, NJ, The Meek Co.,  
Coshocton, OH, c. Pre-Prohibition



Nectar Brewing Corp.  
Elmira, NY, by Electro-Chemical  
Engraving Co., NY, NY, c. 1930s.  
Courtesy of Morean Auctions.

Gruenewald Brewery, Inc.  
Philadelphia, PA,  
by The Burdick Co. NY, NY,  
c. 1935.



Repeal Celebration  
no branding or mfg. mark,  
c. mid 1930s.



F.J. Mumm Brewery, Inc.  
Lockport, NY, by American Art Works,  
Coshocton, OH, c. 1934. Collection of Daryl Ziegler.



John F. Trommer's, Inc.  
Brooklyn, NY,  
American Can Co.,  
NY, NY, c. 1930s.



Piel Bros., Inc.  
Brooklyn, NY, by Electro-Chemical  
Engraving Co., NY, NY, c. 1930s.  
Collection of Herb Phelps.



## The barrel stands alone

Some breweries thought so highly of the keg that they honored it as the focal point of their tray designs.



Paul Reising Brewing Co.  
New Albany, IN,  
by Tuscarora Advertising Co., c. 1900.



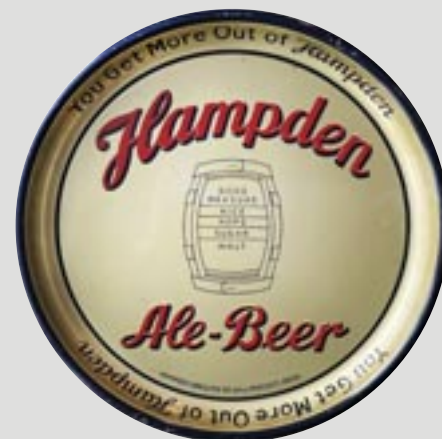
Schaefer Wiener Beer  
The F. & M. Schaefer Brewing Co.  
New York, NY, by Palm, Fechtler,  
and Co., NY, NY, c. Pre-Prohibition.  
Collection of Daryl Ziegler.



Ernst Tosetti Brewing Co.  
Chicago, IL, Chas. W. Shonk Litho.,  
Chicago, IL, c. Pre-Prohibition.  
Collection of Joe Philbin.



Glennon's Beer  
Pittston Brewing Corp.,  
Pittston, PA. no mfg. mark, c. 1930s.



Hampden Brewing Corp.  
Willimansett, MA, no mfg. mark,  
c. 1940s.



Boswell's Ales  
National Breweries, Limited, Montreal, Quebec, Canada,  
no mfg. mark, c. 1920s.



Standard Brewing Co.  
New Castle, PA, no mfg. mark,  
c. Pre-Prohibition.  
Collection of Matt Olszewski.

## The barrel head

Maybe it was simply the ease of branding a barrel head, providing a strong reminder that there would always be plenty of that brewer's beer on tap at the tavern..



Weibel Brewing Co.  
New Haven, CT,  
no mfg. mark, c.1930s.



Hudepohl Brewing Co.  
Cincinnati, OH, no mfg. mark, c. 1940s.



P. Ballantine & Sons  
Newark, NJ, by Electro-Chemical  
Engraving Co. , NY, NY, c. 1930s.

## Standing on a keg vs. a keg stand



Lion Brewery of New York City  
NY, NY, by H.D. Beach Co.,  
Coshocton, OH. c. Pre-Prohibition.  
Collection of Ken Quaas.



Hampden Brewing Corp.  
Willimansett, MA, by  
American Can Co. , NY, NY, c. 1950.



The "Keg Stand"

Whatever the reasons for the bountiful use of the boring barrel, breweries depicted it in a variety of ways on so many beer trays. Clearly, brewers stood up for the keg and as can be seen here, sometimes stood on a keg.

But importantly, this is not the same as a "keg stand."

Most NABA Members may be past their keg standing days. But in case you decide to channel your inner youth and need a reminder, here is what the "wiki How to do anything " web page advises for successful keg stand execution!

1. Choose two strong friends to lift you.
2. Choose another friend to operate the valve.
3. Agree on a "stop" signal in case you need to get down.
4. Grasp the top lip or handles of the keg.
5. Have your two friends lift you into a handstand.
6. Have the third friend release the valve.
7. Drink the beer then give the stop signal when you're done.





# Auction Hysteria

by Chris Watt  
oldindianbeer@gmail.com



## Breweriana sets record prices!

The bid cards just keep going up. As legendary collections with rare, quality breweriana continue to come to auction, we are seeing new heights in prices achieved.

Recent Morean Auction sales have brought record bids for items in these categories:



### Lighted globe sign

Fort Pitt Beer,  
Fort Pitt Brewing Co.,  
Pittsburgh, PA, 18 in.  
globe, c. 1930s,  
by Neon-Globe Co.  
Norfolk, VA, \$45,630.



### Beer can

c. 1950s Crowntainer  
Chief Oshkosh Pilsener  
Beer, Oshkosh Brewing  
Co., Oshkosh, WI, 12oz.,  
by Crown Cork & Seal  
Co., Baltimore, MD,  
\$111,150.



### Backbar lighted glass sign

Du Bois Beers, Du Bois Brewing Co.,  
Du Bois, PA, 11 x 12 x 5 in., c. 1930s by  
Brunhoff Mfg. Co. Cincinnati, OH, \$20,475.



### Ball style tap knob

Yough Beer, Yough Brewing Co.,  
Connellsville, PA, c. 1930s,  
\$6,270.



### Glass Newman tap knob

Du Bois Pilsener, Du Bois Brewing  
Co., Du Bois, PA, c. 1930s.  
These rare and coveted glass tap  
knobs were produced between  
1936-1938 by the J. E. Newman  
Co., Pittsburgh, PA. \$9,120.



Composition backbar statue, Duquesne  
Pilsener, Duquesne Brewing Co.,  
Pittsburgh, PA, 12 x 18 x 14 in., c. 1940s,  
by Mannequin Display, \$6,435.



6-pack carrier w dummy cans, James  
Bond's 007 Beer, National Brewing Co.,  
Phoenix, AZ, 12oz., c. 1960s.  
Only the carrier is original, \$5,244.



Celluloid Button Sign, Old Mule Ale,  
W. Homestead Ice Co. Brewery Division,  
Homestead, PA, 9 in., c. 1940s,  
by Crystalline, \$4,560

## MORE MOREAN AUCTION RESULTS



Cast backbar statue, Boar's Ale & Beer,  
G. Krueger Co., Newark, NJ,  
12 x 8.25 in., c. 1930s, by Superlatex  
of New York, \$1,083



Chalk lighted backbar statue, Hofbrau  
Beer, Homestead Brewery, West  
Homestead, PA, 11 x 11.25 in.,  
c. 1940s, \$2,223.

## PLAY BALL!

The great American pastime and brewery items.



Cardboard sign, Silver  
Top Beer, Independent  
Brewing Co., Pittsburgh,  
PA, 21 x 11 in., c. Pre-  
Prohibition by Maynard  
Williamson. Player  
shown is wearing a  
Pittsburgh Pirate uniform.  
\$3,978. Morean Auctions.



Cardboard sign, Duquesne  
Beer, Independent Brewing  
Co., Pittsburgh, PA,  
21 x 11 in., c. Pre-Prohibition,  
by Maynard Williamson.  
Player shown is wearing a  
Pittsburgh Pirate uniform,  
\$3,042. Morean Auctions.



Tin sign, Burgemeister  
Beer, Warsaw Brewing  
Corp., Warsaw, IL,  
6 ft. x 35 in., c. 1940s,  
\$3,900. Kraft Auction  
Service.





## TAVERN TROVE AUCTION



Tray, South Side Brewery, Janesville, WI, 12 in., dated 1897, by Tuscarora Advertising Co. Coshocton, OH, \$10,440.

Paper Tacker Sign, Hanley Premium Export Beer, The James Hanley Co., Providence, RI, 22 x 9.5 in., c. 1940s, \$870.

Tray, Blumer's Export Beer and Blumer's Tonic, Blumer Brewing Co., Monroe, WI, 12 in., dated 1906, by Meek Co. Coshocton, OH, \$5,800.



Postcard, Southern Select Beer and Richelieu Beer, Houston Ice & Brewing Co., Houston, TX, dated 1910, \$255.



## OTHER AUCTIONS



Porcelain & glass outdoor hanging sign, Schotts Beer, Highland Brewery, Highland, IL, 35 x 37 in., c. 1930s, by Crystal Sign Co., \$4,096. Morphy Auctions.

Wood sign, Evans Ale, C.H. Evans & Sons, Hudson, NY, 20 x 14 in., c. Pre-Prohibition, by Tuchfarber Co. Cincinnati, OH, \$2,400. Blanchards Auction Service.

Lighted cab style sign, Lang's Beer & Ale, Gerhard Lang Brewery, Buffalo, NY, 9 x 16 in., c. 1930s, \$8,225. Freeman Yoder Auctions.

Tin outdoor sign, Old Reading Beer, Old Reading Brewing Co., Reading, PA, 37 x 49 in., c. 1930s, by Jays Sign Lancaster, PA, \$3,480. Matthews Auctions, LLC.



Painted tin sign, Alamo Beer, Lone Star Brewing Co., San Antonio, TX, 7 x 14 in., c. Pre-Prohibition, \$1,000. Burley Auction Group.

Lighted glass globe lens, Falls City Beer, Falls City Brewing Co., Louisville, KY, 17.5 in., c. 1930s, by Neon-Globe Co. Norfolk, VA., \$2,816. Morphy Auctions.

Cardboard sign, Old Style Lager, G. Heileman Brewing Co., La Crosse, WI, 22 x 14 in., c. 1940s, \$443. eBay.

Tin-over-cardboard sign, Lang's Beer & Ale, Gerhard Lang Brewery, Buffalo, NY, 11 x 8 in., c. 1930s, by American Art Works, Inc. Coshocton, OH, \$3,162. eBay.



# FOHBC RENO 2025 NATIONAL ANTIQUE BOTTLE & GLASS CONVENTION

WESTERN REGION

Thursday, July 31 - Sunday, August 3, 2025

Antique Bottle Show & Sales, Bottle Competition, Early Admission, Seminars, Displays, Awards Banquet, Membership Breakfast, Raffle, Children's Events and more...

\$5 General Admission Saturday and Sunday half day  
Early Admission \$100 - Friday Afternoon

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R  
2  
5

Craig Cassetta (Show Co-Chair)  
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Go to FOHBC.org for hotel booking, schedule and dealer contracts. Hotel rooms will go fast!





# Taps

## Kevin Crowl

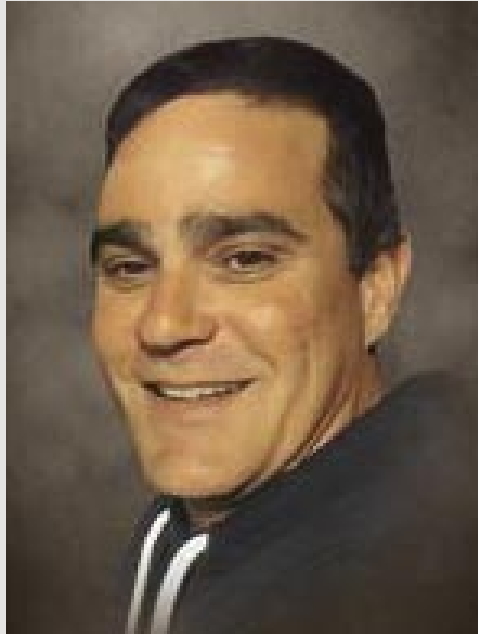
**Kevin Crowl**, 54, of St. Joseph, MO passed away on March 12, unexpectedly, at his home. He is survived by his wife Melissa, father Richard Crowl, mother Stella Johnston, sister Kelly, daughter Ariel, and three grandchildren.

Kevin spent his career in the heavy highway construction industry as a foreman and superintendent. He was an avid collector of many things but was most passionate about his breweriana collection, which focused on the Goetz Country Club Beer brand from his native St. Joseph. Kevin also was a heavy metal music enthusiast who collected vinyl albums as well as having a passion for 80's arcade games.

Kevin was a longtime NABA member with many friends in the club who was noted for his sense of humor. He was a mainstay at NABA conventions where he will be greatly missed.

*"The best way to describe Kevin was 'fun' and a guy who would always make me laugh. I had been to his house in St. Joe and he had attended our local Belleville show a few times, but I will remember him best at the NABA conventions. One of his first stops was always by our room to stock his vintage red Falstaff cooler with Stag Beer. That cooler would be with him the rest of the week, as he was out sharing laughs and a cold beer."*

~ **Rusty Long**,  
NABA Director



*"Kevin was an absolutely wonderful person and always so fun to be around at shows. He will definitely be missed. You knew it was a good day when you ran into him and his cooler in the halls."*

~ **Chris Watt**,  
NABA Director

*"Kevin was a great guy and friend. He always welcomed me with a handshake, huge smile and a good conversation. He will be missed."*

~ **Brad Burger**

*"Kevin had a big smile, and even a bigger heart. I met him over 20 years ago at the Blue Gray show and can honestly say if he was in the room, there was a smile on my face. His spontaneous sense of humor was infectious, and I don't think there was a person on the planet he couldn't start a conversation with. So many fun memories over the years. He will truly be missed! R.I.P. my friend."*

~ **Joe Gula**,  
NABA Director

*"Our hobby is full of unique people, and Kevin was truly one of a kind. We shared the same self-deprecating sense of humor and I always enjoyed spending time with him at shows and conventions. I am incredibly thankful to have called Kevin Crowl a friend and will miss him tremendously."*

~ **Matt Olszewski**,  
NABA Director

## Ed Culbreth

**Ed Culbreth**, 91, of Kaufman, TX, passed away on March 18. He is survived by his wife of 62 years, Frances, daughter Candace, and son Randy.

Ed grew up in Jasper, AL, where he graduated high school and earned his Eagle Scout rank. He attended the University of Alabama where he also later received an MBA. He was commissioned as an officer in the United States Army, beginning a remarkable military career that spanned over 20 years. Ed's active duty included a tour in Vietnam, where he was awarded the Bronze Star for valor in action. After his retirement from the military, Ed became a teacher.

Ed's self-given nickname in the hobby was "The Curmudgeon," and he was a longtime and well-known NABA member who served on the Board of Directors for 10 years, from 2002–2012. An avid collector, Ed had a true passion for breweriana—especially antique steins—and also collected World War II artifacts. His collections reflected his deep interest in history.

*"I was always amazed that Ed would drive all the way from Texas to the NABA Board meetings held in the Midwest. He did the same thing for our conventions! He could be a bit contrary, often playing a devil's advocate in our meetings, but was a true collector and friend to many. He was an expert in German antiquity, especially Black Forest carvings and military steins. I learned a lot from him and he was always willing to help. Ed was a great old gent who will be missed, but certainly not forgotten."*

~ **John Ferguson**,  
NABA Director  
Emeritus

*"I got to know Ed when I lived in San Antonio, and we bonded quickly. He was a really sweet, kind fellow who always had time to talk and genuinely cared about how you were doing. Rest in peace, friend."*

~ **Tim Holian**

*"When I joined NABA back in 1999, Ed was one of the first members to call and welcome me. Over the next 25 years, Ed and I talked regularly and I always looked forward to seeing him at local shows and an occasional convention. He always mentioned*

*what a thrill it was when I arranged for Ed and Bradley Burger to meet the owner of the Lemp Mansion back in 2002 and get a guided tour of the caves below the Lemp Brewery. I will miss his southern drawl and making him laugh. Ed could sometimes have a rough exterior but underneath it all, he was really a very nice guy. I will definitely miss him."*

~ **Joel Gandt**

*"Ed was a fascinating fellow to chat with and I feel fortunate to have been one of the few who had the opportunity to see his collection. He loved Pre-Pro breweriana and Mettlach steins. He was proud to be a bona fide curmudgeon (what he called himself), who nevertheless was well liked by many, including me."*

~ **Charlie Staats**,  
NABA Director

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# David Dulaney

David Dulaney, age 71, of Quincy, IL, passed away on November 19, 2024. He is survived by his sister Ruth, and brothers Steve and Kent, and many nieces and nephews.

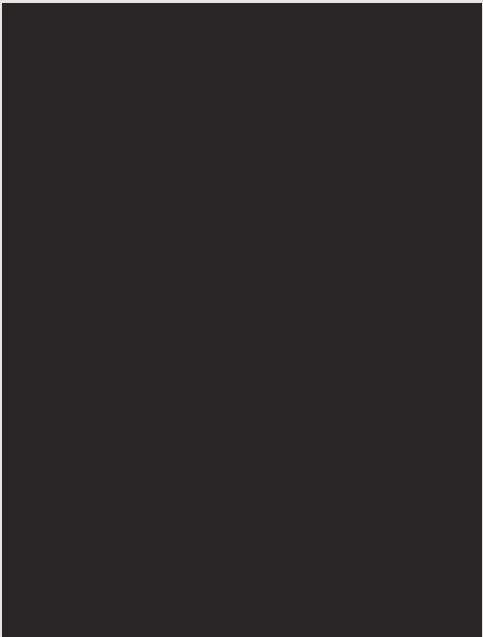
Dave was well known and highly regarded for his extensive knowledge of breweries from his native Quincy, including Dick Brothers and Ruff. He was also known for his impressive breweriana collection from that area.

Dave was a true history buff and a longtime board member of the Historical Society of Quincy and Adams County, IL. He organized historical brewery tours and wrote on Quincy's history for the local newspaper. He also had a keen interest in steamboats, for which Quincy was well known, thanks to the writings of Mark Twain. This led to his membership in the North American Steamboat Association.

A graduate of Northeast Missouri State University, Dave's long sales career included time spent at both K-Mart and Walmart, where he was instrumental in the opening of new stores throughout the Midwest. He retired from Walmart after a 20-year career.

*"Dave was passionate about not only collecting, but also the history of breweries in his hometown of Quincy. He was a regular fixture at all of the shows in the St. Louis area and always great for a conversation. I enjoyed seeing Dave as a regular at our local shows as well as at the last two NABA conventions. And as a fellow colon cancer survivor, he offered me much insight and advice during some challenging times. He was an all-around great guy and he and his vast knowledge will certainly be missed in so many ways."*

~ Rusty Long,  
NABA Director



*"I was very deeply saddened by Dave's sudden passing. There was not a nicer guy not only in the hobby, but in life in general. Dave was loved by everyone who knew him. He was a collector of Quincy, Illinois items as well as the Hannibal, MO area and the St. Louis metro area. My last interaction with Dave was just four weeks before he passed, when he came to my house to pick up a Home Brewing item from Hannibal. We talked about history, the hobby and had some*

*laughs that day and I am grateful for that last interaction with him. Dave truly became a friend to everyone who knew him personally. He will be sadly missed."*

~ Randy Huetsch

*"I always looked forward to talking with Dave at the various shows. He was a highly knowledgeable and pleasant person to talk with. I'll miss seeing Dave."*

~ Keith Rist

*"I was always impressed by his "Quincy" enthusiasm. He was always super quick to answer my questions. He is missed."*

~ Don Roussin

# Tony Heitzer



Anthony P. "Tony" "YNOT" Heitzer, 79, of Butler, PA passed away on January 13. He is survived by his son Eric, a fellow breweriana collector who was always by his side at the many shows they attended. He was predeceased by his wife of 42 years, Shirley.

Tony was the eldest of 12 children and after graduating high school, served his country in the United States Navy during the Vietnam War. Following his discharge from the Navy, he returned home to work for Armco, where he was employed for many years until his retirement in 2002.

Tony was an avid collector who could always be spotted by his baseball cap that said "YNOT," which was not only his name spelled backwards, but also his philosophy in life. He was a longtime member of NABA and the Olde Frothingslosh chapter, who constantly looked forward to attending his next breweriana show with Eric, where he would enjoy seeing his many friends in the hobby.

*"The hobby was a very big part of my dad's life and I was blessed to enjoy it with him for many years. He was able to use his passion for the hobby as a distraction when my mom, the love of his life, died in 2010. I can't tell you how many times he told me he was so thankful for the beer clubs. He was so grateful for all of the years and wonderful friends he made."*

~ Eric Heitzer

*"Tony was a true friend in our hobby that will be missed by many. He was always a character who Lisa and I looked forward to catching up and having fun with at the shows."*

~ Rich Allen

*"Tony was a member of Olde Frothingslosh for decades. I truly enjoyed the many times that I called him, but I usually hoped that he wouldn't answer the phone because his answering machine messages were ever changing and hilarious. His sense of humor was over the top. When others asked if or why something should be done, his standard reply was "Why not?" He also was very knowledgeable about the hobby. He loyally attended many shows locally and beyond and had many friends from around the country. We will miss*

*you Tony but know that you are with your beloved Shirley now. I'm sure he's smiling that mischievous smile of his, with his hat on, saying Ynot?"*

~ Deb Lorenz

*"Tony was a valued friend to the Cleveland area Lake Erie chapter. He regularly attended shows and established friendships with numerous individuals in the northeastern Ohio area. Tony will be deeply missed."*

~ Roger Brane

*"Melanie and I are so sad to hear this news. We always looked forward to seeing Tony at the shows along with Eric and had so much fun chatting with him. He had a great sense of wit and such a positive outlook on life. We will miss you Tony and our hearts go out to Eric and the family."*

~ Keith Rist

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## Robert Keasey Jr.



**Robert Keasey Jr.**, 61, of Mooresville, NC, passed away suddenly on February 27.

He is survived by his parents Robert Sr. and Mary Kay, his children Conner, Sarah, and Lauren, and sister Stephanie Keasey-Goetz.

A longtime NABA member and part of our club's Membership Committee, Robert had many friends in the hobby. He was known for his high quality breweriana collection and was a fixture at shows for many years.

Robert was a kind-hearted and loving father, son and brother. He proudly served our country as a Senior Airman, Command & Control Specialist in the United States Air Force. Robert was a collector at heart and found joy in hunting for shark teeth with his kids, spoiling his pets, admiring (and occasionally purchasing) old muscle cars, and collecting rare breweriana with his friends.

*"Robert and I met in high school and became quick best friends. I took him to his first beer can show in Augusta, GA in 1982, and he got hooked on breweriana collecting. We were in each other's weddings and had many great times together."*

*Robert specialized in collecting New England and Pennsylvania breweriana, especially Esslinger's Little Man. He also loved classic Mustang cars, with a fondness for 1969/1970 Boss 302s.*

*Robert loved his fellow breweriana collectors and was the best friend anyone could ask for. He will be greatly missed."*

~ Greg Serpas

*"Robert and I shared a passion for collecting Krueger breweriana and cans. One of my fondest memories was when we both brought our Krueger flat top collections to the Blue & Gray Show about 25 years ago and after several hours of discussion, determined their correct chronological order, which was different than what was in the USBC book. Over the decades, we bought, sold, and traded many Krueger items with each other, and created many great memories."*

~ Dee Lander

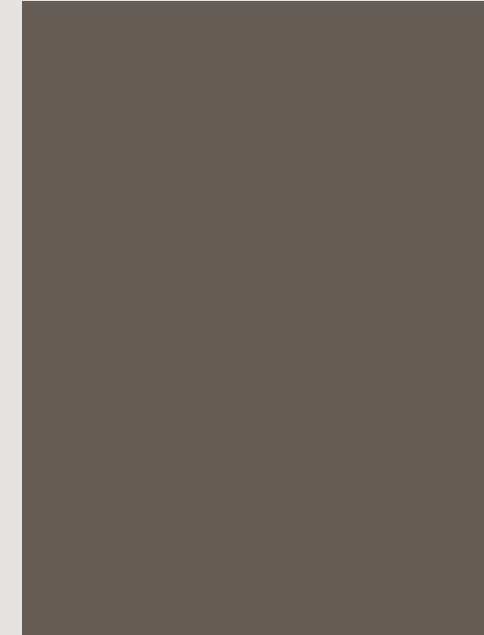
*"I had many great conversations with Robert about collecting, our kids, and life in general. He helped me many times when I was a novice collector and was always friendly and willing to give any knowledge he had."*

~ Eric Romano

*"I met Robert when I moved from Montana to South Carolina in 2005 at a local show. I still have the Krueger Beer Can shirt he gave me. We instantly became friends and we would talk for hours about beer cans and life. The last couple summers I became interested in finding fossilized sharks teeth at the Carolina beaches. Robert was from Charleston, SC, which is a great place to find huge megalodon shark teeth. We were going to room together at the next Georgia show and discuss a trip there. I can't believe such a good guy is gone."*

~ Dave Larrazolo

## Joe Tomasak



**Joe Tomasak**, 72, of Northville MI, passed away on January 23. He is survived by his loving wife of almost 49 years; Patti, his children; Nicholas and Lindsay, and four grandchildren.

Joe dedicated 45 years to a remarkable career with Ford Motor Company as an electrician and later as a Preventive Maintenance Coordinator. He was a hardworking man, driven by his devotion to his family, especially his children and grandchildren.

Joe began collecting breweriana in 1972, with a focus on Carling Black Label, Stroh's, and various eastern Pennsylvania breweries. He was a member of BCCA and NABA, and with Joe Olsen co-founded the Stroh's Fire-Brewed Chapter in 1973. He served as the chapter's Newsletter Editor and Secretary-Treasurer from the start until his passing.

*"We joined the Stroh's Fire Brewed Chapter in the 1980s. Back then, Joe helped plan the Christmas party and he asked us not to wear T-shirts or blue jeans. This was to be a "spiffy" affair. When we entered the hall, there were 4-foot cardboard snowmen, reindeer and Santas with the Stroh's logos that greeted us. Music was playing and original china from Detroit's Goebel Brewery was provided by long time chapter President, Terry Warrick."*

*When dinner was over, we heard a loud "Ho-Ho-Ho" and Santa appeared in full regalia. He had the build and voice of Joe Tomasak, helped by a pillow, but his true identity remains a secret to this day.*

*You will be missed, Joe T., for all the hats you wore and support you provided to keep the Stroh's Fire Brewed Chapter going for 50+ years. Here's to a job well done!"*

~ Lynn and  
Bonnie Schuler

*"Joe and I grew up in the same neighborhood on the west side of Detroit. In the beginning, I was struggling to keep the newly named Stroh's Fire-Brewed Chapter alive. Joe took over as newsletter editor and secretary treasurer. Because of Joe Tomasak, the chapter survived to be what it is today. I always admired Joe for his devotion, dedication and a half century of work for the chapter, while raising a family and working at the Ford Rouge plant. Joe was the life blood of the chapter. I will always honor and respect his memory. Rest in peace, brother."*

~ Joe Olsen

*"I've known Joe since 1975 when I met him at a can show when I was in middle school. Later, he would reminisce about my Mom bringing me to a few of the first shows. He became a friend and introduced me to the BCCA as well as the Stroh's chapter."*

*Joe contributed to growing the chapter with his passion and outgoing personality. Joe's service as both Treasurer and Editor of the newsletter was a big reason for its success. He also enjoyed playing "Santa Stroh" at our chapter Christmas parties. He helped collectors by introducing them to chapter members, which began lifelong friendships.*

*Joe's passing is a great loss for his family, friends, and the hobby. He will be missed."*

~ Jeff Kauffman

*"Joe was always thoughtful and ready to help anybody in the breweriana collecting hobby. He was an awesome man."*

~ Tom Philport

*"I have known Joe Tomasak for 12 years. I saw a show flyer at an antique store in Ypsilanti where I bought some Pfeiffer beer bottles. I went to the show, was introduced to Joe, breweriana, and the Stroh's Fire-Brewed Chapter. I was hooked! Joe became my friend and mentor. Many thanks, Joe, for all you did for the chapter for 53 years. You will be greatly missed."*

~ Frank Pfeiffer



# Upcoming Shows

## May 2025

- Date: May 3  
Time: 9:00 AM - 2:30 PM  
Event: **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, 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 - 2:00 PM  
Event: **“Gottlieb” Tolstyga Memorial Beer and 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 4  
Time: 8:00 AM - 1:00 PM  
Event: **Badger Bunch Spring Show**  
Sponsor: *Badger Bunch*  
Address: Delafield Brewhaus  
3832 Hillside Dr, Delafield, WI  
Contact: Mike Scheffler, 414-750-3469

- 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 15 - 17  
Time: 9:00 AM - 3:00 PM  
Event: **Southern Crossroads Brewery Collectibles Show**  
Sponsor: *Spearman, Atlantic & Bama Cannas Chapters*  
Address: Tru by Hilton Macon North  
107 Providence Blvd., Macon, GA  
Contact: Mike Moon, 850-826-2569
- Date: May 17  
Time: 9:00 AM - 3:00 PM  
Event: **St. Paul Brewing Co. Show**  
Sponsor: *North Star Chapter*  
Address: St. Paul Brewing Co  
688 Minnehaha Ave., St. Paul, MN  
Contact: Paul Schmidt, 651-343-8244
- Date: May 18  
Time: 8:00 AM -1:00 PM  
Event: **Bullfrog Spring Trade Show**  
Sponsor: *Bullfrog Chapter*  
Address: American Legion Hall Wauconda  
515 S Main St., Wauconda, IL 60084  
Contact: Steve Gola, 312)-218-0019
- Date: May 31  
Time: 9:00 AM  
Event: **Old Reading Chapter’s Beer Can & Breweriana Show**  
Sponsor: *Old Reading Chapter*  
Address: Oley Community Fair  
26 Jefferson St., Oley, PA  
Contact: Tadd Steeley, 610-780-2353

- Date: May 31  
Time: 10:00 AM - 2:00 PM  
Event: **Brew City Swap Meet**  
Sponsor: *Cascade Breweriana Association*  
Address: Albany Calapooia Brewery  
140 NE Hill St., Albany, OR  
Contact: Michael Boardman, 503-880-8252

## June 2025

- Date: June 6 - 7  
Time: 8:00 AM  
Event: **Swap-A-Rama**  
Sponsor: *Gateway Chapter*  
Address: Knights of Columbus Park  
50 St. Francois St., Florissant, MO  
Contact: Al Kell, 314-348-3786
- Date: June 7  
Time: 9:00 AM - 2:00 PM  
Event: **53rd Annual Brewery Advertising & Beer Can Show**  
Sponsor: *Stroh’s Fire-Brewed Chapter*  
Address: Knights of Columbus Wyandotte Council  
3530 Biddle Avenue, Wyandotte MI  
Contact: Tom Philport, 734-934-5664
- Date: June 13 - 14  
Time: 5:00 PM (13th) - 1:00 PM (14th)  
Event: **Tri-States Beer Can & Breweriana Show**  
Sponsor: *Hawkeye Chapter*  
Address: Days Inn by Wyndham  
1111 Dodge St., Dubuque, IA  
Contact: Mike Englund, 515-360-3586
- Date: June 14  
Time: 9:00 AM - 3:00 PM  
Event: **Cone Top Museum Buy-Sell-Trade Show**  
Sponsor: *Cone Top Museum, NABA, Michigan Chapter*  
Address: Kalsee Credit Union Parking Lot  
119 N Main St., Vicksburg, MI  
Contact: Clayton Emery, 231-920-6013
- Date: June 14  
Time: 10:00 AM - 4:00 PM  
Event: **49th Annual Sizzle ‘n Sweat**  
Sponsor: *Ar-Can-Sas Brewery Collectibles Club*  
Address: Shelby Smith Pavilion Burns Park  
3701 Arlene Laman Dr., North Little Rock, AR  
Contact: Ken Flemmons, 501-590-3151

- Date: June 14  
Time: 10:00 AM - 3:00 PM  
Event: **The Ida-show**  
Sponsor: *Gem State Chapter*  
Address: Joe Prin’s Back Yard,  
Rancho Not So Hot Grande  
942 Preakness Dr., Eagle, ID  
Contact: Joe Prin, 208-573-1082

- Date: June 20 - 22  
Time: 8:00 AM  
Event: **46th Annual Kansas Kolossal Kan Kapper**  
Sponsor: *Carrie Nation and KC’s Best Chapters*  
Address: Candlewood Suites Salina  
2650 Planet Ave., Salina, KS  
Contact: Bill Boyles, 816-820-9933
- Date: June 29  
Time: 9:00 AM - 3:00 PM  
Event: **Summer Blast Beer Collectibles Show**  
Sponsor: *Olde Frothingslosh Chapter*  
Address: Penn Brewery Parking Garage  
800 Vinial St., Pittsburg, PA  
Contact: Tracy Wallace, 412-606-1909

## July 2025

- Date: July 11-12  
Time: 9:00 AM  
Event: **50th Annual Ohio Mini-CANvention**  
Sponsor: *Miami Valley Chapter*  
Address: Greene County Expo Center  
120 Fairground Rd., Xenia, OH  
Contact: Teri Galford, 937-831-0046
- Date: July 11-12  
Time: 9:00 AM (11th) - 12:00 PM (12th)  
Event: **Nordlager & North Star Chapter’s Annual Show**  
Sponsor: *Nordlager & North Star Chapters*  
Address: Northeastern Saloon & Hotel  
115 St. Louis Ave., Cloquet, MN  
Contact: Bert Whittington, 218-393-0657

- Date: July 18-19  
Time: 9:00 AM (18th) – 1:30 PM (19th)  
Event: **Summerswap**  
Sponsor: *Michigan and Rusty Bunch Chapters*  
Address: Frankenmuth American Legion Post 150  
990 Flint St., Frankenmuth, MI  
Contact: Clayton Emery, 231-920-6013



- Date: July 27  
Time: 9:00 AM - 2:00 PM  
Event: **Hartog Memorial Picnic and Beer Show**  
Sponsor: *Prison City Chapter*  
Address: Belmont Athletic Club  
651 Highland Pkwy., Joliet, IL  
Contact: Willy Novak, 630-291-7943
- Date: July 27  
Time: 9:00 AM - 1:00 PM  
Event: **Beer, Soda, & Bottle Collectibles MEGA SHOW**  
Sponsor: *Hawkeye Chapter*  
Address: Courtyard by Marriott  
Des Moines Ankeny  
24405 SE Creekview Dr, Ankeny, IA  
Contact: Mike Englund, 515-360-3586

## August 2025

- Date: Aug 2  
Time: 9:00 AM - 1:00 PM  
Event: **Simon Pure Summer Show**  
Sponsor: *Simon Pure Chapter*  
Address: Fraternal Order of Eagles No 2692  
4569 Broadway, Depew, NY  
Contact: Jeff Murbach, 716-713-7236
- Date: Aug 8 - 9  
Time: 8:00 AM (8th) - 2:00 PM (9th)  
Event: **31st Annual Monticello Extravaganza**  
Sponsor: *Richbrau & Rusty Bunch Chapters*  
Address: Best Western Plus  
Crossroads Inn & Suites  
135 Wood Ridge Ter Zion,  
Crossroads, VA  
Contact: Chris Eib, 804-647-8197

- Date: Aug 9  
Time: 7:00 AM - 2:00 PM  
Event: **A Day at Leinie’s**  
Sponsor: *North Star Chapter*  
Address: Jacob Leinenkugel Brewing Company  
124 E. Elm St., Chippewa Falls, WI  
Contact: Paul Schmidt, 651-343-8244

- Date: Aug 17  
Time: 9:00 AM - 2:00 PM  
Event: **PACKnic 49**  
Sponsor: *Packer Chapter*  
Address: Riverside Ballroom  
1560 Main St., Green Bay, WI  
Contact: Ken Tremi, 920-321-6938

## September 2025

- Date: Sep 6  
Time: 9:00 AM - 2:30 PM  
Event: **Dakota Chapter/North Star Chapter Breweriana Show**  
Sponsor: *Dakota & North Star Chapters*  
Address: American Legion Ward  
E. Bullis Post #841  
17 Wiley Ave N, Lidgerwood, ND  
Contact: Aric Lee, 701-721-5326
- Date: Sep 19 - 20  
Time: 8:00 AM  
Event: **Bago Beer Bash**  
Sponsor: *Schell’s Border Batch*  
Address: The Birds Nest  
34410 180th St., Winnebago, MN  
Contact: Dave Bullock, 952-500-3845
- Date: Sep 27  
Time: 8:00 AM – 1:30 PM  
Event: **OctoBEERfest Swap meet**  
Sponsor: *Cascade Breweriana Association*  
Address: American Legion Post #180  
2146 SE Monroe St., Milwaukie OR  
Contact: Michael Boardman, 503-880-8252

- Date: Sep 27  
Time: 10:00 AM - 1:00 PM  
Event: **Annual Beer Can & Brewery Collectibles Show**  
Sponsor: *Chesapeake Bay Chapter*  
Address: Knights of Columbus Hall  
23 Newport Dr, Forest Hill, MD  
Contact: Pete Raimondi, 410-294-5877





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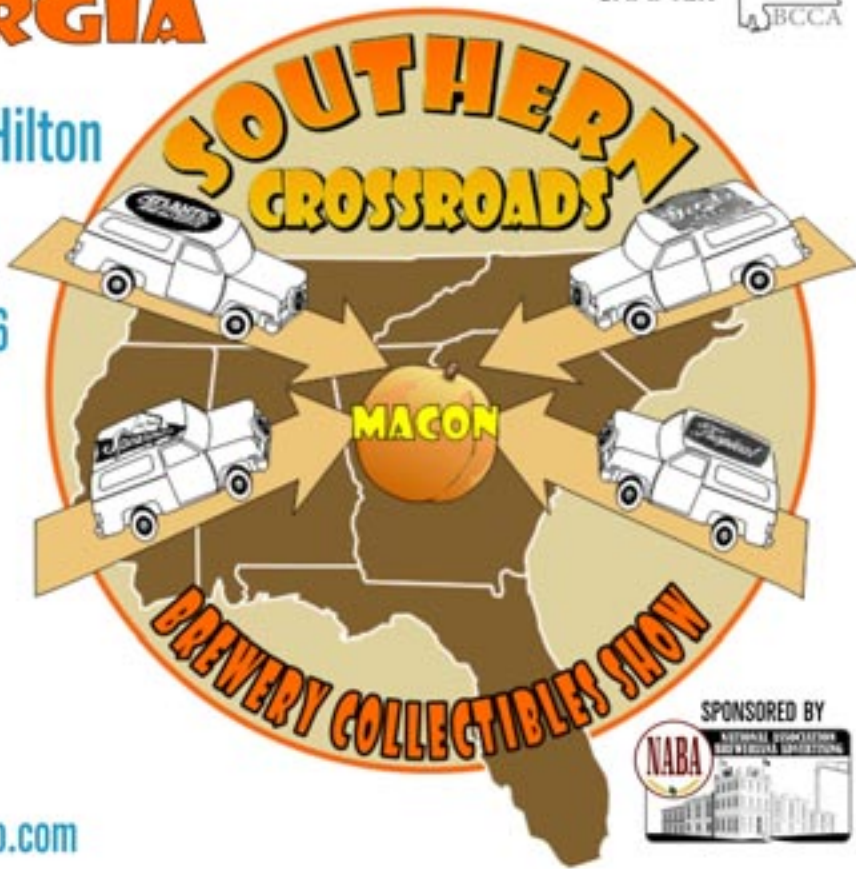
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Questions? Ken [abico1876@yahoo.com](mailto:abico1876@yahoo.com)  
Mike [a1964buickman@yahoo.com](mailto:a1964buickman@yahoo.com)



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

**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  
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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

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# 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**



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**\$10,000**

**SOLD at Auction**



**\$31,000**

**SOLD at Auction**

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