

BREWERIANA



COLLECTOR

VOLUME 195



FALL 2021

*Bonus 80-page
Post-Convention issue!*



WHAT'S INSIDE: 50th Anniversary Convention ~ Special NABA Alliance ~ Tray Capture Initiative
Molters Beer ~ Shiner and the Spoetzl Brewery ~ Historic Uhls Brewery ~ Much More!



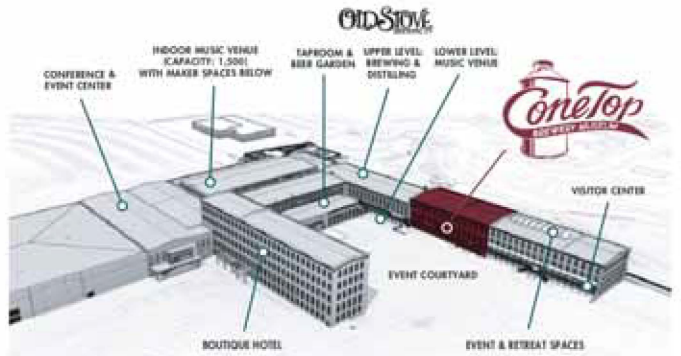
REGIONAL BREWING HISTORY ON DISPLAY

BEER, AMERICANA & BREWERIANA

The Mill at Vicksburg's \$100 million restoration project includes a museum that will tell the story of American beer and its role in our culture. In the early to mid-twentieth century, regional breweries built awareness with brand art that collectors call breweriana—a reminder of good times, craftsmanship, regional Americana and iconic beers.

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

THE MILL WILL DEDICATE 16,000 SQ FT. TO THE CONE TOP BREWERY MUSEUM WHEN IT OPENS IN 2026!



While the museum is currently under construction, we are displaying artifacts to the public in historic buildings that we've renovated in downtown Vicksburg as venues for artists and breweriana. In addition, you can see thousands of artifacts that we've collected by visiting our online brewery museum at conetopmuseum.com.



WATCH OUR BREWERY MUSEUM VIDEO online at: conetopmuseum.com

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



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VICKSBURG, MICHIGAN





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

BREWERIANA COLLECTOR

"Ours is a hobby of stories"

Fall 2021

#195

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Cover image: Hill Top "High Grade" Beer by Independent Brewing Co., Pittsburgh, PA: Hilltop was one of the eventual 17 breweries in the Pittsburgh area that became a part of the Independent Brewing Co. beginning in 1905. The brewery was located in Mount Oliver, a south Pittsburgh neighborhood. It closed in 1920. This is a Pre-prohibition era cardboard trolley car ad. **NABA's 51st Annual Convention will be held in Pittsburgh from Aug 2-6, 2022.**

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President's Message

Hello Fellow NABA Members:

This is my first column as your newly elected NABA president. It is truly an honor for me to lead this great organization and follow in the footsteps of past presidents and valued friends, John Ferguson, George Baley, Larry Moter, and the late Norm Jay.

It also is an honor to serve with the terrific group of people we have on our NABA Board and Membership Committee. Check out their names on the list of the first page of this magazine. One look at that list and you will see some of the absolute best people in the world of breweriana. They all are really nice people and great hobbyists who are volunteering their time and talents and working hard for NABA and you.

This first column as president is the only time that I will talk about me. Even though I am lucky enough to know hundreds of you, I don't know you all, and I appreciate the opportunity to briefly introduce myself.

I joined NABA at the age of 20 and have been a member for decades. I started collecting as a teenager in the 1970s. A modest beer can collection grew into a fascination with breweriana. This might sound a lot like your story.



Cincinnati, OH: NABA members, from left, Marvin Gardner, Tom Waller, Gary Schmech, John Ferguson, Jon Newberry and Rife Denlinger enjoyed the show at Jon's Weidemann Brewery on October 10, 2021.

I grew up in northern New Jersey, just outside of New York City and lived in Manhattan for many years. I've always been fascinated with "The Big Apple." That's why I collect New York City breweriana.

When my wife and I became empty nesters after our three children went off to college, I had more time to devote to "the hobby." I always enjoyed NABA and its magazine, so I felt like I needed to give back. I like to write and I did a lot of it in my career. I have a background in journalism and am an ex-advertising exec. For 20 years, I have had my own marketing research and communications consulting business.

My business career seemed to be a good fit with things I might do for NABA. First, I got involved writing for this magazine. Then I became a Board member. This led to becoming vice president and when Lee Chichester retired, I also assumed the role of editorial director of the magazine. Now I'm president. And this all happened in the span of 7 years.

I tell you this story because you can have a similar story, or you can write your own chapter with NABA. We encourage member participation and welcome your help. I may be president, but it takes dozens of people to run NABA, this magazine, our projects, and our conventions.

The volunteerism in our organization is tremendous, but we still need you. As you'll read in these pages, we have a dynamic organization with many ground-breaking projects and partnerships in the works. My dad always said, "Many hands make light work," and that has become a credo of mine.

There were many hands—more than 100 pair, actually—that contributed to the creation of this issue of the magazine. Many hands are the reason that NABA has grown its membership by +77% in the past five years. Many hands are why NABA has been able to increase the size of this magazine from 48 to 64 pages during recent years and for the past five issues, even produced "bonus-sized" 80-page issues. Many hands are what made our 50th convention in

Milwaukee this summer a spectacular event, attended by more people—by far—than any previous NABA convention.

The more I have gotten involved with NABA, the more rewarding it has been for me. That sounds like a cliché, but it is true. The rich friendships and quality mentoring that have come through my involvement with NABA never ceases to amaze me.

Thank you for being a member of NABA. I hope that you will think about becoming one of the “many hands” that help guide NABA into the future.

If you have a story idea for this magazine, we make producing it easy. If you have an interest in helping NABA in any capacity, please contact me at ken@consumertruth.com. I know you will be glad you did.

Happy collecting!

Ken Quaas, President
Ken@consumertruth.com



Buffalo, NY: Chapter President Jeff Murbach and NABA Board Member Matt Olszewki served The Handsome Waiter well at NABA's Simon Pure Chapter show on November 6, 2021.

Executive Secretary's Report

| Total Members | Needing to Renew 9/30/2020 | Needing to Renew 12/31/2020 | 3-year Memberships | New Members & Rejoins | Renew if Mailing Label Dated |
|---------------|----------------------------|-----------------------------|--------------------|-----------------------|------------------------------|
| 1164 | 54 | | 402 | 74 | 9/30/2021 |

Thank you to everyone who helped with recruiting new members and rejoins.

3 ways to renew your membership!

- 1) Send a check payable to NABA to:
PO Box 51008, Durham NC 27717
- 2) Use PayPal (send to nabamembership@comcast.net)
- 3) Pay securely online with a Credit Card:
 - www.nababrew.com.
 - Click your name at right side below top banner area.
 - Membership Details appear beside “change password.”
 - Choose “Renew to New Date,” fourth bullet down (after Membership Card).

Any corrections to member data can be made online at www.nababrew.com. Email me or call if you need help making changes.

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John Stanley

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NABA membership has grown by 77% over the past five years

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NABA's 50th Anniversary Convention shatters all records

By Timothy J. Holian

From July 27-31, 2021, a grand tradition was revived in Pewaukee, WI, as the annual NABA Convention was held for the first time since the Cincinnati meeting in 2019. To say that participants were enthusiastic to be back after the 2020 cancellation due to the pandemic would risk significant understatement. This meeting was most special, as it marked NABA's 50th convention—a true milestone.

After a year off, the record numbers who attended this big celebration welcomed the chance to reconnect in person every bit as much as they looked forward to adding new and distinctive breweriana items to their collections. Not surprisingly, the convention hotel sold out and a second hotel had to be enlisted.

TUESDAY

The proceedings commenced on Tuesday of convention week, and there were ample early arrivals, eager to get the lay of the land and be among the first to find the rarest collectibles that invariably accrue to the early birds.

Many of those who came on Monday or Tuesday found their way to the nearby Delafield Brewhaus, which houses a stellar collection of vintage brewery signs in addition to a lineup of excellent fresh craft brews produced under the same roof. Owned by NABA member Bob Flemming, Delafield produced a commemorative bottled beer for the event and rewarded NABA members with a variety of discounts and special giveaways.



The newlywed game: Brian and Sara Okerglicki (Stanley, WI) toast with some tasty brews at the Delafield Brewhaus. The two spent part of their honeymoon celebrating at the NABA convention.



Welcome aboard: NABA Secretary Dave Alsgaard (Midland, MI) and Board Member Matt Olszewski (Syracuse, NY) were just two of the many smiling faces who generously volunteered at the registration table.



A bed of breweriana: A familiar site at all NABA conventions is the famed "room-to-room trading." Roger Owen of Louisville, KY relaxes among his sale items.



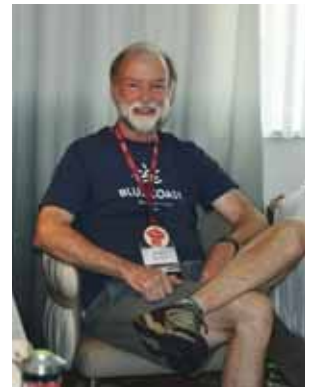
NABA on tap: The hospitality room was well-stocked with a wide array of craft beers throughout the week.



Collecting pros: Mike Cunningham (North Royalton, OH) and NABA Treasurer Jim Kaiser (Washington, MI), enjoying room trades.



Basking in the glow: Scott and Linda Svehla (Oak Brook, IL) had an amazing array of neon signs for sale.



Former chair in his chair: Kent Speer (Louisville, KY) has been to many NABA conventions and even co-chaired one of his own, along with Roger Owen, in 2006 in Louisville.

As more collectors checked into the hotel, much of the informal conversation relocated to the NABA hospitality room with its continuous supply of a variety of craft beers and snacks for the attendees, and to some of the hotel rooms which began to open for participants to make their wares available for sale or trade.

Several members generously brought an ample selection of regional brews to share with friends and visitors, including legendary tray collector Daryl Ziegler, whose stockpile of canned Yuengling Premium Beer and Lord Chesterfield Ale disappeared with increasing rapidity as the week passed. Charlie Staats generously provided a significant quantity of

canned Pearl Beer for those who stopped by his room for a hearty Texas welcome. Pearl is now being brewed by a local Texas craft brewery.

As has become customary, the first official activity on the itinerary was the home tours, conducted around the Milwaukee and Waukesha areas as local collectors opened their dwellings and showed off a wide selection of rare breweriana from Wisconsin and other preferred origins.

Many of those who ventured to the home tours came back to the hotel by late afternoon with both stories of distinctive displays and a renewed appreciation for the quality and quantity of unique

continued on page 8



Three amigos: Mark Zeppenfelt (Slatington, PA), Ron Thomas (Kenosha, WI), and Brian Langenbach (Waukesha, WI) confer during room trading. Ron and Brian generously donated their time as part of the Convention Committee and Brian shared his beautiful Wisconsin collection as part of the Home Tours.



Dynamic duos:

Left: 50th Convention Chair and NABA Board member Joe Gula (Indianapolis, IN) and Board Member Matt Olszewski helped keep the hospitality room humming.

Right: NABA Board member and Convention Auction Chair Lisa Allen with husband Rich, who teamed with her to help make the auction such a huge success.





Show me the money: Convention Co-chair and new NABA Vice President Mike Michalik (Frederick, MD) is ready for room trades.



Legendary La Susa: No NABA convention is complete without Rich La Susa (Gold Canyon, AZ), brewery historian, extraordinary collector of Chicago area breweriana and long-time columnist for NABA's *Breweriana Collector* magazine.



First Timers: Jeff "Yuengling Guy" and Memee Schneider (Harpers Ferry, WV), and their pup Smoky, all enjoyed room trading. This was the family's first NABA convention as Jeff is a new member.



Jersey in the house! The Garden State had strong representation with NABA President Ken Quaas (Las Vegas, NV, but born in New Jersey) and Mary Ann Kotch and John Dikun (Plainfield, NJ). Mary Ann and John did an extraordinary job managing the record-breaking 50/50 raffle fundraiser for NABA.

items held by their peers, along with an increased appetite to find similar treasures for themselves.

At 6:00 PM sharp, one of the most anticipated events of the day began when Scott Bristoll, from nearby Waukesha, WI, opened his large meeting room for what was billed by some as "The Unveiling"—a wide array of very rare vintage Wisconsin breweriana for sale. Put together in considerable secrecy, the display did not disappoint in the treasures that could be had for the right price. After a frenzy of activity, numerous collectors managed to score something distinctive that soon would take pride of place in their own home museums.



A tale of two Toms: Thomas Philport (Southgate, MI) and Tom Traxler (Berlin, WI) enjoy the room trades. This was Mr. Traxler's first NABA convention.

WEDNESDAY

The need to rise early did not impact the happy mood as the calendar flipped to Wednesday, with the promise of the Milwaukee bus tour on the agenda. Around 9:30 a.m. a large group of participants departed from the Ingleside and headed due east some twenty miles to Milwaukee, where everyone received a primer in the evolution of the local brewing trade.

For many, the highlight of the journey was a stop at the former Pabst Brewing Company complex and a visit to Best Place, where history dating back to 1844 was on display in the form of the ornate former Pabst hospitality room, its administrative offices. The Best Place gift shop is well-stocked by NABA member Cheryl Komp (who manages the place) and her team (including NABA member Ryan Hiscox) with both vintage and retro collectibles.

The Lakefront Brewery, located near the former Jos. Schlitz Brewing Company property and alongside remnants of the former Beer Line rail spur, gave people a



Best place for Pabst: The final stop on the annual convention bus tour was the Pabst Brewery complex, which includes the Best Place gift shop and the ornate former Pabst hospitality room.

Pairing fine food and beer: The popular Brewmaster's Dinner sold out and featured a sumptuous dinner paired with enticing and flavor-appropriate Wisconsin craft beers of many styles. The featured speaker was Master Cicerone Brian Reed, who will join us again at the convention in Pittsburgh in 2022.



close-up look at one of Milwaukee's first craft brewing operations. Next came the Third Space Brewing Company, established in 2016, which demonstrated the contemporary orientation of many craft brewers with a tap room, outdoor beer garden, and event space, all designed to augment production while maximizing on-premise opportunities for retail sales.

Scarcely had the tour bus returned to Pewaukee before it was time to refresh a bit and follow the crowd to the evening Brewmaster's Dinner. This event was a sell-out that was masterfully conducted by former head brewer, certified beer judge, and Master Cicerone Brian Reed. Many spoke afterward of the distinctive food and beer pairings featured at the event, and the opportunity to taste both favorite beer styles and familiar cuisine in a new light.

THURSDAY

Recognizing the strong desire by attendees to engage in room-to-room dealing and other social activities, NABA directors wisely dedicated much of Thursday's designated time to hotel-based functions.

Early in the day the increasingly popular educational seminars were held, giving attendees the opportunity to network in areas of shared interest, compare experiences, and add to their body of knowledge.

David and Suze Butler (Syracuse, IN), expert glass sign makers, put on a presentation about the magic of creating a silvered glue chipped glass sign—and demonstrated the art of glue chipping for an amazed audience.

Dave Olson (Oak Creek, WI) gave an engaging presentation on lager's influence on American Brewing and Milwaukee's first lager brewer.

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Lager learning: Wisconsin beer historian Dave Olson gave an informative and entertaining talk on lager beers and their importance in Milwaukee history.

The incomparable Milwaukee beer historian and Schlitz collector Len Jurgensen (Oconomowoc, WI) gave a compelling talk that focused on clarifying many of the myths—false and misleading information—on Milwaukee’s historical breweries.

FRIDAY

On Friday, what was probably the most anticipated and certainly best-attended convention auction took place. For more about that, please see the sidebar story.

As the dust settled on the auction activities, a large contingent of convention attendees proceeded to the ever-popular Friday afternoon, pre-banquet craft beer tasting and the many different styles available, primarily from Wisconsin and Upper Midwest regional brewers.

Few had difficulty finding an example that suited their taste buds, and as the event wound down more than a few enthusiasts managed to set aside some additional samples for a more private tasting session later. Still other migrating cans and

bottles found their way next door, to the Friday evening group banquet dinner, where they accompanied what consensus held to be a particularly tasty meal, served buffet style, and featured beef tenderloin as the primary entrée and a rich chocolate torte for dessert.

The annual post-dinner NABA business meeting was held as the dinner concluded, and members were pleased to hear of the continuing growth in NABA as well as the very healthy registration numbers—a record-setting attendance of more than 400—for the current convention.

True to form, the meeting also served as a forum to recognize members who had achieved distinction within the group. This included Helen Haydock, Katie Bucht and Rei Ojala for their half-century of NABA involvement. Outgoing president John Ferguson was honored for his lengthy and diligent service to the club, and Lee Chichester for her equally distinguished record of 15 years of service as the editor of the widely-respected NABA publication, the *Breweriana Collector*.

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Esteemed collectors Rick Natter (Kent, OH), Ray Geyer (Great Falls, MT), and Jim Massey (Dubuque, IA) enjoy the craft beer tasting event.



Literary lions: Helena and Mike Bartels join Bob Pirie at the craft beer tasting. Mike, a frequent author for the *Breweriana Collector* magazine, was honored for his 47 years of NABA membership. Bob is the esteemed editor of the *ABA Journal*.



Breaking bread...and records: The main ballroom was packed for the annual banquet and business meeting on Friday night. The 50th celebration had 406 attendees, shattering previous records.

NABA's living legends

Helen Haydock, Katie Bucht and Reino Ojala were honored at the annual banquet and business meeting. This trio was there where it all began, at the very first convention in Milwaukee in 1972. Helen and Katie are the widows of NABA founders Herb Haydock and Dick Bucht, and Helen is the past recipient of the Herbert A. Haydock Founder's Award, which is NABA's highest distinguished service award and was named for her husband. Rei received a plaque in gratitude for his dedication and loyalty to NABA, with recognition that he is the only person to have attended all 50 conventions.



Helen Haydock and Katie Bucht sat together for this picture at the first NABA convention on August 5, 1972. This picture of Rei Ojala, then an airline pilot, was taken around the same time.



World-class West Coasters: Jim Wells (Camus, WA) and Rich and Sharon Horrocks traveled from the Pacific Northwest to join their fellow NABA members at the 50th. Rich and Sharon came to Milwaukee from the other (and slightly differently-spelled) Milwaukie – in Oregon.

Breweriana Titans: Outgoing BCCA President Keith Kerschner (Arlington, VA), NABA Webmaster extraordinaire Dan Bora (Chesterfield, MI) and the incomparable Turkey Lardinois (Reno, NV).

Dave Kapsos (McFarland, WI) sets up his table at the Saturday trade show. Dave created a masterfully-designed table layout for the show that helped accommodate the overflow demand for sale tables.

SATURDAY

As always, Saturday morning brought the buy-sell-trade event to the main floor, offering convention participants one last chance to add desired pieces to their collections. As always, the show was free to the public and enjoyed hundreds of walk-ins, boosting the sales of members who had set up sales tables. Many of the walk-in shoppers, lacking previous experience at such an event, were amazed at the wide variety of breweriana available and the depth of knowledge among the collectors present.

Not coincidentally, interest ran highest in items from the region, especially the Milwaukee breweries generally and Pabst, Schlitz, and Miller in

particular, as well as among Wisconsin breweries.

While some participants departed immediately after the public show, many remained for the final evening of the convention and a group dinner that, like the Friday banquet, was included in the registration fee. Smaller in size than the evening before, the gathering had a laid-back feel that allowed for deeper and more audible conversations around the table.

One important last bit of unofficial business remained. Unbeknownst to most in the room, NABA member—and well-known sign restorer—Gary Rhodes chose the moment when the Saturday dinner was wrapping up to propose marriage to his fiancée. Subtly informing the group of his plan, everyone gathered around for the excitement, and



Dressed for success: Dave “Big Bird” and Colleen Bullock (Winnebago, MN), with matching “Beers of Minnesota” pants were dressed appropriately for the Saturday trade show at their first NABA convention.



Lone Star Legends: Charlie Staats (Seguin, TX) of NABA’s Membership Committee and Ron Satterlee (Cypress, TX) are two of Texas’s most esteemed collectors. Charlie is a frequent contributor to the Breweriana Collector (see his article on Shiner Beer in this issue) and Ron’s article on Grand Prize will appear in the next issue of this magazine.



Two for the show: Scott and Christy Campbell (Oconomowoc, WI) enjoy the Saturday trade show.



Saturday sales: The Saturday show had two ballrooms and the anterooms and hallway were filled with a record number of sales tables. There were a few hundred walk-ins to help boost sales even more.

all were pleased that she said yes, a decision supported vigorously by the group.

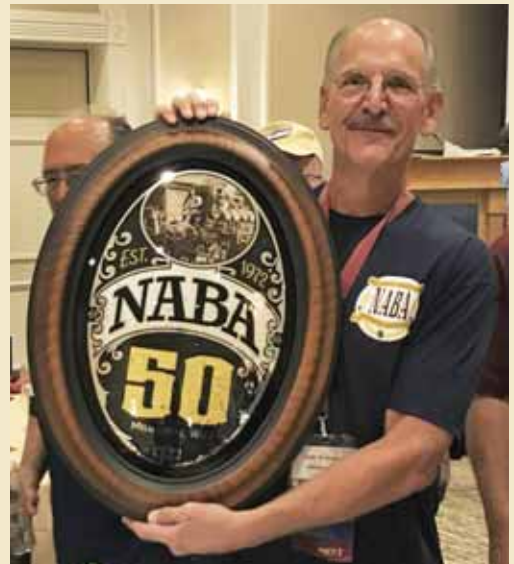
While nobody else at the 50th convention may have walked away with an engagement ring, most participants managed to find other treasures to add to their breweriana collections, sell items that were highly desired by others, and return to cherished in-person interactions that unexpectedly had been put on hold by COVID and the pandemic.

Fortified by the positive experience of this epic convention, many members pledged to meet again next year in Pittsburgh, as the NABA convention moves into its next half-century of bringing enthusiasts together and promoting a hobby that continues to demonstrate a bright future.



Will you....? NABA's 50th anniversary will also mark the anniversary of Gary Rhodes' (Falkville, AL) proposal of marriage to his lovely girlfriend, Cinda Wales, who was attending her first NABA convention. Fortunately, Cinda said "I do!"

A well-earned retirement



John Ferguson (Indianapolis, IN) retired as NABA president after 7 years at the helm and four decades of serving NABA in various Board positions. Now a Director Emeritus, John received NABA's highest recognition in 2018, the Herbert A. Haydock Founder's Award, for his extensive and distinguished service. At the annual banquet and business meeting in Milwaukee, The Board presented John with a beautiful mahogany mantle clock to commemorate his time spent for NABA, as well as an amazing, handcrafted chipped glass sign (pictured) made by NABA member and extraordinary glass sign artist David Butler (Syracuse, IN). The sign depicts John driving a horse-drawn beer wagon.

The NABA Auction:

A revitalized format creates record revenue



By Ken Quaas

The NABA convention auction has been a time-honored tradition. But in the opinion of many members and the NABA Board, it had become a bit stale in recent years.

This year's auction took a dynamic new approach that resulted in high-quality lots, feverish bidding and record proceeds. The Board had developed strategies to revitalize the event, which had declined in recent years in terms of quality of items offered, member interest and participation, and revenue generated. Often, members had been disappointed when their lots did not sell or meet reserve prices.

The declining trend in auction proceeds was particularly concerning. Revenue from the auction is a critical source of operating funds for our non-profit organization. And while revenue from the auction was on the decline, NABA's operating costs have meanwhile increased.

These increased costs come not only from general inflation and postage increases, but also from the club's continued investment in producing a high-quality magazine as well as new marketing tools to help the club grow, like the "Handsome Waiter" banners and updated membership brochures. Convention costs also have increased, while the \$85 registration fee for the convention has remained unchanged for 20 years.



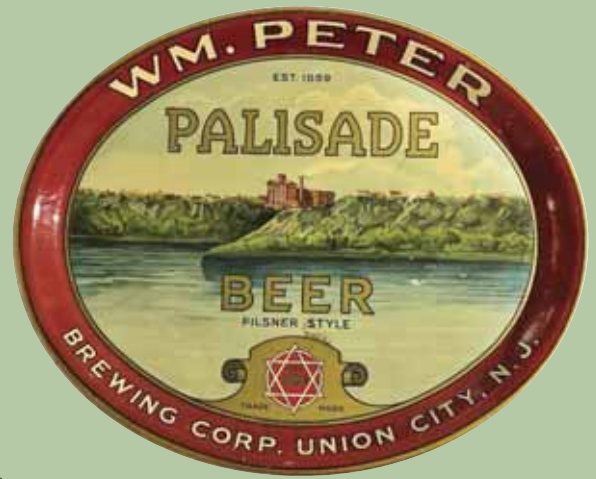
In sum, expenses have gone up and the NABA Board did not want to raise dues or the costs to attend conventions to offset these expenses. This drove the decision to explore increasing revenue from the auction.

The Board approached longtime member Dan Morean about the idea of a partnership.

Dan's company, Morean Auctions, is well-known to collectors as a long-established and highly-successful breweriana auction firm. An affiliation with Morean for our convention auction had the potential to create a broader audience via both in-person (at the convention) and online bidding.

Importantly, the Board wanted NABA's convention attendees to benefit from their presence at the auction, so it was agreed with Dan that NABA members who registered for the convention and so could attend the auction in person, would receive a reduced buyer's premium as compared to internet buyers.

Once the partnership was officially announced on May 25 via email to the membership, immediate interest was generated in entering lots of high-quality items in the revamped convention auction. Our going-in goal of 100 lots was exceeded, and by popular demand we extended the limit to 130 lots—each with a minimum estimated value of \$250. Thanks in part to the involvement of Morean and



the online component, our members expected—and received—strong bidding for their items.

The auction was not without its glitches, as can be expected with any major new undertaking. Operating costs were higher than expected and there were a few internet hiccups. The biggest complaint heard was the length of time it took to get through the many lots of beer cans that were in the Morean part of the auction.

That said, Dan Morean proved to be both a highly capable, collaborative, and generous partner, and the Board and Dan have agreed to team up again for next year’s auction at Convention #51 in Pittsburgh, PA.

Together with Dan, the Board will explore improvements, including putting all of the NABA lots together on the first day to shorten the auction’s duration. Non-NABA, Morean Auction lots will be sold on a second day. There are other lessons learned toward optimizing the auction, especially in conjunction with cutting operational costs, which will allow NABA to increase its revenue from the auction. We are also exploring other “perks” for those who attend the convention and auction in person.

Importantly, this year’s auction proved a resounding financial success. The hard work of Auction Chair Lisa Allen and core committee members Mike Michalik, Joe Gula and Rich Allen literally paid off for the NABA membership.

The final NABA revenue of \$6,354 from this year’s auction was 60% more than the going-in goal

of \$4,000. Importantly, it represents *almost two and a half times the average revenue of the previous five years!* The previous five year average was boosted by the 2018 Madison convention auction, which received some high-end items from the late Richard Bucht’s collection (one of NABA’s founders) that drove up the auction proceeds.

Auction Revenue for NABA, 2015-2021:

| Year | Convention Site | Auction Revenue |
|--------------|-----------------|-----------------|
| 2021 | Milwaukee | \$6,354 |
| 5-yr average | 2015-2019 | \$2,566 |
| 2019 | Cincinnati | \$2,329 |
| 2018 | Madison | \$4,022 |
| 2017 | Kalamazoo | \$1,741 |
| 2016 | Indianapolis | \$1,923 |
| 2015 | St. Louis | \$2,814 |

Note that the convention/auction was cancelled in 2020 due to Covid.

Finally, The Board is aware of some consternation within our membership about the change in auction format—at least initially. But with the increase in proceeds that were realized, we can drive a bigger and better NABA without raising dues and asking for donations—something the Board hopes will please the membership. The Board also hopes that convention attendees will enjoy the auction even more next year, as we explore improvements to its format and cost efficiency.

A very special alliance with NABA

“I envision The Cone Top Brewery Museum as NABA’s ‘front door.’ A place where my fellow NABA members can enjoy breweriana displays and curate their own exhibits of breweriana and brewery history from across the country.”

~ Chris Moore, owner and developer of The Mill.



What was once the sprawling Lee Paper Mill in Vicksburg, MI will become a new entertainment and hospitality center called The Mill. NABA is forming an exciting partnership with The Cone Top Brewery Museum, which will be an important component of The Mill campus.

by Ken Quaas

At a convention full of exciting news for NABA, there was no bigger announcement than that of the partnership between NABA and The Mill, an amazing new entertainment complex taking form in Vicksburg, MI, just south of Kalamazoo. Most importantly for NABA members, it also will house the The Cone Top Brewery Museum, which will tell the story of the role of breweries, beer and breweriana

in American culture in an expansive and dedicated 16,000 square foot part of the complex.

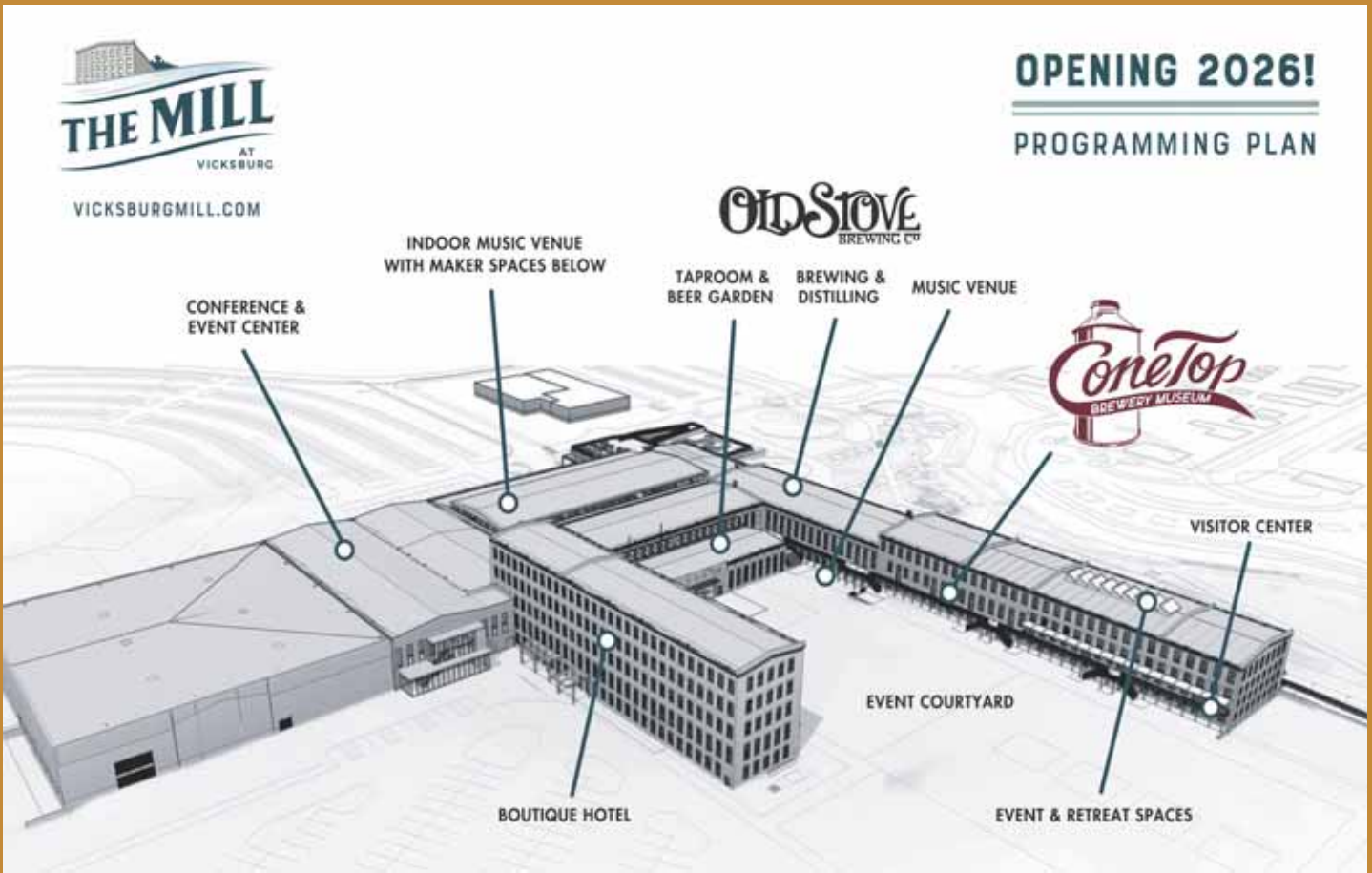
The Mill is an \$80 million rebirth and repurposing of what was a gargantuan, long-shuttered Lee Paper Mill that dates from the late 1800s. The old factory is in the midst of undergoing an astonishing transformation into a multi-purpose entertainment and hospitality facility, that will house a boutique hotel, music performance venues, restaurants,

a brewery, and a distillery, among other features.

The Lee Paper Mill was once one of the most productive paper mills in the region, producing more than 17 tons of paper per day at its peak. Not surprisingly, it also was Vicksburg’s leading employer, the economic engine that drove the town’s economy. The mill officially shut down in 2001, devastating the community.

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NABA will partner with The Mill to bring The Cone Top Brewery Museum to life



The rejuvenation of a turn-of-the-century mill is a massive undertaking. The end result, to be completed within the next five years, will create a number of entertainment and hospitality spaces for a dynamic, multi-use complex expected to draw people together from near and far. NABA hopes to be part of the grand opening celebration, and we are exploring holding future conventions at the property.



NABA members can contribute displays and help curate The Cone Top Brewery Museum's 16,000 square feet. The museum will be next door to the Old Stove brewery.

The massive plant then sat empty for years and fell into disrepair, becoming a decaying eyesore headed for the wrecking ball. In 2015, NABA member and entrepreneur Chris Moore acquired and began renovating the property (see sidebar).

The museum will provide NABA members with an outstanding space to set up displays and help curate breweriana exhibitions, similar to what is currently done with the brewery museum in Potosi, WI. Importantly, the Museum

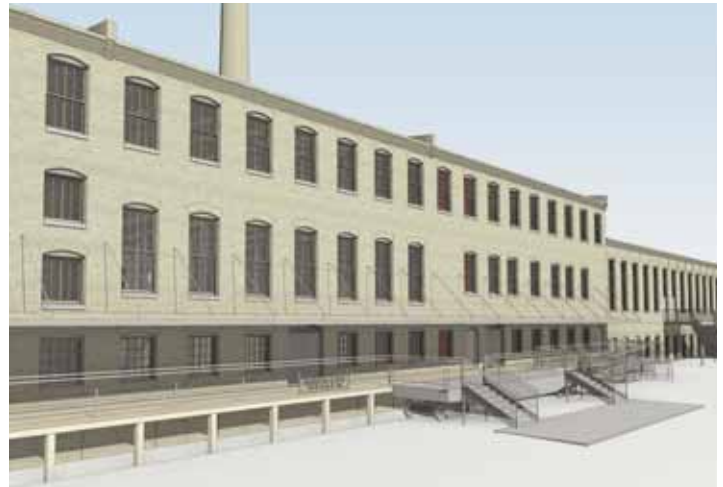
requires no monetary investment on the part of NABA or its membership.

The NABA Board of Directors is excited to be a part of this admirable project, and to help Chris with The Cone Top Brewery.

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The refurbishment of The Mill is a massive undertaking that is well underway, but will take several years to complete, given the extensive scope of the project.



An architectural rendering depicting the exterior of The Cone Top Brewery Museum. The facility will have its own exterior entrance and will be a place where people can discover, enjoy and learn about both breweriana and NABA, providing tremendous and perhaps unparalleled exposure for our organization.



The gigantic, 19th century mill structure will be transformed into a state-of-the-art entertainment and hospitality complex. When completed, it will have venues that span both inside and outdoors. The highly successful Old Stove Brewing Co. of Seattle will open a Midwest branch (rendering shown above) as just one of many components of The Mill.

Chris Moore: A visionary collector

NABA member and longtime breweriana collector Chris Moore of Seattle, WA is the mastermind behind The Mill.

Chris is the CEO of Concord Technologies, the leading provider of Cloud Fax technology, which is responsible for sending and receiving millions of documents every day in healthcare, technology, and financial markets.

A highly-successful entrepreneur and businessperson, Chris was named Entrepreneur of the Year in 2019 by Ernst and Young. The award honors entrepreneurs who excel in areas such as innovation, financial performance, and personal commitment to their businesses and communities while also transforming our world.

Chris also owns the popular Old Stove Brewery at the famed Pike Place Market in downtown Seattle.

As a philanthropist, Chris wants to revitalize both The Mill and the small town of Vicksburg, MI where he grew up. In doing so, he brings his business acumen to create a modern, massive, and

multi-use project in his Michigan hometown.



Chris as a boy in the 1970s, collecting cans on a trip to the Point Brewery in Stevens Point, WI.



Chris pictured at The Mill complex in Vicksburg, MI.

Upon completion, the project will transform the historic paper mill into a varied campus that will feature a Midwest branch of his Old Stove Brewery and Taproom, as well as Cone Top Brewery Museum, a breweriana display complex that is in partnership with NABA.

The Mill project is deeply personal to Chris, whose family traces their Vicksburg roots back to the 1830s. A key goal of the project is to rebuild the economic and cultural engine that drives a thriving Vicksburg. The Mill's ongoing mission is to have a people- and-planet-first approach and to be sustainable for generations to come.

Like so many NABA members, Chris is not only a collector, but also has a passion for preserving and sharing brewery histories. The intention of The Cone Top Brewery Museum is to not only house and display Chris's own extensive breweriana collection, but also to provide NABA members with a place to display their collections and help tell the stories of bygone American breweries, keeping their memories alive.



Presenting the story of The Mill and The Cone Top Brewery Museum at the NABA Convention banquet meeting in Milwaukee, Chris was received with great enthusiasm by the attendees.



As part of the revitalization of Vicksburg, Chris Moore has also purchased and is restoring some of the older buildings, like the ones shown here. Built in the late 1800s, they are important components to the small town's classic, historic architecture. At the moment, these buildings are being used to promote The Mill and to display The Cone Top Brewery Museum's impressive breweriana collection.

Historic downtown buildings provide a perfect breweriana backdrop



At left, breweriana is on display inside some of the historic downtown buildings, where visitors can be exposed to both our beloved hobby and to NABA.



Above NABA Board member and Creative Director Barry Travis admires a stunning piece from Chris Moore's collection, showcased beautifully in the front display building of an historic shop in Vicksburg.

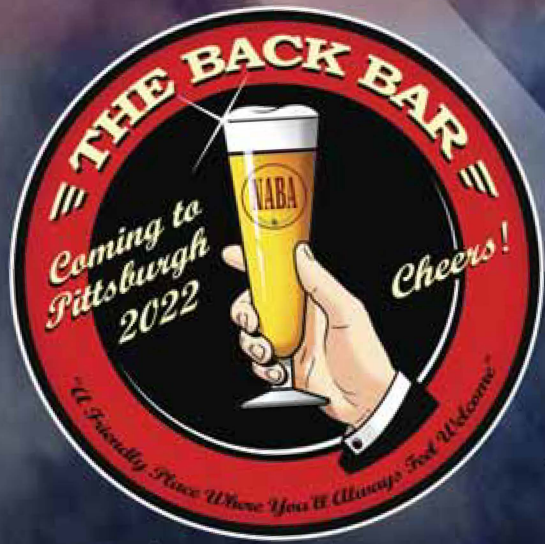
At right, NABA treasurer Jim Kaiser and Chris Moore enjoy a beverage in front of the display window of one of the historic buildings that Chris has bought, refurbished, and is currently using to display breweriana and promote The Mill and NABA.



Discussions have been in the works for the past two years about forming a productive and mutually-beneficial alliance between NABA and The Mill.

Many thanks to Board members Barry Travis, Jim Kaiser and Paul Cervenka for getting the ball rolling. The result is a winning partnership, where

NABA members can help advise, populate and curate what will be a state-of-the-art breweriana museum.



*August 2nd-6th
at the 51st Annual
NABA Convention
Pittsburgh, Penna*

DATING
DISPLAYS

BIG BAND
MUSIC

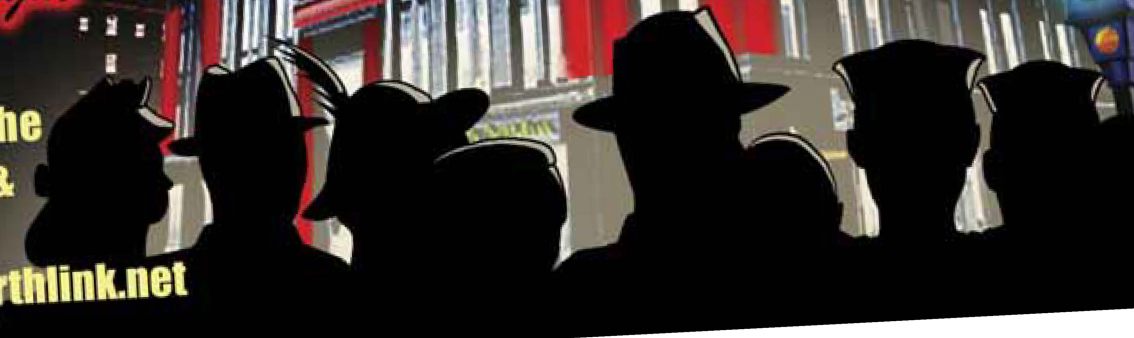
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NABA supports comprehensive tray capture initiative

By Ken Quaas

At the 50th Convention in Milwaukee, NABA announced an exciting new partnership with NABA member Mark Rogers, who 20 years ago developed the now-legendary Trayman.net website, as both a record of his own collection and an informational tool about trays for his fellow hobbyists.

The Trayman.net site, which showcases much of Mark's massive tray collection, has been the foremost internet source of tray usage. Since 2008, Trayman.net has averaged 38,000+ unique users per year and more than a million visits overall. The site has visuals and information about each of the individual trays in Mark's collection, providing a valuable, free resource to other collectors.

Bigger and better

Busy with work overseas and a hectic travel schedule, Mark has not actively updated his site since 2010. This year, he teamed up with



Trayman2.0 is an ambitious new project spearheaded by NABA members Mark Rogers and Peter Bayer and supported by NABA. The goal of this initiative is to capture images and information for every beer tray ever made and have it all contained in a comprehensive and easy-to-use website for the benefit of the collecting hobby.

Peter Bayer, a friend, fellow NABA member, and tray collector who specializes in stock trays. The two revived an idea they had first hatched one night over a few beers when Peter was visiting Mark in San Francisco in 2008. The idea to expand and create a beer tray site beyond Mark's collection was already ambitious, but they also decided the old site was a bit stale and could be improved with more interesting historical facts.

Mark and Peter decided they wanted

to create a new and even more engaging website that would document all known North, Central and South American beer advertising serving trays in an intuitive way. This would allow collectors to explore the various types, styles and eras of trays that exist. Best of all, like his current "Trayman" site, it would be free to all—a true asset to the hobby and hopefully further encouragement for future collectors.

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The men behind the Trayman2.0 project: Mark "Trayman" Rogers and Peter Bayer

NABA member Mark "Trayman" Rogers is spearheading this tray capture initiative, with the goal of documenting every beer serving tray ever made for the North, Central and South American markets. Pictured here in his Dallas, TX home, Mark has been collecting beer trays since the late 1970s and has amassed an amazing collection of more than 1200 trays.



Mark's good friend and "wingman" on the tray capture project is longtime NABA member and veteran tray collector Peter Bayer of Chantilly, VA, who knows both a good beer and a good Pre-pro tray. Peter's collection specializes in Pre-pro trays and he has further narrowed his focus to stock trays. His interest is in identifying every company that used each stock design, as well as the history of the various tray manufacturers.



Then: Mark Rogers built the first Trayman.net website in 2002 and last revamped it in 2008. This is the navigation bar on the current home page.

Now: This is a prototype of a new home page for this ambitious tray capture initiative. Like before, it provides different categorizations of trays, such as by brewer and geography. Unlike the previous site, there will be more theme categories (like "Victorian Ladies") and the additional categories of "Trays by Manufacturers" and stock trays (The Stock Tray Exchange). There also will be additional historical perspective on the breweries and the opportunity for collectors to participate by sharing their trays.



The Objective of Trayman2.0 - The Beer Tray Capture Project is to document all known US, Canadian & Central & South American beer advertising serving trays - in a free, intuitive database. Enjoy exploring by following the menu above and if you have something we missed, even a minute variation, please share by following the 'Participate by Sharing' link. Via email, you can easily attach pictures and share information you would like us to include as part of this effort.



NABA can help

Mark and NABA leadership began discussing how NABA could get involved and help with this extremely worthy project, to capitalize on NABA's broad membership of tray collectors and communication capabilities to generate awareness about the project.

The result of this is "Trayman2.0—The Beer Tray Capture Project powered by NABA." Mark was on hand at the 50th convention in Milwaukee to help formally announce the project at the club-wide banquet on Friday night and soon thereafter pulled together a group of 'tray nerds' (as he and Peter like to call them) to bounce ideas and concepts off them as they started the build.

The project will leverage the existing framework of the Trayman.net website, while modernizing its look and feel and significantly expanding its scope. It will include all known Pan-American trays and

categorize them in an even greater number of ways, including tray manufacturers and a deep exploration of stock trays and the use of stock artwork beyond trays.

New categories

Two new categories are being added to Trayman2.0: Tray Manufacturers and Stock Images. Peter Bayer is building on the work that NABA member Richard Hagar first detailed in his excellent article in the Spring 1998 issue of the Breweriana Collector. Peter is augmenting Richard's information with deeper research on the artwork and inner workings of the stock tray manufacturers, to include the cataloging of hundreds of pictures.

Of the stock tray part of the project, Mark says, "Peter is driving the stock facet of the project, leveraging his deep knowledge of the subject and

Detailed information on each individual tray

As with the previous site, each tray will have its own page, providing a visual of the tray accompanied by information on the tray and brewery. This information will be enhanced, as will cross-referencing categories such as where the tray can be found, as seen on the light yellow buttons toward the bottom of the web page.

Kuebler Beer

"Kuebler Brewing Company - Easton Pennsylvania - 1852"



Image from The Trayman's Collection

| | |
|---------------------------|--|
| Brewer: | Kuebler Brewing Co., Inc. |
| Location: | Easton, PA |
| Date: | Early 1940's |
| Stock: | No |
| Manufacturer: | Unknown |
| Location: | Unknown |
| Nickname: | "Kuebler Halloween Tray" |
| Dimensions: | 12" x 1.25" |
| Shape & Style: | Round - SS Dish |
| Value: \$\$\$ | Scarcity:  |

Comments: This sought after Kuebler tray is known as the "Kuebler Halloween Tray" because of the black, orange and yellowish colors that are typical of Halloween decorations. These trays have sides that are almost 90 degrees from it's face, making it fairly unique amongst 12" trays and difficult to stack for storage or transportation. Best to store this one on the top of a stack of normal flared 12" trays. "1852" represents the year Kuebler began beer production as Glanz & Kuebler.

Kuebler

Pennsylvania

Old Guys

Unknown
Manufacturer

Custom Art

Home

Brewers

Geography

Themes

The 'Stock' Exchange

H.D. Beach: 9 - B - Fruit



Date: 1890 - 1900
 Size: 16.5" x 13.5"
 Type: Inverted Pie
 Scarcity: Hard to Find
 Value: \$\$ to \$\$\$\$
 Condition & Brewer
 Dependent

- Home
- Trays by Brewer
- Trays by Geography
- Trays by Theme
- Trays by Tray Manufacturers
- The 'Stock' Exchange**
- Tray Information
- Participate by Sharing Your Trays

The next Beach "doppelgänger" tray—meaning a tray with a near twin with which it frequently gets confused, are fruit still lives.



There are two Beach trays peaches and grapes on a plate on a table. Similarly, to No. 8, one has the vine and leaf rim and the other has the autumn leaf rim with vignette windows on it. Interestingly the "doppelgänger" tray also has that same different feel to the imagery—flatter and less realistic. Some other differences: No. 9 has a large bunch of white grapes on the left, 6 peaches on the center right and a small bunch of black grapes on the right, all sitting on an ecru tablecloth. The doppelgänger has a smaller bunch of white grapes, 7 peaches on the center left, and a larger bunch of black grapes on the right, sitting on a green tablecloth with a lunette near the front of the image. We did not notice this different for some time and these "man" be some doppelgängers missed in here. Like No. 8, this one was more common among non-brewers.

Brewers



Lawson Brewing Co.
 Lansing, MI

Keywords, but no picture available:
 Moorhead Brewing, Sodaia, MO

Non-Beer Related & Non-Tray Uses



A comprehensive catalogue on stock images

An interesting addition to "Trayman 2.0" is the pages on stock trays, which will document their various brewery brand uses, similarities, and even non-beer tray related uses. As possible, there also will be historical information on the stock artwork itself.

his love of research and making all the connections, whether it be to the original art that was licensed for the images or subtle production techniques used by the stock tray manufacturers."

Moving forward

The Trayman2.0—Powered by NABA project has established its own Facebook page and many NABA members have been contributing new images of rare trays and accompanying historical info.

Mark has also been posting occasionally on the NABA page to keep members aware of the work in progress and provide an avenue for those interested in directly participating. The T2.0 Team has also

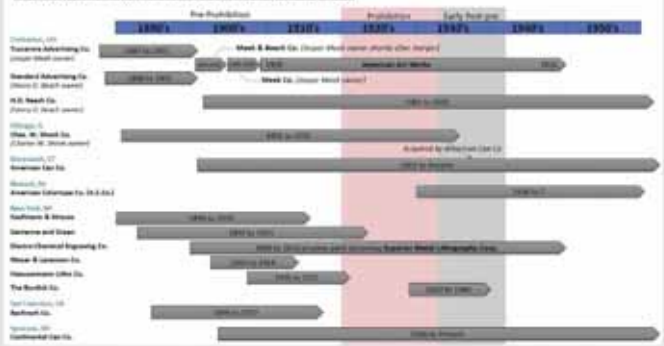


- Home
- Trays by Brewer
- Trays by Geography
- Trays by Theme
- Trays by Tray Manufacturers**
- The 'Stock' Tray Exchange
- Tray Information
- Participate by Sharing Your Trays

Sorting of beer serving trays by tray manufacturers. Many trays are not marked and their origins may not be known, but we follow the clues and assign them when we can.

| | | |
|-----------------------------------|----------------------------|--------------------------------------|
| ACME | Famo-to | Metallograph Corp. |
| American Art Works | Forbes Litho. Mfg Co. | New York Importing Co. |
| American Can Co. | Guthrie-Sollinger | New York Metal Ceiling Co. |
| American Colortype Co. (A.C. Co.) | General Steel Ware Limited | Niagra Litho Co. |
| Bacarach & Co. | Grammes Inc. | The Novelty Advertising Co. |
| The H.D. Beach Co. | Hausermann Litho. Co. | Owens-Illinois Can Co. |
| Brown & Bigelow International | Kaufmann & Strauss Co. | R. J. Fontenotmaker Adv. Specialties |
| The Burdick Co. | Litho. Zapata Hnos (Z.H.) | St. Thomas Metal Signs Limited |
| Chas. W. Shunk | Litographica Mexicana | Standard Advertising Co. |
| Continental Can Co. | Mason Can Co. | Superior Metal Lithography Corp. |
| The Thos. Davidson Mfg. Co., Ltd. | Mayer & Lavenson | Tuscarora Advertising Co. |
| Electro-Chemical Engraving Co. | The Meek Co. | Universal Tray and Sign Co. |
| F. J. Ostermann Art Works, Inc. | Meek & Beach Co. | |

Key US Tray Manufacturers - Years of Operation and Name Changes



Historical information on tray manufacturers

The addition of a section that organizes trays by manufacturer will provide considerable historical value to collectors, especially in dating their trays. This section will not only categorize trays by manufacturer (to the extent they are known/identified) and but also provide histories of the various tray manufacturing companies.

enlisted NABA Board member and tip tray expert Joe Gula, as plans are also to incorporate the amazing cataloging of tip trays that he and the late Jim Keyes completed in the mid-2000s.

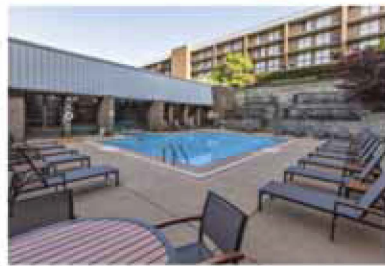
Mark and the T2.0 Team are exploring a full launch of the site at the next NABA convention in Pittsburgh in August. To date, the Team has amassed visuals and information on more than 4,000 trays, so the work required to accomplish this is significant.

If you would like to get involved with this project and have information on rare trays in your collection to share, please contact Mark at mark.rogers.8181@gmail.com.

BREWERIANA LOVERS-Steel away to Pittsburgh

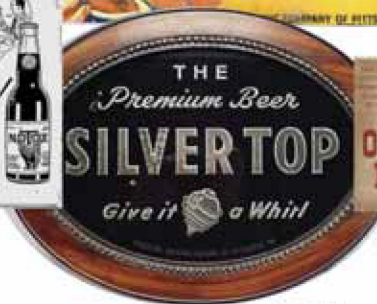


CONVENTION #51 August 2-6, 2022

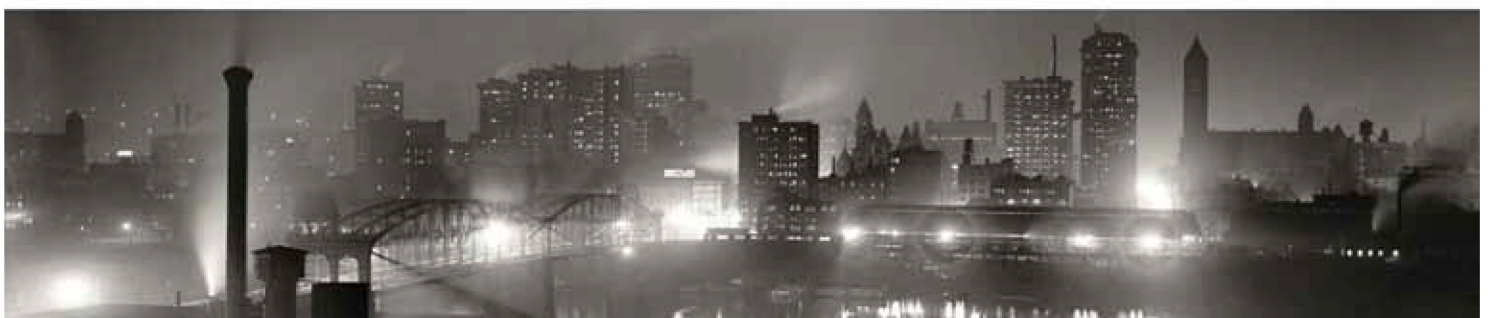


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Beauty is in the eye of the beer-holder

The NABA convention mugs

By **George Baley,**
NABA Historian

For many of today's NABA members, the history of the NABA Convention mugs may not only be interesting, but a noteworthy tradition from past NABA conventions of which they are unaware. From 1972 through 1998, there were 28 different commemorative mugs created for each individual convention during those years. These mugs were not only great souvenirs, but were also a unique way for attendees to mark their participation in NABA's annual meeting—because their names were listed on the mugs.

Convention mugs were available only to attendees who chose to pay the nominal price of about \$10 for these unique keepsakes. Less than 50 of these special mugs were typically produced each year. The mugs were emblazoned with the convention location, date and names of all convention attendees. Logos of sponsoring breweries were also often part of the design. In some years, a list of officers and board members were included.



An array of 26 NABA convention mugs in the author's collection are neatly displayed in re-purposed CD shelving.



Amazingly, Reino Ojala has attended all 50 NABA conventions—and is the only person to do so. His name is one of the special few printed on this mug, from the very first convention in 1972.

Throughout the years, all the mugs were versions of a standard German unlidded *krug* style, except for one. That one, created for the 1992 convention in Ft. Mitchell, KY, was a more typical stein style vessel complete with lid. This mug paid special recognition to the site of the event—the now-defunct Oldenburg Brewery—which housed the Haydock's American Museum of Brewery History and Art. In a strange twist, the 1992 mug was labeled as the 20th Convention, but it actually was the 21st. Similarly, the 1985

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The NABA convention mugs

Cincinnati Convention mug was incorrectly dated 1986.

The mugs from 1972-1991 were manufactured by CPI Inc of Wilmington, NC. During the last seven years that the mugs were produced (1992-98), they were sourced from either Thailand or China, probably at a lower cost of production. The American-made mugs were of higher quality but unfortunately were also more fragile.

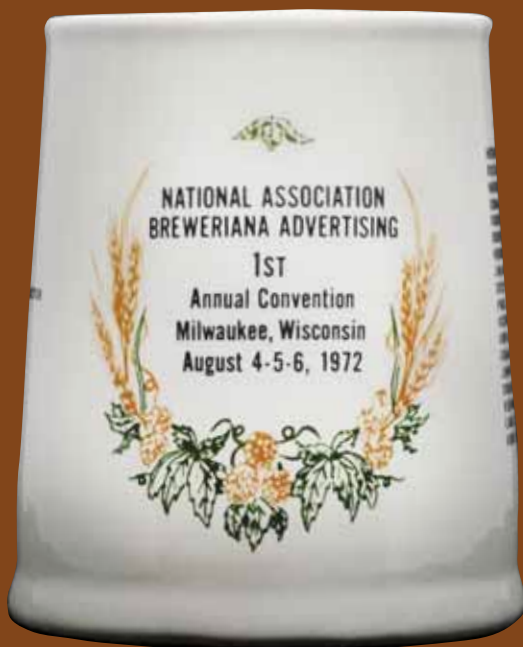
The 1994 convention mug for Greensburg, PA was unusual. It was the only convention for which two versions were issued—one used Rolling Rock's well-known horse logo and the other had an image of its famous green bottle.

The mug era ended after the 1998 convention in Columbus, OH, perhaps in part because NABA conventions had grown to the point where there were too many names to list on a mug. The 1998 mug for the Columbus convention listed only officers, board members and past presidents.

In 1999, the tradition of ceramic mugs ended when the decision was made to instead simply provide a souvenir pint glass to all convention attendees as part of the registration fee, but with no attendee names.

The first convention mug for Milwaukee in 1972 listed the names of all 36 members in attendance. As of today, only seven of these original attendees retain membership in NABA and of that group only Reino Ojala has made every convention—across 50 years!

The 25th Convention in 1996 was again held in Milwaukee and had 232 members attending. Of



Front side of the mug issued to commemorate the 1st NABA convention in Milwaukee, 1972. A new version of the NABA hop and barley wreath is featured prominently.



The stein commemorating the 1992 convention is the only one with a classic, Germanic-style lid. That convention was held at the now-defunct Oldenburg Brewery in Oldenburg, KY (Cincinnati area).



The mug issued in 1984 for the 13th convention in San Antonio, TX listed the names of 95 attendees. It also featured a state map and logos from the hotel and the sponsoring brewery, Lone Star.

those, 65 attended our 50th this year in Milwaukee.

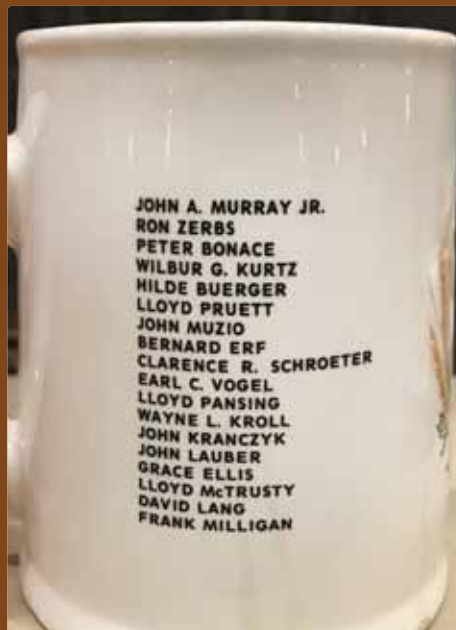
We plan to create a section on the NABA website where images of all mugs can be shared with NABA members. The existence of these mugs also allows us to create a database of convention attendees for these early conventions.

Editor's Note:
George Baley of LaPorte, IN, is both a former president of NABA and editor of the Breweriana Collector magazine. He was recently appointed both a Director Emeritus and as our organization's first historian.

John and Tiger Krawczyk of Delafield, WI were both at the first convention—even though their last name was misspelled on the mug below. They were happy to join the Handsome Waiter in Milwaukee to celebrate a NABA convention once again, a mere 50 years later.



The 1996 mug celebrated NABA's 25th anniversary convention—in Milwaukee, of course.



A look at both sides of the first convention mug from 1972, listing the names of the 36 members who attended at the legendary Kalt's restaurant in Milwaukee, owned by the late NABA member Howard Kalt. The 50th anniversary convention had more than 400 attendees.

Molter's Beer

Bringing Cheer to Rhode Island

By Steve Bergquist

The Kelly and Baker Brewery opened in 1860 as one of the earliest breweries in Rhode Island. It was located on Spectacle (known locally as "Speck") Pond in Cranston.

The business changed names and owners many times. Sometime before 1868, it became Kelly & Woelfel when the latter replaced Baker. Then Nicholas Molter came on the scene in 1868 and bought Kelly's interest in the brewery. Molter was a 50-year-old German immigrant who had emigrated to the U.S. from his native Germany at the age of 22. Now partners with Woelfel, the company name was accordingly changed to Woelfel and Molter Brewery.

Woelfel and Molter operated the brewery together until 1877. Sometime during this period,



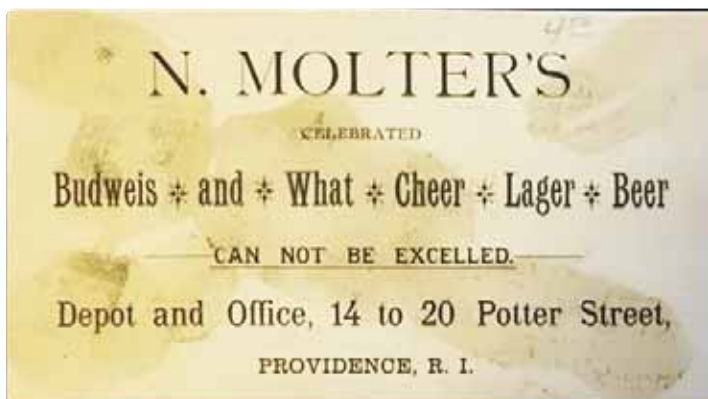
Colorful tray featuring Molter's memorably-named What Cheer Lager and companion brand Princess Ale, by Kaufman & Strauss Co NY, NY, c. 1900.

All breweriana photos in this article are from the author's collection.

Molter introduced what became his flagship brand: What Cheer Lager Beer, named for the famous greeting phrase associated with Rhode Island's history (see Sidebar at right).

When Molter took full control of the business he appropriately renamed it the Nicholas Molter Co., with the brewery called the "What Cheer Lager Brewery." He briefly added a partner and the company's name changed again that same year to Molter & Oehm.

In 1878, Molter's sons, Henry and John, joined the company. Nicholas retired from the brewery in 1885 and his sons took ownership and gave the brewery a new name: N. Molter's Sons. This name remained for 10 years until 1895, when it was changed again, this time to Molter Bros. Nicholas passed away the following year at the age of 77.



Trade card, 3 X 5 in., dated 1884. The front shows the U.S. political figures of the day.



If one thing stayed the same, it would be that more changes in name were in store for the brewery. This time it was in 1897, just two years after being changed to Molter Bros. The company would now be called Henry T. Molter Brewery, as John sold his share to his older brother and went into the liquor business. Henry continued to promote the “What Cheer” lager beer brand along with a companion brand, Princess Ale. These were the brewery’s most prosperous years. Molter’s beers were widely sold in New England, although the company never had the success of Rhode Island neighbors James



After the 1911 name change to Consumers' Brewing Co., the ale name was changed to Consumers' and the new flagship lager was called Minster. Both the Molter's name and its flagship What Cheer beer were no more. Tray by Pilgrim Novelty Co., Providence, RI, c. 1915.

Hanley Co. and Narragansett Brewing Co., both of which survived Prohibition.

Interestingly, while the brewery location was actually in Cranston, the company used a Providence address, as it had offices there. Molter's began using a Cranston address in 1911 when the company name changed again to Consumers' Brewing Co., which had no connection to the brewery in Warwick, RI of the same name, which was located a mere 10 miles away. It was around this time that Henry Molter became involved with the silk business, so he may no longer have been connected with the brewery.

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What's "What Cheer?"

The phrase, “what cheer” is a kind of Rhode Island motto, which was an old English phrase meaning “greetings.” The phrase dates to the time of Roger Williams (1603-1683), who is regarded as the founding father of Rhode Island. Williams was a statesman, theologian, and author who founded Providence Plantations, which became the Colony of Rhode Island and later, of course, the State of Rhode Island.

Williams also was renowned for his advocacy of religious freedom, separation of church and state, and fair dealings with Native Americans. When Williams left the Massachusetts Bay Colony in search of religious freedom and crossed into what is now Rhode Island by canoe, he was warmly greeted by the Native Americans. They legendarily welcomed him by shouting, “What Cheer, Netop!” This combined the Old English greeting phrase, “what cheer” with “Netop,” which meant “friend” or “neighbor.” A more modern translation would be “Hi, Neighbor,” the famous slogan used by Rhode Island’s Narragansett brewery.



Tip tray, 6 in. diameter, c. 1900. This also was from the estate of Leo Mitschke (see sidebar on next page).



This painting depicts Rhode Island “founder father” Roger Williams being greeted in 1636 by Native Americans with the phrase “What Cheer, Netop!” The historic scene was painted in 1857 by artist Alonzo Chappell and is on display at the Rhode Island School of Design Museum.

This might explain why the Molter name was dropped from the company after more than 40 years of affiliation.

Sadly, both Molter brothers died in 1920, the first year of national Prohibition. John, the younger brother who left the brewery in 1897, died in April at 57 years old. Although the Providence Journal reported that the retired liquor dealer was “stricken suddenly at his home,” the physician’s report listed

a self-inflicted gunshot wound to the chest as the cause of death.

In September, the Providence Journal reported that Henry, 65, had died from a seizure at his summer home. At the time, he was operating the Bengal Silk Mills in Central Falls, RI.

Interestingly, the brewery had one last gasp after Prohibition began, but well before Repeal in 1933.

Relics of a Molter’s Worker



Leopold Mitschke, c.1900

I recently made a new friend by the name of David Mischke, whose great-grandfather, Leopold Mitschke, (the “T” was later dropped) was an Austrian immigrant. Leopold worked at Molter’s/Consumers’ Brewery from 1899 until Prohibition ended his employment there in 1920.

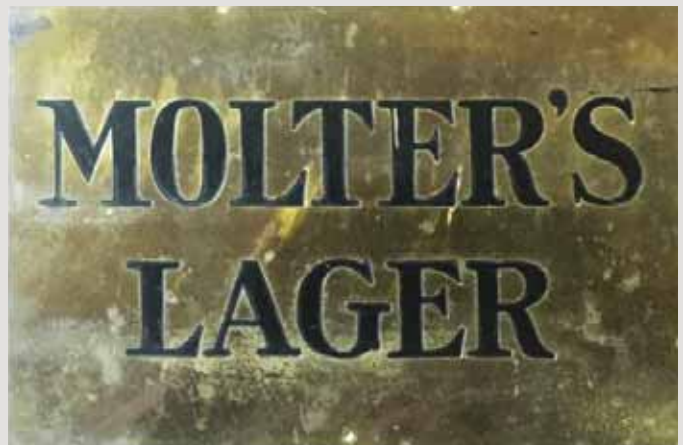
David was doing online searching for Molter items that he had inherited from his great-grandfather and came across the NABA Facebook page and website. He posted a question asking for information on the brewery, along with photos of his Molter’s items. I contacted him and found out he lived in New Hampshire. David and I became friends, I bought his historical items, and he subsequently joined NABA.

MOLTER’S ALE & LAGER

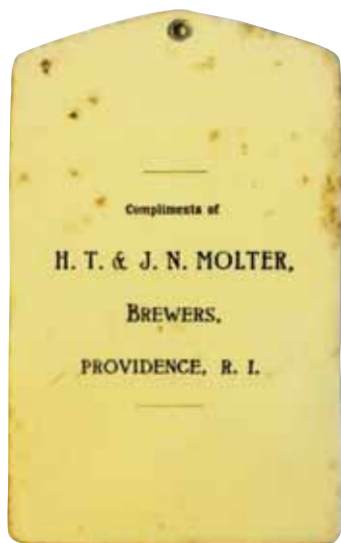
Foamscraper, c. early 1900s



Leo Mitschke’s 1898 union booklet for the United Brewery Workmen of America, reveals a fascinating time capsule when documents for the brewing industry by necessity provided information in both English and German.



Brass sign, 9 x 6 in. no mfg. mark, c. 1885-1895.



This celluloid calendar holder measures 2.5 x 4 in. and contains a calendar for the year 1893. It was a souvenir commemorating the 400th anniversary of Christopher Columbus discovering America (1492-1892). A picture of Columbus is printed on one side, which seems to have blurred over time. This commemoration was a major event at that time, perhaps most notably celebrated by the 1893 Columbian Exposition, held in Chicago.

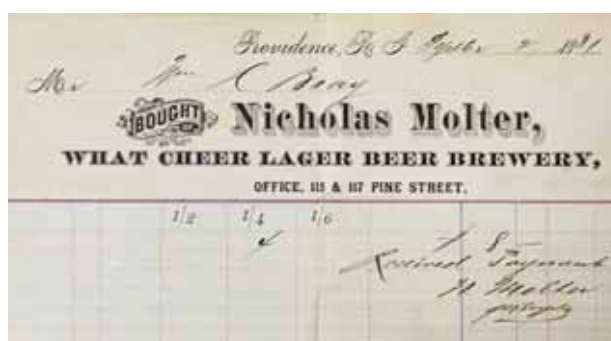
An article in the Providence Journal on May 15, 1926 reported that “more than 3,000 barrels of first-class beer were seized, and inquiry is now being made for the persons who were operating the plant.” The newspaper article went on to say that Federal agents and Cranston Police found another 1300 empty barrels washed and prepared for use and that the brewery had recently been renovated at a cost of about \$30,000. The raid was the largest in Rhode Island during Prohibition, with seized assets valued at more than \$115,000.

The newspaper also claimed that the agents believed the men responsible were the same ones who also had illegally produced beer at the recently raided Harvard Brewery in Lowell MA, and another brewery in New York. Interestingly, the barrels had been stamped “Consumers’ Brewery,” but most had the markings at least partially removed.

The Providence Journal later reported that the kegs were smashed with axes and the beer ran down the hill into Speck Pond. The brewery was padlocked, but curiously, there seems to be no record of any arrests.



Matchbook, shown front and back (left to right), c 1911, promoting “Something new in town”—both the Consumers’ Brewing Co. company name and corresponding beer brands.



The last vestige of the Molter legacy is the street named for it at the location of the long-demolished brewery. It is a short street that runs from where the brewery once was down to nearby “Speck” pond.

Ad from theater program, c.1897, promoting brewery as Rhode Island’s “oldest and most famous.”

Letterhead from an invoice dated 1881.

Winning the trifecta

By Ken Quaas

NABA member Jeff Buchler of Maumee, OH has amassed a stunning collection of more than 250 chalk statues. Like many breweriana collectors, Jeff started collecting cans (he was just nine years old) and that led to breweriana. About 20 years ago he developed a passion for collecting back bar statues, spurred on by NABA Historian George Baley's book *Back Bar Beer Figurines*.

And in a story familiar to breweriana collectors, Jeff sought to create the right setting to properly display his pieces. He transformed his basement into a comfortably furnished and well-equipped man cave, complete with an ample bar, shuffleboard table, 75-gallon fish tank, and any beer drinker's dream, an auto-flush urinal. As vice president of NABA's Buckeye chapter, Jeff often hosts lively gatherings of breweriana collectors in his spacious basement pub.

Visitors to Jeff's collection will see a new shelf featuring his stable of the three Old Timers horse and carriage statues from the Cleveland-Sandusky Brewing Corp., Cleveland, OH. These intricate pieces—very similar but

with different colors and other small nuances—were all created some time around 1955.

The Cleveland & Sandusky Brewing Co., was formed in 1897 through a merger of 11 northern Ohio breweries. Most of the smaller breweries were closed over the years, and by Prohibition, only three remained. After Repeal only the former Fishel plant resumed production, brewing flagship Gold Bond beer and companion brands Crystal Rock beer and Old Timers ale. In Sandusky, 60 miles west of Cleveland and also along Lake Erie, the former Stang plant reopened but was closed in 1935 following a two-month strike.

The company, now known as Cleveland-Sandusky Brewing Corp, was at this point brewing only in Cleveland. The brewery continued to ramble along into the 1950s, when it began to struggle. Brewery management turned up the dial on its marketing and innovation efforts (around the time of these Old Timers statues).

In 1958, Cleveland-Sandusky became the first brewery in the

nation to toast its malt, and in 1959 it introduced the throwaway bottle. These novel efforts were not enough to save the company from the competitive pressures of the larger breweries, and the brewery shut down in 1962.

The Gold Bond, Crystal Rock, and Old Timers brands continued to be produced under the Cleveland-Sandusky name until 1966 by a larger brewing conglomerate, International Breweries, Inc. at their Findlay, OH branch (formerly the Krantz Brewing Co) and in Buffalo, NY (formally the Iroquois Beverage Co.). From 1966–1968 the labels were produced by the Buckeye Brewery (Toledo, OH) and the Queen City Brewing Co. (Cumberland, MD). The Cleveland-Sandusky company ceased in 1968.

Why did the Cleveland-Sandusky brewery, struggling to survive as an independent in the 1950s, make these ornate statues in three variations? The answer is unclear. But Jeff Buchler is happy to have this horse drawn trio as part of both his Ohio breweriana collection and extensive array of back bar statues.



The Cleveland-Sandusky Brewing Corp. commissioned three versions of its elaborate Old Timers Ale horse and carriage chalk statues in just a few short years in the early and mid 1950s. They are each 18 x 12 in., but differ in color, and the one at right has raised lettering on the base. It is a mystery as to why these differed, being made at around the same time or in a matter of just a few years. Jeff Buchler recently added the one in the middle to his extensive back bar statue collection to complete this remarkable and somewhat mysterious set.

Let's Talk Breweriana

by Rich La Susa, Brewery Historian



You don't have to be a star to be in this show

Since 2004, A wide variety of beer advertising pieces have appeared in my Let's Talk Breweriana and NABA Breweriana Detective columns in this magazine. Not all would be considered feature attractions. Or even considered at all.

Relatively few collectors of U.S. breweriana are avid seekers of odd-ball advertising. To them, there seems to be an inexplicable magnetic attraction to advertising gimmicks and gadgets. Unless you apply the simple and time-honored adage "If it says beer, someone will collect it."

The 16 pieces highlighted in this article appeal to me—and many who own them—because they're anomalies; unconventional, unusual or unique. It helps some that most fit into traditional collecting specialties: a favorite brewery or breweries in a city or state. Or broader categories such as chinks, foam scrapers, openers, mugs and statues.

Early in my selection process, I recalled the 1976 Marilyn McCoo/Billy Davis Jr. song "You Don't Have to be a Star (To Be in My Show)." It sounded like an ideal theme for this project.

The pieces presented here are role players; niche pieces that fill a collector's need, as they did for breweries, beer distributors and retailers. Three of them are from prior to 1920, when national Prohibition began, the others date from the mid-1930s to the early 1960s.

Most are considered rare, certainly scarce; bestowed with the exulted, oft-used, only-one-known status by the experts. Which is reasonable. They likely were made in limited quantities and unlike hundreds of other pieces, somehow survived the rigors of use and time. They also range in size from small to very large, made in many shapes from a variety of materials. I own a few of these odd balls.

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SPRING 2004 ISSUE

Trommer's tap handle

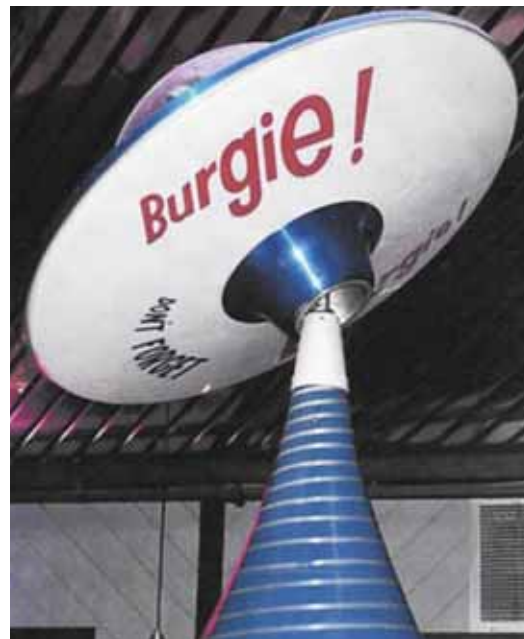
There are many unanswered whys and wherefores concerning this futuristic, one-only-known Trommer's Malt Beer tap handle. It was manufactured during the late 1930s or early 1940s by the Vidrio Products Corp. of Cicero, IL, for brewer John F. Trommer, Inc., Brooklyn NY and Orange, NJ. The only other known example in this design—also a Vidrio product—advertises Croft Red Label Beer, Croft Brewing Co., Boston, MA. We don't know for certain if they were production pieces, prototypes or samples used for sales presentations. The sculptured chrome body has a convex plastic bubble dome that covers a black insert that carries the Trommer name and brand. It is in the collection of NABA member George Arnold. Vidrio is best known for manufacturing and marketing household and commercial appliances, including food and beverage blenders.



SUMMER 2006 ISSUE

Burgie Flying Saucer display

If big and flashy advertising appeals to you, your needs would be fulfilled by this animated Burgie mechanical space-age-fantasy store display. It was first used in 1963 by the Burgermeister Brewing Corp., San Francisco CA, likely taking advantage of the UFO craze. Burgie's "Little Professor" character sits between two Burgermeister cans in a Plexiglas bubble on top of a saucer-shaped device mounted on the tip of a long, inverted teardrop-shaped blue metal body. When activated, the saucer revolves and undulates, lights blinking. The piece is 60" high; the saucer 40" in diameter. A variant has a silver base. The Paul Stanley & Co., San Francisco, CA, made them. I have seen two in person: in the center of a large oval bar in the Red Oak brewpub in Greensboro, NC in 2005 (shown in the photo) and at a private museum in Mesa, AZ in 2015.



AUTUMN 2006 ISSUE

Canadian Ace chalk egg holder

Patrons who sat at a bar in a Chicago tavern during the late 1940s may have used a molded chalk bowl like this one for Canadian Ace Brewing Co., Chicago, IL. The appeal wouldn't have been the beer brand it advertised or its unusual design, but what the bowl contained—at least a dozen hard-boiled eggs, a popular snack for hungry beer drinkers at the time. It is 10 x 8 in. deep, and its diameter is 6.5 in. The body is supported by three legs made from empty seven-ounce glass Canadian Ace bottles that are authentically labeled. There are only two known in collections. The Gipps Brewing Corp., Peoria, IL, used a less-sophisticated one-piece design that incorporates three painted chalk bottles with decal labels (see Summer 2007 issue).



AUTUMN 2010 ISSUE

Mini bottles wooden box

Good things sometimes do come in small packages. However, this early 1950s box was empty when I found it in an antiques shop in 1998. In Fairbanks, AK! It once contained a dozen souvenir beer mini bottles; two each of six different brands: Schlitz, Millers, Budweiser, Ruppert, Blatz and Atlas. Spellings are as printed on the front and back, along with "One Case Twelve Bottles Beer Miniatures Asst. [Assortment]." It is 6 in. x 4.25 in. and 4.5 in. deep. Proof of who distributed it is not conclusive, but most likely it was Bill's Specialty Co., Milwaukee, WI, a leading mini bottle maker. This conclusion is based on information in Bob Kay's definitive 1980 reference book, "Miniature Beer Bottles & Go-Withs."



WINTER 2009 ISSUE

Dick Bros. mammoth mug

Size is the primary feature of this mammoth mid-1940s pottery mug display used by the Dick Bros. Brewing Co., Quincy, IL. It is 11 in. high by 9 in. across the bottom and 7.75 in. across the top. It weighs in at a hefty 12 pounds and was manufactured by Monmouth Pottery Co., Monmouth, IL. As the old aphorism goes, beauty is in the eye of the beholder, but you have to squint hard to find that quality here. Maybe if I specialized in this brand or type, my opinion could differ significantly. The washed-out appearance on the example I photographed in an antiques mall in Decatur, IL in 2002 is the result of a flaw in the manufacturing process, explained NABA member Barry Kessell, the foremost authority on the history of Dick Bros. "It was painted over the glaze, so it is easy to wash it off." If you're seeking a challenge, this behemoth could hold two gallons of beer.



WINTER 2010 ISSUE

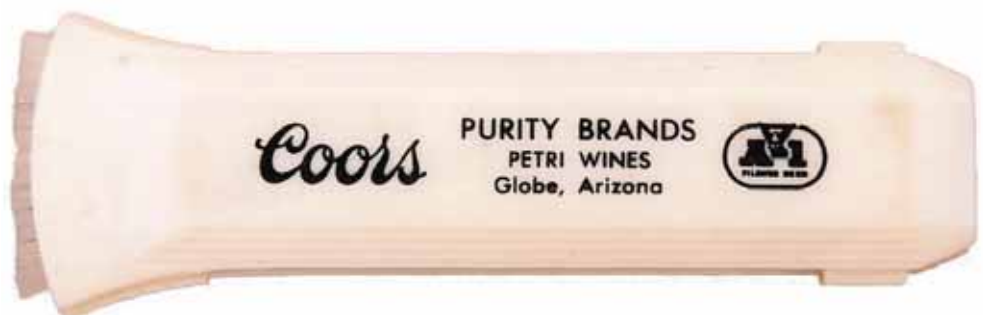
Schmidt City Club spare tire cover

Imagine rolling along a road in the 1930s and suddenly you see a moving beer advertisement. Not on a delivery truck, but on an auto's spare tire cover! It advertises Schmidt City Club Beer from the Jacob Schmidt Brewing Co., St. Paul, MN. I saw this handsome distributor's piece—made from a slick treated-cloth material—not while driving but on the table of collector John Gray at a breweriana show. Many automobiles from that era had spare tires mounted on rear bumpers or trunk decks. Few, however, wore such a fancy cover. The only other beer version I know of advertises Hamm's, from the Theo. Hamm Brewing Co., Schmidt's main St. Paul competitor. Others carried messages for products and services, political campaigns and causes, including one that demanded the repeal of Prohibition.



Coors/A-1 Beer retractable brush

The intended purpose of this inexpensive bone-white plastic gadget hasn't been firmly established. Whisking lint from a garment or tidying up the surface of a pool table are two possibilities. It certainly appeals to collectors of advertising from the Arizona Brewing Co., Phoenix, AZ, and Coors Brewing Co., Golden CO, (and even Petri wines, if you are so inclined.) A-1 and Coors experts I consulted said it likely was issued during the 1950s. Moveable tabs on each open side project and retract a white bristle brush. It is 1.25 in. high x 5.25 in. long; 6.25 in. long with a short segment of the brush peeking out, as shown in the photo. Purity Brands was a beer and liquor distributor in Globe, AZ, where the piece was found in an antiques shop, 2004.



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SUMMER 2010 ISSUE

Wiedemann toy cash register

A kid's toy with beer decals? Hard to believe, but true. This miniature cash register—18 in. x 12 in. wide x 16 in. deep—was given to distributors and retail customers in the early 1950s by the Geo. Wiedemann Brewing Co., Newport, KY. It was a marketing gimmick used to help boost sales. It was manufactured by the Western Stamping Co., Jackson, MI and sold under the Tom Thumb trade name. They're scarce according to NABA member Tom Waller, a Wiedemann expert from Cincinnati. Finding one in top condition is the real challenge. "Usually they are pretty worn, with torn decals, missing register keys, and other forms of abuse. I would imagine that some could have sat on a back bar until they fell into the hands of some grateful child."



SUMMER 2011 ISSUE

Probst Supreme gnome statue

Some breweries used elves in their advertising—including Manhattan, Frederick Bros., Old Reading and Piel Bros. but I wasn't aware that in the 1930s, at least one employed a gnome, a mythical creature of European ancestry. That is, until St. Paul, MN collector and NABA member Barry Travis furnished proof: photos of a pair of identical 16" gnome-shaped metal statues that advertise Probst Supreme Beer from the Mound City Brewing Co., New Athens, IL. I was intrigued, as were two southern Illinois brewery experts. "Wow! That's a new one on me," exclaimed Kevin Kious. Fellow NABA member Donald Roussin's response was equally enthusiastic. "It's not a piece I have ever seen. Don't believe [the late] Roy Legendre, 'Mr. Mound City,' had one in his collection...so it must be rare." The owner told Travis that the statues once sat in front of a general store that a family member owned in Decatur or Bement, in central Illinois. And that they weren't for sale!



WINTER 2012 ISSUE

Clark C. Merritt paperweight

The Clark C. Merritt Co., Long Branch, NJ, manufactured scores of beer tap handles in a wide variety of sizes, shapes and materials during the 1940s-50s. When I interviewed Merritt's son, William, in 2011, he confirmed that this paperweight, and others, were used as promotional items. It is a single piece of Bakelite or another hard plastic, that was formed into two round tiers; the lower has a diameter of 3 in. and the upper 2.5 in. Bakelite, considered to be the first mass-produced synthetic plastic, was invented by Leo Baekeland in 1907. A 1.625 in. convex plastic insert that advertises Merritt's torpedo-style knobs is imbedded on the top of the piece. Many Merritt tap handles were butterscotch color. A red version of this paperweight is on page 16 of George Baley's "Vintage Beer Tap Markers" (2003).



SPRING 2013 ISSUE

Karsch foam scraper

Most foam scrapers feature a ho-hum flat, rectangular design. Not this early 1900s stylized model from the Karsch Brewing Co., College



Point, Long Island, NY in Ed Beckmann's collection. The most interesting feature isn't its rarity—which it has—but its unique construction, a pronounced curve that forms a handle. The brewery's name is etched in delicate blue lettering on a bone or ivory body, two durable materials that were used to make the earliest Pre-prohibition scrapers. Celluloid, the first synthetic plastic—it dates to the 1860s—also was used, but often lacked durability. Most Post-prohibition scrapers were made of some type of plastic, including Bakelite, celluloid and Lucite, an acrylic.

WINTER 2014 ISSUE

Canadian Ace noisemaker

This small, simple 1930s wooden toy-like paddle was designed with two purposes in mind. The most obvious, to be used to make noise—usually by adults enjoying an evening in a night club—and to advertise services and



products. Canadian Ace Beer was the secondary brand of the Manhattan Brewing Co. (Chicago). The paddle is 8.5 x 2 in. A pair of red wooden spheres at the tips of 3-inch metal bands is stapled to the body. It was made by the National Souvenir Co, 185 W. 44th Ave., New York. Text on the reverse side includes N. T. G. and "America's Prince of Hilarity." Nils T. Granlund produced "Fairest of the Fair" live dance revues—girlie shows, hence the bawdy imagery—for Loews Theaters and other venues. A similar noisemaker advertises Schlitz Beer, but without the female image (see Summer 2014 issue).

SPRING 2015 ISSUE

Cascade Lager ROG sign

This is an outlier. The reason I selected a Cascade Lager Pre-prohibition concave reverse-on-glass sign has nothing to do with it being odd or unusual. It's where I saw it—mounted on the left outside wall of "saloon" doors in "Road to Utopia," a 1945 Bob Hope/Bing Crosby/Dorothy Lamour comedy. The fictive location is the Yukon, Canada (it is improbable that Cascade was ever sold there); the saloon was a Hollywood studio set. Cascade was a brand of the Union Brewing & Malting Co., San Francisco, CA from 1902 to 1916. A similar ROG, which advertises Fredericksburg Beer, Fredericksburg Brewery, San Jose, CA, was on the right side of the doors. Breweriana experts with whom I consulted said both signs appear to be authentic. That two rare beauties like these would be in the prop room at Paramount Studios at the same time is difficult to imagine.



continued on page 40

SUMMER 2020 ISSUE

Jordan Beer wooden opener

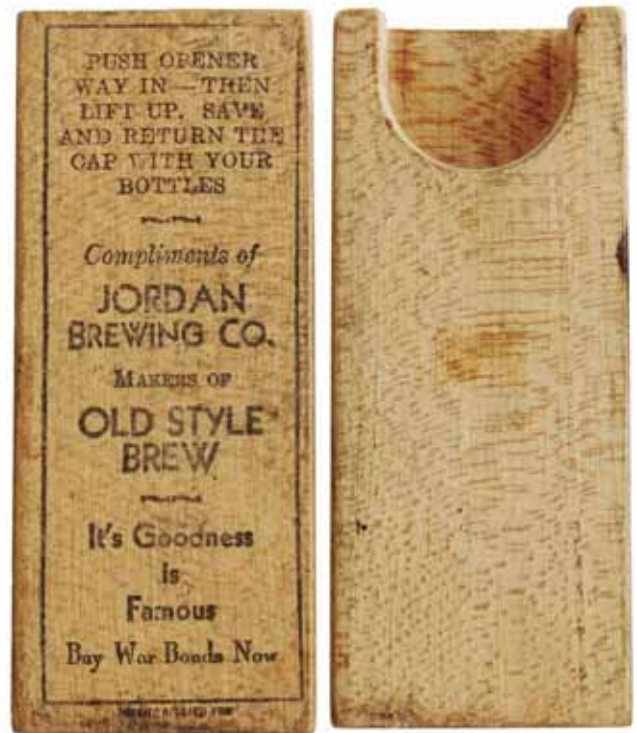
I own ball knobs with wooden housings that were used during much of the World War II era but was unaware that there was a rare wooden bottle opener from the same period. Until Minnesota breweriana collector and NABA member Pat Stambaugh advised, “It’s the only one of this type” and one of the favorites in his extensive collection. This odd gem, issued by the Jordan Brewing Co., Jordan, MN, stands alone in the pages of bottle and can opener history. It’s listed as M-61-1 in the *Just For Openers* handbook, the authority on the subject. Albeit a temporary solution, it was Jordan’s contribution to help conserve metal, which was in short supply for use in domestic products from 1942 to early 1947, almost two years after the war had ended.

WINTER 2021 ISSUE

Cook’s Indy 500 ROG sign

This is not the most unusual of the 16 items presented here, and is not the star of the impressive collection of the Miller Family of Greenfield, IN. But this unique mid-century Cook’s Goldblume reverse-on-glass back bar sign easily could win the best supporting actor award. It commemorates the Indianapolis 500, perhaps the world’s most famous open-wheel auto race. The eye-catcher of this piece is the sleek car—appearing to be in motion—that dominates the graphics. Seven racing flags of different colors radiate from its curved top, each identified along the top rim for the role it plays during the race. “It is rare to have the original flags,” NABA member Jim Miller said. It is mounted on a wooden base .

Author’s Note: A big thanks to NABA members who contributed their time, talents and knowledge to the “Let’s Talk Breweriana” and “Breweriana Detective” columns during their first 16 years in this magazine.



FARM-FRESH FIND

Dick's beer sign goes from barn to brewery

By Trey Rowe

There are still great finds out there. Some of them are even “grown” on farms. While perusing social media late one evening, a photo posted by a friend immediately caught my attention. This friend, who lives in Kansas, had posted an intriguing picture of a Dick's Beer sign. The Dick Brothers Brewery of Quincy, IL was a well-known brewery that was in business from 1857-1951.

I quickly typed a message to my friend asking about it. He told me the sign was large, measuring 5 x 3 feet and made from a heavy paper stock. I happily learned that yes, my friend would sell it. After a quick negotiation, a deal was made and three weeks later I drove the 330-mile roundtrip into north central Kansas from my home in St. Joseph, MO to pick it up.

The sign had been discovered in an old barn, covered in dirt, and laying among other items that hadn't seen the light of day in decades. Because of the U-permit on the label of the bottle depicted, the sign can be dated from 1933-35. Where and for how long it had once hung to promote Dick's with



NABA members Trey Rowe and Tom Noonan hold a rare, mid-1930s sign from Dick Brothers Brewery in Quincy, IL. The 10-cent bottle price was added by hand. The sign was recently discovered in a Kansas barn.

its humorous “more smiles per bottle” slogan remains a mystery.

Feeling that the sign belonged in an Illinois collection, I contacted my friend and fellow NABA member Tom Noonan, who owns and operates Sangamo Brewing Co., a brewery, restaurant and breweriana museum in Chatham, IL that showcases his impressive and extensive collection (See article in Winter, 2021 issue). Tom was speechless. He had collected Dick Brothers breweriana for many years and thought he had seen it all, but he had never seen a sign like this.

Tom excitedly shared a

picture of the sign with several other veteran collectors, including NABA members and local experts Dave Lendy and Randy Huetsch. They hadn't seen one like it either and wondered if it was the only known existing example. Another local expert, NABA Board member Don Roussin, was contacted. Don also had not seen the sign before, but after making inquiries, was able to confirm that at least one other example also exists in northern Illinois. Not surprisingly,

Tom was anxious to acquire another rare artifact to add to his considerable array of Dick's Beer items on display at his Sangamo facility. We came to an agreement and Tom became the new owner.

Tom says that one of his favorite things about our hobby is the friendships made through collecting, and how his friends have helped him amass his impressive collection.

I am proud to be one of those friends and to have sold him this barn-find Dick's sign and many other signs that he now has for all to enjoy when they visit his incredible Sangamo.

The big beer from a tiny Texas town

The story of Shiner and the Spoetzl Brewery

By Charlie Staats



Reverse-on-glass sign, 16 x 10 in., by Mirro-Products Company, High Point, NC, c. 1960s. Collection of Chris Wick.

There were once hundreds of tiny breweries scattered among small towns across the U.S. There were also a few in Texas. Somewhere between San Antonio and Houston, you'll find one of those tiny little towns called Shiner TX, population of about 2,100.

Somehow, that little brewery in Shiner has survived for 112 years by making a beer brand named for the town in which it's made. And it has done much more than survive—it has thrived. Amazingly, that little beer brand—once a secret treasure of Texas—can now be found in many of those tiny towns across the U.S. that lost the breweries they had 100 years ago.

This is the story of Shiner Beer

To understand why tiny Shiner had a brewery in the first place, you have to know that there was a great immigration in the mid and late 1800s of Germans (primarily), Czechs, and Austrians. Farming towns along the railroad in Central Texas began to sprout with these ethnic groups, who were especially fond of beer.

In 1901, a group of Shiner businessmen and farmers, who were tired of being dependent on beer “imported” from San Antonio and Houston, formed a stock company called the Shiner Brewing Association. Their goal was to brew something closer to what they had been used to in the old



Uranium glass neon on metal sign, 32 x 6 in., no mfg. mark, c. 1930s. Only existing example known. Collection of Charlie Staats.

world. In June 1909, a two-story wood and metal brewery was built next to the railroad track. The Association hired a man named Herman Weiss as brewmaster. Weiss closed his brewery in Galveston and along with his two sons Herman Jr. & Charles moved his operation to Shiner.

Brewing in Shiner, however, got off to a shaky start. Although a refrigeration plant was added in 1910, the brewery closed in 1912 amidst rumors of poor brewing methods. Weiss then moved to San Antonio where he operated a saloon out of his home and became head brewmaster at the San Antonio Brewing Association, makers of Pearl beer.

In August 1913, the Home Brewing Company was formed by a new group, but by 1914, the brewery was in trouble again and the stockholders offered the brewery for lease.

Kosmos Spoetzl to the rescue

Brewing success and stability came to Shiner in the form of a man named Kosmos Spoetzl, a 41-year-old immigrant. Spoetzl had formally trained as a brewer in his native Germany and was working as an assistant brewmaster 90 miles west

in San Antonio. He had extensive experience and had worked all over the world in the brewing trade—from Egypt to Canada to San Francisco—before making his way to Texas.

When he learned that the Home Brewing Co. in Shiner was up for lease, Spoetzl and Oswald Petzold took control of it in November 1914. After making some improvements they sold their first batch of Shiner beer two months later, on January 27th, 1915.

Kosmos Spoetzl was a friendly and outgoing man who brewed good beer. His product caught on locally to the extent that he and his partner were able to buy the brewery in November and renamed it Petzold & Spoetzl in 1915. They installed a new larger storage vat and introduced bottled beer.

When Prohibition came, most breweries in Texas closed. His wife Elsa died in 1921 and Kosmos returned to Germany for a time. He continued to operate his plant, which was renamed the Home Brewery. The company became both an ice factory and made near beer called Texas Export.

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This 1928 newspaper ad demonstrates both the restoration of the Spoetzl name to the brewery as well as its promotion as a "home-town" ice factory. Collection of Charlie Staats.



Ice Pick, 8-in., from when brewery was called Spoetzl Brewery & Ice Factory. Used as a promotional giveaway. c. 1928-1934. Collection of Chris Wick.

By 1928, the company was renamed the Spoetzl Brewery and Ice Factory.

During Prohibition, the brewery secretly made the occasional batch of beer that was not so “near.” In January 1933 Spoetzl was convicted of making and transporting full strength beer in Houston. He paid a \$500 fine and spent 90 days in jail.

Despite his run in with the law, Kosmos was able to brew real beer again after Repeal and his business thrived. Kosmos’ daughter Cecelie, known as “Miss Celie,” became the business manager and his nephew, German-born August Haslbeck, joined the firm in 1934 as a brewer. In 1935, the company dropped the Prohibition-era ice factory part of its name and became simply the Spoetzl Brewery.

An outgoing man who was a natural promoter, Kosmos realized he had to grow the market for his beer beyond the limitations of tiny Shiner. Kosmos and his pet dog roamed the local countryside handing out cold beer from the back of his car. His efforts paid off—by 1940 Shiner beer was available within a 120-mile radius of the brewery.

World War II brought hardships for brewers nationwide in the form of shortages of brewing ingredients and production materials. Nonetheless, the Spoetzl Brewery added a new brick bottling room and two years after the war ended in 1947, constructed the white brick plant that resembles The Alamo that is still in use today. The Spoetzl brewery was flourishing when Kosmos died at 77 in June 1950.

The Brewery



This photo of Kosmos Spoetzl, c. 1940 was prominently replicated on a historical mural (below) that can be seen in the brewery’s visitor center.



The Shiner brewery (top) as it appeared when first built in 1909. The Mission-styled structure above is reminiscent of the nearby Alamo and was built in 1947 as part of a major expansion effort. Today, the brewery uses it as a visitor’s center and taproom, with more contemporary buildings attached to it to handle modern machinery and increased brewing capacity.



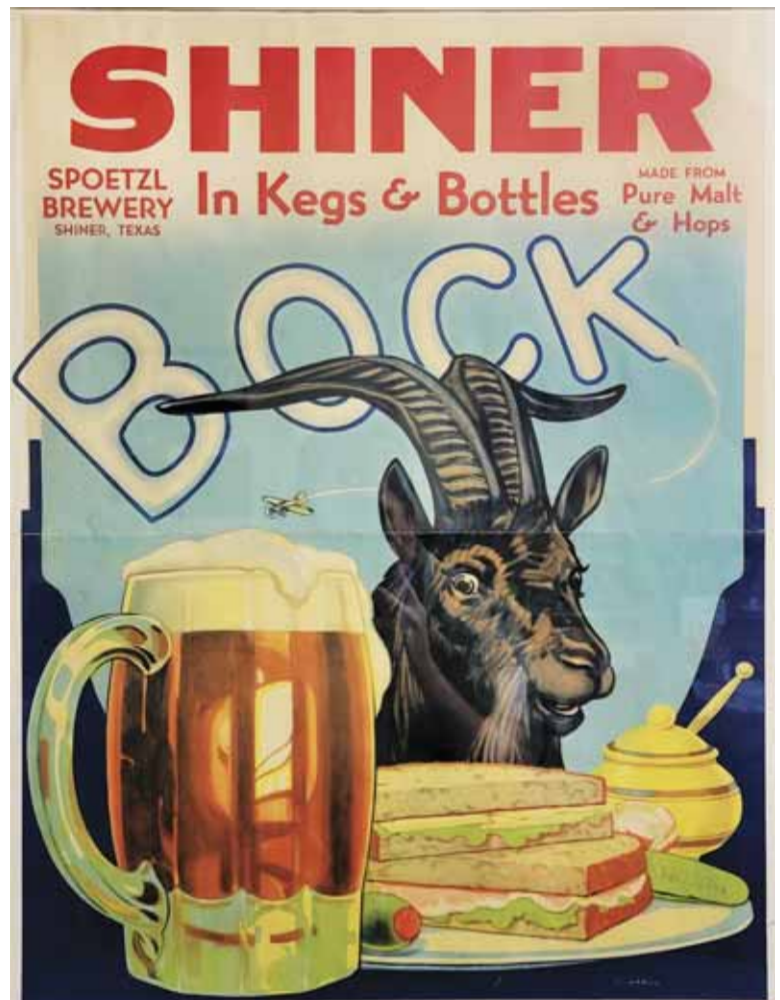


Lithograph with calendar, 14 x 28 in., by Gerlach-Barklow Co., Joliet, IL, 1939. All signs on this page, collection of Chris Wick.

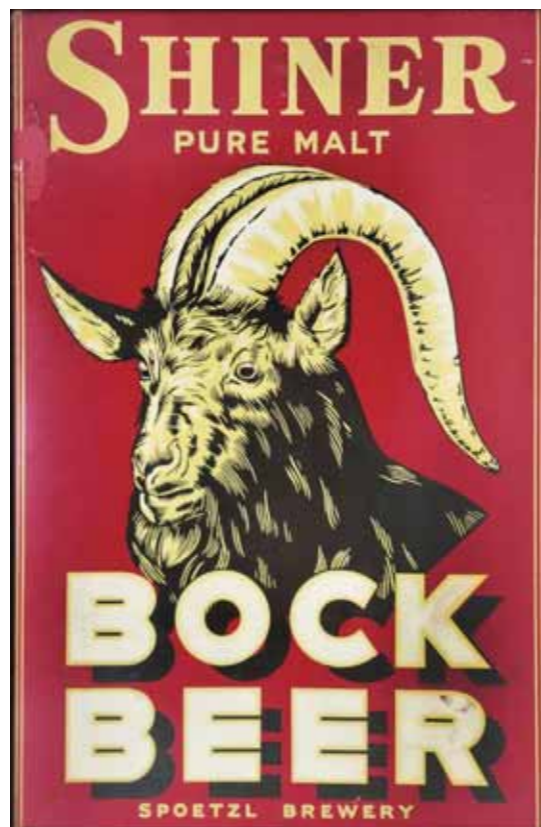
Brewery management and ownership changes

The brewery was left to Kosmos' daughter, Miss Celie, who became the only female sole owner of a brewery in the U.S. at that time. To address the changing tastes of American beer drinkers during that period, Celie changed the beer's formula from an all-malt heavier beer (that had been promoted heavily as such and is said to have been based on Kosmos' family recipe), to a lighter lager. She renamed it from simply "Shiner Beer," to the more premium sounding "Shiner Texas Special Beer,"

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Bock poster with date stamp of January 30, 1941, no mfg. mark.



Bock poster, 11.5 x 18 in. without frame, no mfg. mark, c. 1940s.

Although still small, the brewery continued successfully and was run by Miss Celie for 16 years after her father died, until 1966. It was then that Bill Bigler, brewmaster for the Lone Star Brewery in San Antonio, left his position there and bought the Spoetzl Brewery. This ended 52 years of Spoetzl family ownership.

Just two years later in 1968, Polish-born Chester Terpinski, a brewmaster who had worked at the International Breweries' Findlay, OH plant (formerly Krantz, where Old Dutch was made), and a group of stockholders purchased the brewery.

The new ownership wanted to build on Spoetzl's legacy. In 1970, a decision was made to shorten the brand's name to simply "Shiner" from "Texas Special Shiner," and in 1971 to finally package the beer in cans. Shiner gained popularity in Austin and



Kosmos Spoetzl's daughter, "Miss Celie," shown here at left with her own daughter, Rosa, took control of the family brewery after her father died in 1950. Rosa joined her in the business in 1964. Photo c. 1950s, collection of Charlie Staats.

1930s



Extremely rare debossed tin-over-cardboard sign, 12 x 7 in., no mfr. mark, c. 1933-35. Collection of John Williams.



Extremely rare embossed tin-over-cardboard sign, 12 x 7 in., no mfr. mark, c. 1933-34, when brewery still had "ice factory" as part of its name. Collection of John Williams.



Reverse-on-glass sign in metal frame, 14 x 8.5 in. no mfr. mark, c. late 1930s. Collection of John Williams.

1940s



Reverse-on-glass sign, 10 x 5 in., The Franklin Co. Advertising, Chicago, IL, c. 1940s. Collection of Chris Wick.



Reverse-on-glass sign, 16 x 8.5 in., no mfr. mark, c. 1940s. Collection of John Williams.



Smaltz painted sign, pressboard mounted on plywood, 49.5 x 37 in., c. 1940s. Collection of Chris Wick.

became a staple drink of students at the mammoth University of Texas there. It was at this time that Shiner Bock began to gain almost a cult following. It became so popular that in 1978, the decision was made to offer the seasonal all year round.

But the Shiner brands faced increasingly stiff competition from the big national brewers, and the Spoetzl Brewery came under new ownership in 1984. The company was purchased by a group of Texan investors calling themselves the Great Texas Brewing Company. The investors were led by Dr. Pat Wagner, one of three brothers who also were the only three doctors in Shiner. Despite Wagner's love for all things Texas, Shiner's woes continued, as it became a discounted brand, tarnishing its once premium position.

Alvarez saves the day

Salvation for the Spoetzl Brewery and its Shiner Beer came in the form of a visionary beer executive named Carlos Alvarez. A native of Acapulco, Alvarez's father owned a Corona beer distributorship where he learned the beer trade. After college, he joined Grupo Modelo—brewers of Corona—and held several sales positions, taking over exports in 1978.

In 1981, Alvarez gained approval to take Corona Extra to the U.S. In 1986 he moved to San Antonio and started the Gambrinus Company, which became the U.S. importer for Corona and other Modelo brands. Gambrinus managed sales and marketing for Corona and Modelo for the next 20

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1950s



Three 1950's era signs advertising Shiner Texas Special, all from the collection of Chris Wick. At left, die-cut counter sign of composite material, 11 x 11 in., no mfg. Mark. At right, a rare, reverse-on-glass sign, 12 x 8 in., by Mirro-Products Co., High Point, NC, rare. Bottom, vacuum-formed plastic with cardboard back, 30 x 10 in., also by Mirro-Products Co.



Unique, hand painted figure on wooden cut-out, 4 ft. high, used in the 1930s as part of a parade float. Charlie Staats acquired this piece of folk art in 1997—it came from a Pearl/Shiner distributorship in Yoakum, TX, about 10 miles south of Shiner. Collection of Charlie Staats.



1930s tap marker, 2.75 x 8.5 in. Collection of Chris Wick.



A trio of tappers, from left, representing the 1930s, 1940s and 1950s. Collection of Chris Wick.



Today, Shiner produces a wide variety of beer styles and with colorful labels and names, reflecting modern craft beer trends.

years, until 2006. Carlos Alvarez helped build Corona into one of the best-selling beer brands in the U.S (it surpassed Heineken in 1997 as best-selling import) and one of the Top 100 Most Valuable Brands in the World, as ranked by both Interbrand and Forbes.

Living in San Antonio, Alvarez saw Shiner's potential in its cult following among the city's young adults and increasing popularity in Houston and Dallas. In 1989, Alvarez bought the Spoetzl brewery from the Great Texas Brewing Co.

Alvarez quickly repositioned Shiner as a more premium craft beer and its sales skyrocketed, almost doubling from 30,000 barrels to 53,000 barrels between 1990 and 1992. Shiner Bock accounted for about 80% of that production.

In 1993, Shiner expanded its distribution outside of Texas for the first time, into 14 additional states. It introduced many brand line extensions in different styles. Today, Shiner beer is distributed in 49 states across the country.

The tiny Spoetzl brewery in the small town of Shiner is not so tiny anymore. But as in its early days, it is prospering as a family-owned business. Kosmos Spoetzl would be proud.

Shiner in Lights

From the collection of Chris Wick



Neon sign with state of Texas outline, 24 x 11 in. This piece may have been commissioned by a local distributor. No mfg. mark, c. 1980s.



Lighted sign, 24 x 9 in. plastic ad panel in metal frame, by Tel-A-Sign, Inc., Chicago, IL, c. 1950s.



Lighted sign with plastic ad panel in an aluminum frame and box. 24 x 11 in., by Mirro-Products Co., High Point, NC. The back panel has a stamped date of manufacture of 12/17/1985. This was created at a time in the 1980s when smaller, "microbreweries" were beginning to gain a following for their craftsmanship, quality and variety of styles. By this time, Shiner's bock brand had developed a strong following and was being offered year-round.



These "tear drop" style clocks were made in the early 1950s by the Ohio Advertising Display Co., Cincinnati, OH. They were popular point-of-sale pieces, especially for larger, neighboring brands like Lone Star Brewing of San Antonio. It is believed that a few of these were retrofitted for Shiner, using the ad panel from the sign pictured above, by a Spoetzel Brewery employee who worked on clocks and signs.



Lighted sign featuring a camping scene, 24.5 x 10 in., plastic ad panel in metal frame, by Tel-A-Sign, Inc, Chicago, IL, c. 1960s.



Lighted motion sign (spinner is behind the beer mug), 25 x 10 in., by Neon Products Incorporated, Lima, OH, c.1970.



Plastic uplit back bar sign (using blue light), 11 x 11 in., no mfg. mark, c. 1958.

Shiner Labelology

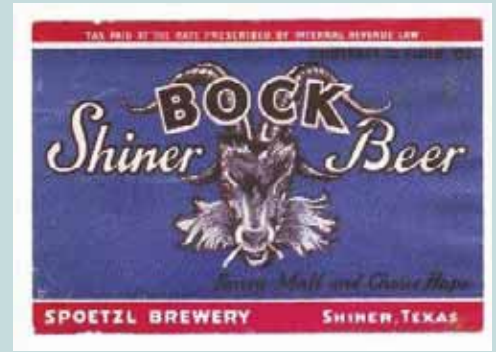
Collection of Charlie Staats



Prohibition



1930s



1930s



1940



1940



1950



1958



1960s



1970s



1970s



1970s



The first NABA/Morean Auction, held both online and live at the NABA Convention on July 30, 2021, was a tremendous success, both in quality of items sold and prices achieved. Prices shown below are gavel prices and do not include buyer's premiums. Here are a few highlights.



Pre-prohibition Seitz Pale Beer tray, Seitz Brewing Co. Easton, PA, 16 x 13 in., by Chas Shonk, \$4,600.



Walter's Beer sign, Walter Brewing Co., Pueblo, CO, 12 x 7 in. by Leye Aluminum Co., Kewaunee, WI, c. 1930s, \$2,900.



Cream City Beer ball knob, Cream City Brewing Co. Milwaukee, WI, by J.E. Newman Co., Pittsburgh, PA, c. 1930s, \$1,550.



Pre-prohibition reverse-on-glass Schlitz Atlas Brau Beer sign, Jos. Schlitz Brewing Co. Milwaukee, WI, 33 x 16 in., \$14,500.



John Graf's Weiss Beer and Beverages Lithograph, c. 1880s; Milwaukee, WI, 26 x 37 in., \$4,900.



Pre-prohibition reverse-on-glass Hanley Peerless Ale sign, James Hanley Brewing Co. Providence, RI, 26 x 22 in., by Thomas Jones Dec. Glass Co. Brooklyn, NY, \$5,250.



Budweiser Beer die-cut cardboard sign; Anheuser-Busch Inc. St. Louis, MO, 60 in. long, c. 1940s, \$1,100.



Atlas Prager tin-over-cardboard sign, Atlas Brewing Co. Chicago, IL, 23 x 11 in., made in Coshocton, OH, c. 1950s, \$2,200.

More from Morean



Complete six pack of Bluebonnet Beer Cans, Dallas-Fort Worth Brewing Co., Dallas, TX; c. 1950s, \$21,500.



Pabst Bock paper window sign, Pabst Brewing Co., Milwaukee, WI, 21 x 8 in, by Magill-Weinsheimer Co., Chicago, IL, c. 1930s, \$3,648.



Franklin & Hayes Brewing Co. tin sign, Pocatello, ID, 14 x 17 in., by H.G. Brace & Co., \$26,910.



Scotch Ale Gillco lighted sign, Liebmann Breweries, Inc., Brooklyn, NY, 14 in. diameter, by Gill Glass Co., Philadelphia, PA, c. 1930s, \$8,483.

eBay Auctions



1940's Wieland's Bock Beer sign, Pacific Brewing & Malting Co. San Jose, CA, 27 x 20.5 in., c. 1940s, \$450.



Sierra Beer calendar, Reno Brewing Co. Inc., Reno, NV, 15 x 10 in., \$761.



Pre-prohibition Home Brewing Co. tray, Indianapolis, IN, 16 in., by American Art Works Coshocton, OH, \$1,028.



Acme English Town Ale cork crown, Acme Brewing Co., San Francisco, CA, \$810.



Schneider's Brewery tray, Lebanon, PA, 16 in. \$2,000.



Rare Copper City Brewing tray, Douglas, AZ, 16.5 in, \$5,488.



Ortlieb's Bock Ale tray, Ortlieb Brewing Co., Philadelphia, PA, 12 in., \$1,010.



Rare Copper City Brewing tray, Douglas, AZ, 16.5 in, \$5,488.



1909 Kiewel Beer horse drawn wagon postcard; Kiewel Brewing Co., Little Falls, MN; \$510.



Y-B Dry Beer tip tray, Yonkers Brewery, Yonkers, NY, 4.25 in., \$532.

eBay Auctions



Pre-prohibition Rahr Beer reverse-on-glass corner sign, Rahr Brewing Co. Green Bay, WI, \$4,495.



Pre prohibition tin-over-cardboard sign for Gilt Edge Ruhstaller Beer, Sacramento, CA, 17.5 x 7.5 in., by American Art Works, Coshocton, OH, \$600.



Jordan Pilsner Beer plastic Sign, Mankato Brewing Co. Jordan, MN, 9.5 x 5 in., \$561.



Pre-prohibition Leinenkugels cardboard framed Sign, J. Leinenkugel Brewing Co., Chippewa Falls, WI, 15 x 6 in., \$3,550.



Old German Beer "shelf-talker" sign, Cumberland Brewing Co., Cumberland, MD, 17.75 x 5 in., \$1,540.



Golden Foam Beer foam scraper, Orange County Brewery, Middletown, NY, \$252.



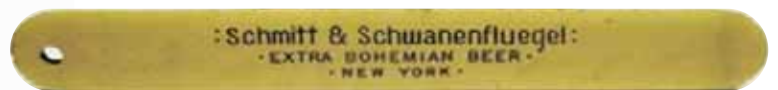
Happy Hops chalk back-bar statue, Grace Bros. Brewing Co., Santa Rosa, CA, \$2,670.



Pre-prohibition Western Brewery Co. etched glass, Belleville, IL, 3.75 x 2 in. \$997.



ABC Bohemian Beer tin spinner, American Brewing Co. St. Louis, MO, 2.75 x 1 in., \$360.



Schmitt & Schwanenfluegel foam scraper, NY, NY, \$325.



1940's Old Heidelberg Beer cardboard sign, Blatz Brewing Co., Milwaukee, WI, 21 x 11 in., \$1,031.

From the estate of a former owner of Bastian Bros Signs of Rochester, NY, a seller offered a large array of new old stock celluloid over cardboard signs on eBay.



Marx's Pilsner Beer, Marx Brewing Co., Wyandotte, MI, \$1,275.

Berlin Export Beer, Berlin Brewing Co., Berlin, WI \$1,500.



Koehler's Beer, Koehler Brewing Co., Erie, PA, \$1,510.

Stag Beer, Griesedieck Brewing Co., Belleville, IL, \$798.



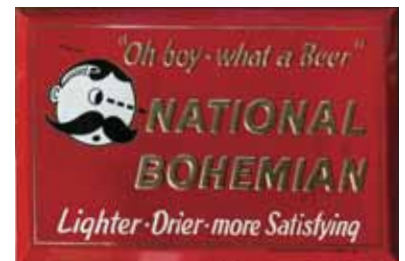
TOC Signs are on Fire!



Kling's Beer, Ph. Kling Brewing Co., Flint, MI, 15 x 6 in., by Bastian Bros. Rochester, NY, \$2,048, Morean Auctions.



Nickel Plate Beer, Centlivre Brewing Co., Ft. Wayne, IN, \$766, eBay.



National Bohemian Beer, National Brewing Co., Baltimore, MD, 9.25 x 6.25 in., \$1,010, eBay

Little knobs continue to bring big bucks on eBay



Jockey Club Beer, Hemrich Brewery, Seattle, WA, \$455.



Brockert's Lager, Brockert Brewing Co., Inc., Worcester, MA, \$723.



Saratoga Beer, Amsterdam Brewing Co., Amsterdam, NY, \$1,525.



Rainier Beer, Rainier Brewing Co., San Francisco, CA, \$1,000.



Emerald Ale, Amsterdam Brewing Co., Amsterdam, NY, \$1,525.



A-1 Beer, Arizona Brewing Co., Phoenix, AZ, \$375.

Menominee-Marinette Brewing Company Menominee, Michigan



Ed. Note: This is the 16th installment in our series about Michigan breweries surveyed during 1944-45 by the state's Liquor Control Commission. This historic survey document is an important resource for industry historians and provides an excellent opportunity to profile these breweries and their breweriana. The first of this series appeared in Vol. 180, Winter 2018. Subsequent issues have covered 15 of the 23 Michigan breweries covered in this survey of the 1944-45 era, presented in alphabetical order.

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

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

BY LARRY MOTER

This brewery literally straddles the border of Wisconsin (Marinette) and Michigan's Upper Peninsula (Menominee) at their junction on the western edge of Green Bay (Lake Michigan). Obviously, the brewery's sales territory was both states.

Recently, I procured an 1894 era book titled, "Pen and Sunlight Sketches of the Principal Cities in Wisconsin" (excluding Milwaukee). The book somehow includes Menominee, MI as a Wisconsin city and summarizes the early history of the Leisen & Henes Brewing Company.

Leisen & Henes evolved into the post-pro Menominee-Marinette Brewing Company but operated with a different corporate name, United Beverage Company, during Prohibition. United Beverage made near beers, ginger ale,



Left: Porcelain corner sign for Menominee Select Beer. Mfg. by Burdick, Chicago IL. 14x16 in., c. 1940s. Collection of Dave Alsgaard.

Below: Excerpt from 1894 book *Pen and Sunlight Sketches of the Principal Cities in Wisconsin*.



and sodas and per the 1936 Michigan Brewery survey, still produced sodas.

American Breweries II has some question marks regarding the early progenitors/company names of this brewery, but the 1894 book includes a factory scene (at left), corporate officers, and their beer brands: Our Ideal, Braun, Gold, and Standard.

Continued on page 56

Date: August 9, 1944 Inspection by Edwards

FIRM NAME: Menominee & Marinette Brewing Co.

LOCATION: Menominee, Michigan.

BREWMASTER: Sigmund Lingsbeck.

ANNUAL CAPACITY: Rated - 50,000 Bbls. Storage X 8 - 52,580 Bbls.

PRODUCTS MANUFACTURED: Beer only.

FACTORY BUILDING: The brewhouse proper has undoubtedly been built since repeal. The other buildings are much older, but somewhat modern in appearance and construction. Some of the buildings have steel exterior, though most are of brick and concrete. The cooling room is closed and ventilated with filtered air. This concern, at one time, made soft drinks and the rooms and equipment are still there, but they are not used. All parts of the brewery were well painted and maintained.

SANITARY and COMFORT FEATURES: Modern toilets and wash facilities.

EQUIPMENT: Most of the equipment appeared to be new and modern. Equipment consists of Malt cleaning mill, Malt grading mill, Grain scale, Hopper, Malt fan and grout, Brewing kettle, Hop jack, Beer cooler, Wood fermenting tanks, both wood and steel storage tanks, Filters, carbonation equipment, refrigeration equipment, Keg washer, Fitcher, and Tanker, Bottle washer, Filler, Capper and Pasteurizer. Bottle filling equipment uses both Knocks and jetties. Lammson system of carbonation has been replaced with Wittenman carbonation. All equipment is of the usual design.

RAW MATERIALS: Two beers which are later blended into one beer. 144 bbls per brew - #1 #2

| | | |
|---------------|------------|------------|
| Malt | 9900 - 69% | 4814 - 70% |
| Hops | 70 | 70 |
| Grits | 1500 | 1800 |
| Kaite Dextrin | 250 | 250 |



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balling than they get. Indicates low conversion or low quality materials. Pounds malt per 100l. in brew #1 - 26.9, #2 - 32.2.

MANUFACTURING PROCESSES: Malt is malted, ground, weighed, and mixed with adjuncts in the usual manner. Malt is soaked, brewed, hopped, cooled, fermented, stored and packed in conventional manner. The Lammson method of carbonation has been entirely replaced by modern carbonators. Air is removed from bottles by both jetties and Knocks. Air is used most of the time for counter pressure. The brewmaster states that the two types of brews produced are blended before bottling. (Probably do this as a means of complying with FDA requirements).

CLEANLINESS and SANITATION: All parts of the brewery and equipment seemed to be in good condition. However, brewery was not operating at time of inspection.

RESULTS OF CHEMICAL ANALYSES: This brewery did not submit samples in sufficient time to be included in tabulation. Three beers were finally sent: Menominee Select Beer, Old Craft Beer, and Silver Cream.

| Laboratory Number | Silver Cream | Men. Select | Old Craft |
|--------------------|--------------|-------------|-----------|
| 353 | 352 | 351 | 350 |
| Original Balling | 8.1 | 7.1 | 7.0 |
| Alcohol by weight | 2.6 | 2.6 | 2.6 |
| Alcohol by volume | 7.29 | 7.29 | 7.29 |
| Specific gravity | 1.008 | 1.007 | 1.006 |
| Extract apparent | 2.6 | 2.6 | 2.7 |
| Extract real | 4.0 | 4.0 | 4.0 |
| Total acids | .119 | .119 | .122 |
| Protein | .030 | .030 | .030 |
| Phosphorus | .033 | .033 | .030 |
| Ash | .16 | .16 | .16 |
| Protein % 15 | .482 | .478 | .478 |
| Phosphorus (calc.) | .065 | .063 | .063 |
| Ash (basis) | .27 | .27 | .27 |
| Color | 4.1 | 4.1 | 4.4 |
| CO ₂ | 2.15 | 2.23 | 2.27 |
| Alp | 1.3 | 4.8 | 2.6 |
| Starch | None | None | None |

REMARKS: Analyses show all three beers to be alike except Old Craft is darker in color. All three beers are low cost, low balling beers of fair quality.

CONCLUSIONS: A small brewery producing a low balling beer of fair quality. The brewmaster was rather reluctant to give information. However, Mr. Henes was very cooperative. The brewery was not operating at the time of inspection.

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Leisen & Henes factory tray. 13x16 in., 1891-1919. No mfg. mark. Collection of Dave Alsgaard.



Oval tray from Leisen & Henes, forerunner of Menominee-Marquette, c. 1910s. 13.5 x 16.5 in. Mfg. by Meek Co., Coshocton, OH. Their slogan 'The Best What Is' appears on the upper rim. Collection of Dave Alsgaard.

This book was a "pay to play" book where businesses in the featured city bought space to promote their companies. Fortunately, Leisen & Henes bought a full page, which details its origin. "This extensive brewing business was established in 1872 by Messrs. John De Heck and George Schwarmbruch, who were succeeded in 1873 by George Harter and Frank Eggart. In February 1876, Messrs. Jacob Leisen and John Henes assumed control, and conducted the business till July 1891, when it was

incorporated under the laws of the state of Michigan with a paid-up capital of \$100,000. The brewery was destroyed by fire in both 1877 and 1890, and in both instances completely rebuilt. Production was 810 barrels in 1876 and gradually rose to 23,800 barrels in 1892 with a 40,000-barrel capacity."

Leisen & Henes was a typical small-town Midwestern brewery. It did have a crosstown rival, the Menominee River Brewing Co., which operated from 1888 to 1919 and ceased production with Prohibition.

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Factory scene advertising postcard from Leisen & Henes Brewing Co., postmarked Christmas Day, 1904. Dave Alsgaard collection.



Embossed tin over heavy cardboard sign from Leisen & Henes Brewing Co. 16.5 x 20.5 in. No mfg. mark. Collection of Dave Alsgaard.



A pair of pre-pro labels from Leisen & Henes. Their slogan 'The Best What Is' may have been used on all of their brands. Collection of John Steiner.



Pre pro label from Leisen & Henes for their Nuernberger brand. Collection of Ron Vantol.



Crosstown Brewing Rival

Factory scene tray from
Menominee River Brewing Co.
listing its brands, including Silver
Cream. 13.5x16.5 in., c. 1910s.
Standard Adv. Co., Coshocton, OH.
Collection of Dave Alsgaard.



Three Pre prohibition
labels. Collection of
Ron Vantol



Pre prohibition wooden case. Collection of Joe Wilson.

Leisen & Henes/Menominee-Marinette (often abbreviated as “Men–Mar” in post-pro advertising) both used the slogan, “The Best What Is”. Branding is interesting. The 1894 brands presented in the ad are completely different from Post-prohibition brands. The main post-pro brands were Old Craft Brew, Silver Cream, and Menominee Select, which are as pictured in the Survey (presented here) along with a bock.

Per the magnificent Pre-pro tray pictured here from the Dave Alsgaard collection, Silver Cream also was a Menominee River Brewing Co. brand. The brewery’s final brand was probably its last gasp to

survive. This brand was Big Mac beer, capitalizing on the opening of the mighty Mackinac Bridge, which connected the lower and upper peninsulas of Michigan. Although this brand has a locally-relevant name, the Men–Mar brewery ultimately succumbed to the onslaught of the large regional and national breweries and closed in 1961. The plant burned a third time around 1966 and was subsequently demolished.

Interestingly, a final branding campaign of note can be found on a sign painted on the brewery wall noted by the August 1944 survey pictured in this

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A pair of pre-pro labels from Leisen & Henes, complete with neck label for Silver Brand. This shows early use of their slogan ‘The Best What Is’. Collection of John Steiner

Late Prohibition labels circa 1933 from United Beverage Co. which in 1933 evolved into the Menominee-Marinette Brewing Co. Collection of Ron Vantol. Author’s note: American Breweries II lists Leisen & Henes closing in 1919 followed by a “???–1933, United Beverage Co.: The September, 1936 Inspection states “During prohibition this company produced near beer, ginger ale, and other non-alcoholic carbonated beverages.”





This trio of 1930s tap knobs represent the three brands produced by Menominee-Marquette Brewing Co. Collection of Don Wild.



Composition sign mfg. by Kirby-Cogeshall-Steinau Co., Milwaukee. 5 x 10.5 in., c. 1940s. Collection of Don Wild.



Attractive design on Menominee's Champion brand light beer cone top can, again using the slogan "The Best What Is". Collection of Don Wild.



Perhaps the best known Michigan can depicting the best known Michigan bridge, which opened in late 1957. Big Mac beer was produced for just a short time before the brewery closed in 1961. Collection of Joe Wilson.



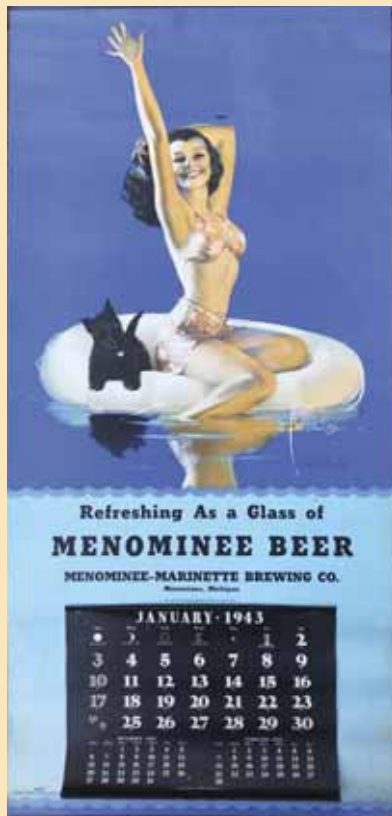
Wooden statue with Paul Bunyan standing on real log stand, promoting Menominee Beer, c. 1940's. No mfg. mark. 11 in. tall x 7 in. wide at the base. Collection of Dave Alsgaard.



14 in. round cardboard sign with unusual potmetal goose overlay. Dated 1948. Menominee-Marquette made several series of wildlife signs mostly in cardboard, overlaid on various backgrounds. Collection of Joe Wilson.

article. The sign states, "The Home of Old Craft Brew and Silver Cream." Directly below this sign one can discern fading print reading: "Cloverland's Finest Beers" and then "Menominee Marquette Brewing Co."

This raises the question what was "Cloverland" and why was it pictured on the brewery sign? Research determined "Cloverland" was an early 1900's effort (lasting a few decades) by Michigan's



Two 1940s calendars using famed pin-up artist Rolf Armstrong's illustrations: At left, a version from 1943 is 16 x 33 in. with a visual entitled "Come On In." Collection of Dave Alsgaard. At right, a version from 1944 is 16 x 32 and uses the war-themed visual entitled "Make it a date—Choose." Collection of Joe Wilson.



Cardboard sign for Menominee Bock Beer. 12 x 17 in. c. mid-1940s. No mfg. mark. Collection of Joe Wilson.



Aluminum sign for Silver Cream Beer. 5.25 x 10 in., by Leyse Alumium Co., Kewaunee WI. Collection of Dave Alsgaard.



Stand up die cut cardboard backbar sign with bottle, promoting Silver Cream's new label design. Sign is 13 x 9 in., no mfg. mark, c.1950s. Collection of Joe Wilson.

Upper Peninsula business leaders to rebrand that northern, remote part of the state as a desirable land in which to live.

After the demise of the logging industry, Michigan's upper peninsula suffered a population loss. It was said that "its famous forests had been felled by loggers, and all that was left was fields of stumps surrounded by clover, planted by teams of horses that hauled hay to the lumber camps."

Both the Leisen & Henes families were community leaders and likely joined the effort to rebrand the Upper Peninsula as an attractive agricultural environment to attract new residents. After all, a diminished population would be detrimental to beer sales.

The next brewery in this series on Michigan breweries of the 1940s is the famed Pfeiffer Brewing Company of Detroit.

A REBIRTH IN BETHLEHEM

HISTORIC UHL'S BREWERY IS SAVED AND REPURPOSED

BY: RYAN WIEAND
PHOTOS BY ANDREW RIEDI



Artist's rendition of the Uhl's Brewery, c. 1915.

Too often it seems that historical buildings—including breweries—are being demolished, and their memories often buried or forgotten as a consequence. Luckily, in history-rich Bethlehem, PA, nicknamed “The Christmas City,” a last piece of its deep brewing history is being saved from that terribly common fate.

Bethlehem was once home to Widman's Brewing Co., 1880-1938; Uhl's Brewing Co., 1856-1941; and



A pair of promotional mugs, each 4.5 in. tall, both in the same design and dated 1902, differing only by color. Collection of Ryan Wieand.

South Bethlehem Brewing Co., 1889-1954. The Uhl's Brewery building is the only Pre-prohibition brewery structure in Bethlehem that still exists. Thanks to renovation plans, the historic building could remain standing for a very long time.

The birth of Uhl's Brewery began through a friendship between a Prussian Moravian painter, Gustav Grunewald, and tavern owner John Schilling. In 1856, Grunewald convinced Schilling to leave the tavern business to



Pre-prohibition enameled porcelain corner sign, 15 x 24 in., by Brilliant Manufacturing Co., Philadelphia, PA, c. 1900.



English-made (Wade & Butcher) straight razor c. 1900.



Pre-prohibition-era brass spigot, by M. Hey Manufacturing Co., Philadelphia, PA.



Pre-prohibition opener, c. 1900. Collection of Ryan Wieand



Pre-prohibition match safe c. 1900.

start brewing his own beer, especially his delicious lager. Located close to the Monocacy Creek and approximately a mile north of the Moravians' historical industrial quarter, Schilling's brewery would eventually produce 1500 barrels per year, a sliver of what it would later produce when modernized.

In 1870, Matthias Uhl purchased the brewery from Schilling who left the brewing business and

returned to running a tavern-serving beer instead of brewing it. Uhl then enhanced the brewery to a commercial grade quality that pumped out 20,000 barrels per year. The gravity-fed brewery produced a variety of styles and labels, including Uhl's Celebrated Lager Beer, Porter, Bock Beer and Vienna Export Beer. After the Civil War, the booming railroad industry created a lot of jobs in Bethlehem. Immigrants thirsty for German lagers were flooding to the town and were lucky enough to find a local brewery in Uhl's to fulfill their thirst.

Sadly, in 1887, Matthias Uhl died. His wife Anna became the owner, with management from Marcus C. Fetter, who was the executor of the estate, as well as Anna's son-in-law, J.W. Detrixhe, who worked as the secretary and treasurer. Eleven years later, in 1898, the brewery's production increased again to

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30,000 barrels per year with the help of a more modern brewery as well as a 20-ton ice machine. Anna Uhl helmed the brewery until 1893. Over time, the brewery would have several owners and legal names, but the Uhl's Brewery name remained consistent until Prohibition.

Once Prohibition was repealed, the brewery was relaunched under the name Beth-Uhl Brewing Company, reflecting its Bethlehem location. A \$75,000 bottling shop was added. Post-prohibition beer brands included Beth-Uhl Beer, Uhl's Beer, Old Fashion Dark Beer, Ale and Porter, as well as the heavily-marketed Tannhäuser brand.

UHL'S LABELS FROM PRE TO POST-PROHIBITION



Pre-prohibition labels for Uhl's Celebrated Beer and Porter.



Mid 1930s labels for Beth Uhl's Pilsner, Dark and Cream Ale varieties.



AN OLD BREWERY GETS NEW LIFE



At left is the original brewery building and at right is a red brick structure, one of several additions over time.



The arched main entrance and windows, which were bricked up for many years, are open once again. A metal sign for the Uhl's brewery once hung above it.



A closer look at the original 1910 brewery building, which still has the name of one of its successor occupants, a wholesale paper company.



A look inside the arched front entry reveals a similar interior arch and at left, an iron circular staircase.

In 1941, a new brand was introduced called Dibb's Beer, which the brewery called an "English Style" beer. Dibb's was short-lived, as the brewery closed that same year. In a last-ditch effort to save the brewery, the company tried to rebrand and reorganize in 1942 as the Arlington Brewing Company. Sadly, this endeavor failed, and Arlington Brewing went out of business that same year.

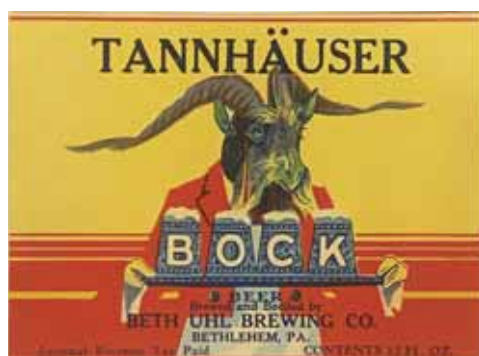
Arlington was supposed to brew a cereal beverage called "Major Brew," but it is believed that this brand was never brewed, despite bottle labels that exist to suggest otherwise.

Although building's time as a brewery had ended, the structure and its real estate were still seen as useful. The main brewery building at 810 Monocacy Street in Bethlehem, which tax records

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Uplit etched glass sign in metal base, 16 x 11 in., no mfg. mark, c. mid-1930s, may be the only existing example.



The three labels below are late 1930s labels for Uhl's Beer, Tannhauser Porter and seasonal bock varieties. Collection of Ryan Wieand.

date to 1910, would eventually become the Miller Wholesale paper facility. Years later the building was left vacant and deteriorated to the extent that in 2004, the city of Bethlehem started the process of designating the building as blighted, deeming the building unsafe for occupancy.

Brothers Garrett and Brandon Benner, who are local developers, were able to pause the blighted designation process with a proposal to purchase the brewery building from its owners at the time, Christmas City Bottling of Virginia. The plan was to renovate the property into 37 loft apartments, called Monocacy Lofts.

The Benner Brothers saw the benefits that the building's choice location had for future tenants. It is near one of Bethlehem's major roadways, Route 378, and just a short walk to downtown Bethlehem's Main Street, which is home to a variety of stores, bars, restaurants, businesses, and historical tourist attractions.

Continued on page 68



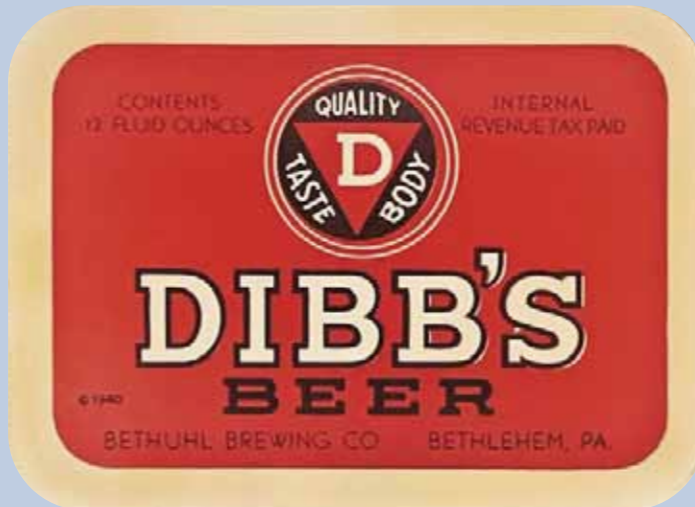
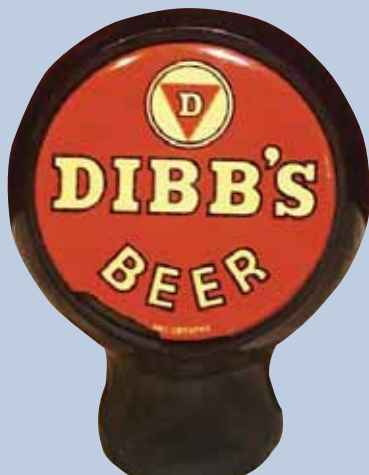
Beth Uhl unsuccessfully tried to rebrand and reorganize in 1942 as the Arlington Brewing Company. This label was copyrighted by Arlington in 1941 for a cereal beverage brand called Major Brew, that may not actually have been produced.

FIRST “DIBBS” ON BEING THE LAST

In 1941, the BethUhl Brewing Co. launched a new brand called Dibb’s Beer, which the brewery called an “English Style” beer. Sadly, the brewery closed that same year.



Reverse-on-glass sign, c. 1941. Collection of Tom Raub.



Label, ball knob and 7-oz "Nips" painted bottle, all rare, are from the collection of Ryan Wieand.



Reverse-on-glass lighted sign in metal cabinet, front and back, c. 1941, by Gill Glass & Fixture Co. (Gillco), Philadelphia, PA. Believed to be only known example.



Trio of 1930s ball knobs. Rare Uhl's Old Original. At right, early 1930s and late 1930s knobs for Tannhauser Beer. Collection of Ryan Wieand (center) and Andrew Riedi (right).

Unfortunately, the sale of the property stalled over a court battle between Christmas City Bottling and the Old Brewery Tavern, located in front of the brewery. The two sides battled over the parking lot that separates the two properties, which the tavern claimed “adverse possession” of since it had used the lot for their patrons for 21 years. The building would once again be designated as a blighted property in August of 2016.

In 2020, the brewery building was purchased for \$437,500 from Christmas City Bottling and the plan to renovate and repurpose the historic brewery to loft-style apartments came alive again. Today, an

active construction zone can be seen and the bricks that once covered the brewery’s many windows are being removed. Although it seems that some of the building’s expansions and additions as well as some auxiliary buildings are being demolished, the core brewery building will be saved.

Even though beer is no longer brewed within the Uhl’s Brewery building, the city of Bethlehem is fortunate that its last vestige of early brewing history won’t be the victim of a wrecking ball. And happily, Bethlehem’s brewing tradition has been revived with several popular, local craft breweries and tap rooms.



Two 4-inch coasters c. late 1930. Collection of Ryan Wieand.

Tray for Tannhauser Beer brand, by Electrochemical Engraving, Inc., NY, NY, c. 1936. Collection Ryan Wieand.



Tap markers, mid 1930s, for Uhl's and Tannhauser brands.



Tannhauser brand tap marker, by Grammes, Allentown, PA, mid 1930s.

Authors' Notes

Andrew Riedi: The 'breweriana collecting bug' bit me a few short years ago. As my friend Ryan and I were homebrewing in his garage, I noticed an old Neuweiler beer tray (from Allentown, PA) on the shelf and I said, "Wait... Allentown had breweries?" My passion for both beer and history prompted me to seek information about the old breweries that were once in the area. Since then, I have joined NABA, made great friends, and found some cool pieces. My main collecting focus is eastern PA, specifically the towns of Easton, Allentown, and Bethlehem.

Ryan Wieand: I'm a new NABA member who has been collecting breweriana since the early 2000s. As a lifelong resident of Bethlehem, PA, I became interested in its brewing history after finding a few items on eBay to decorate my home bar. My main interest is in breweriana from the old Bethlehem breweries: Widmans, Uhl's and South Bethlehem Brewing Co. I also collect items from other Lehigh Valley breweries from nearby Allentown, Easton, Catasauqua, and Northampton. My love for breweries and beer doesn't stop with collecting breweriana. I'm also an avid homebrewer, a member of the Lehigh Valley Homebrewers, and I judge local homebrew competitions as a certified homebrew judge for the Beer Judge Certification Program.



To comb the foam: A variety of Tannhauser foamscrapers from Pre-prohibition (top) to 1930s, middle two. At bottom is a very rare Pre-pro Vienna Beer scraper.



Aluminum embossed sign, 5 x 11 in., by Leye Aluminum Co., Kewaunee, WI, c. 1930s. Collection of Jim Lawley.

Taps



John Stadnicki

John Stadnicki, 56, of Southwick, MA, passed away suddenly on June 23, 2021. John was a NABA member for 32 years and a well-known collector of New England breweriana. He grew up in Westfield, MA and received a degree in engineering from Boston

University and an MBA from the University of Massachusetts. He worked as a mechanical aerospace engineer for 22 years at Pratt & Whitney, an aerospace manufacturer.

John is survived by his wife of 26 years, Beth, and his mother, Martha, as well as other family members and many friends.

Longtime NABA members Tom and Sue Flerlage recall John fondly as “an advanced New England collector with an extremely keen intellect and a near photographic memory, making him an invaluable resource on many aspects of our hobby. Of much greater significance is that John was just a stellar human being who was thoughtful, quick to share his knowledge, considerate, generous, and very funny. If you were his friend, you were his friend forever. He is and will continue to be greatly missed. Our love goes out to Beth and the rest of his family for their loss. Fare thee well, good friend!”

John’s fellow NABA member from Massachusetts and good friend Dan Morean said, “John was a dear friend, a kind soul, generous, and a scholar of many things—including brewery advertising. On our many visits, he always shared his vast knowledge of the provenance of so many pieces and taught me about my own collection. John was my first call when researching breweriana. Dan also noted, “John enjoyed helping friends acquire pieces for their collections, I suspect, more than he enjoyed acquiring a piece for himself. He lives on in my heart and in my thoughts.”



Art Santen

Art Santen, 87, of St. Louis, MO, passed away on July 15, 2021. Art was a long-time pressman for the St. Louis Post Dispatch, Globe and Star-Times newspapers and a U.S. Army veteran. He was predeceased by his wife, Dorothy, and is survived

by his children, Steven, Susan and Scott and two grandsons.

Art was a legend in opener collecting circles. He began collecting in 1966 and at one time, held the Guinness Book of World Records for having the most bottle openers in a collection with an astounding 32,411. He eventually exceeded 35,000 openers, and all were meticulously catalogued (by hand) according to design, material, and function. When asked why he specialized in collecting openers, his answer was simply, “Because they’re there.” In 2007 Art and his fantastic collection were profiled by the local St. Louis PBS television station in a six-minute segment.

At the 2015 NABA Convention in St. Louis, Art gave a very informative and comprehensive seminar on opener collecting, which can be viewed, along with the PBS profile, on NABA’s website (www.nababrew.com. Log in as a member and go to the Members Only tab and then click on the Member Profiles subtab.)

Art had faithfully attended all 41 Just for Openers (a NABA chapter focused on that form of breweriana) conventions since 1979. He did things his way and avoided computers until he learned he could use them as a valuable tool to research the history of breweries. He also was a living encyclopedia on the history of St. Louis. The opener and breweriana collecting worlds have lost a true giant. Our condolences go to his family and the many collector friends he had.

— John Stanley



Larry Sherk

Larry Sherk, 84, passed away on September 4, 2021. Larry lived in Toronto and was one of the most prominent Canadian breweriana collectors, referred to as “brewerianists” there. Like his grandfather and father, Larry was a horticulturist who was renowned for his

work in creating Canada’s first plant-hardiness map.

He was the author of *150 Years of Canadian Labels* and highly regarded as a Canadian label specialist. For more than 40 years, he amassed Canada’s second largest private collection containing about 3000 beer labels, many dating to the late 1800s.

In 2011, Larry donated his massive label collection to the Thomas Fisher Rare Books Library at the University of Toronto. The remainder of his collection, which included an extensive can and tray collection and other breweriana, was bequeathed to Niagara College, which offers degrees in brewing, wine, and cider making, as well as distilling.

In addition to his focus on Canadian breweriana, Larry also was a NABA member. Larry never married, choosing instead to travel the country on brewery tours with his beer buddies and enjoy his collecting hobby.

– Larry Moter



Mike Dahms

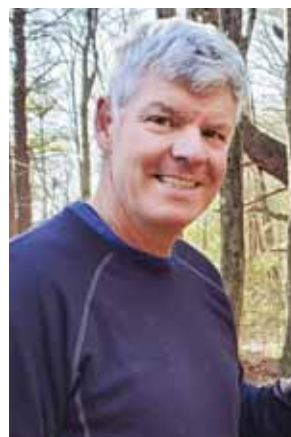
Mike Dahms, 57 of Greenville, WI, passed away on September 13, 2021, following a lengthy battle with Covid. Employed by Pierce Manufacturing of Appleton, WI, a maker of fire-fighting apparatus. Mike is survived by his sons, Sam and Noah, along with his fiancé Rhonda Sherman

and his parents Fred Dahms, Sr. and Diana Seefeldt

Mike is fondly remembered by many NABA members. Tom Curran said, “Mike was an active and gregarious member of the breweriana community. On any given weekend you could find him at a show in Green Bay, Oshkosh, Potosi or national NABA and BCCA conventions. He had an expert’s knowledge of labels and was a huge collector of anything Knapstein. I will miss him greatly.”

Jared Sanchez said, “This heartbreaking loss has stunned the breweriana collecting community. Mike was a great ambassador in the hobby and an amazing friend. In the time that I knew him, he poured so much love and knowledge into life. The hobby lost a legend and he will be forever missed.”

Ken Treml, an officer of NABA’s Packer chapter, of which Mike was a director, said, “Our chapter and the breweriana hobby in general lost a good man. And I lost a very good friend. Mike was one of our chapter’s more active and involved members. He was a hard worker and someone we could always count on. Serving on our board of directors, he consistently donated prize items, volunteered his time to make things work and keep people at our shows informed and happy. He also made the shows fun with his “Super Mike Dahms” sense of humor. He was a joy to be with, whether partying or working. This is a tough time for our chapter, and we will always remember him.”



Dave Reid

Dave Reid, 58, of North Hampton, NH passed away unexpectedly on October 2nd, 2021. Dave was well-known and highly regarded in the breweriana hobby and since 2018 served as President of The Rusty Bunch, NABA’s largest chapter. A native of Shaker Heights, OH, Dave was a

graduate of Dennison University and spent his career working in advertising at major ad agencies in Chicago and Boston and later, for Peoples United Bank in Portsmouth, NH.

He is survived by his wife Robin, two daughters, Kendra, and Hadley and granddaughter, Addison.

Dave was a man of many interests, including woodworking, music, golf and was a devoted Cleveland sports fan.

NABA members recall Dave with great respect and fondness. Scott Gray, Vice President of the Rusty Bunch chapter, said, “He was a great guy and my best friend. As the Rusty Bunch president, he convinced me to get involved and be his vice president. He was a huge figure in the hobby and always worked hard to move it forward. The most common thing people mention about Dave is that when you talked to him for the first time it felt like you had known him forever. He had a super personality.

Continued on page 72

He also was a voracious can dumper and really enjoyed the research that went into finding the old camps where the buried treasure “should” be. Dave had an extensive quart cone collection and also specialized in Cleveland, OH flats and cones.

NABA member and Rusty Bunch officer Clayton Emery recalls, “Dave was a much more advanced collector than I was but we each loved the hobby in the same way. As presidents of successful, growing chapters, our friendship became stronger. He always had time to listen to new ideas and share his own with me. He was generous to those in the hobby and hosted fellow collectors at his vacation retreat in Maine. I was lucky enough to experience his hospitality and generous nature. He leaves a void in the hobby that will be very hard to fill.”

Mark Michon

Mark Michon, 70, of Duluth, MN, formerly of Marshall, MI, passed away on October 22, 2021, after a brief and courageous battle with ALS. Mark worked for 35 years at Lakehead Pipeline/Enbridge, a company that manages transportation of crude oil and natural gas. In addition to being an avid Vikings fan, mark was a long-time NABA member. Originally from Duluth, MN Mark had an

outstanding Duluth and Minnesota Breweriana collection.

Mark is survived by Judy, his wife of 35 years, daughter, Jennifer, son, Todd, and four grandsons.

Mark was a member of NABA's Patrick Henry chapter and had many friends in the Michigan collecting community. Long-time chapter member Joe Wilson remembers Mark as a “great friend who will be missed.”

Mark grew up on the North shore region of Minnesota, so his collection focused on breweriana of the Lake Superior and Duluth areas, like the Fitgers, Royal 58 and Karlsbrau brands, as well as Northern Beer, across the bridge in Superior, WI.

NABA Board member Barry Travis recalls, “Mark always had a smile on his face. After his ALS diagnosis, he and his wife Judy moved back to Duluth. Through tears, I helped him sell off much of his collection this past summer at the NABA convention in Milwaukee. Mark greatly enjoyed the NABA conventions and sharing stories with fellow members there.”



Upcoming Shows

December, 2021

Date/Time: December 5, 9 am-2 pm
Event: 42nd Annual Ed Babitzk Show, *Sponsored by A-1 Chapter*
Address: Ed Babitzke Ranch
 11120 E. Old Spanish Trail,
 Tucson, AZ 85748
Contact: Rich La Susa: (480) 452-7186

Date/Time: December 3-4, Time Varies
Event: Horlacher Chapter "Penguin-Frolic" Show, *Sponsored by the Horlacher Chapter*
Address: Macungie Park Memorial Hall
 50 Poplar St., Route 100,
 Macungie, PA 18052
Contact: Larry Handy: (267) 221-8300

January, 2022

Date/Time: January 15, 8 am-2 pm
Event: Michigan Chapter Winterfest, *Sponsored by Michigan Chapter*
Address: Frankemuth American Legion Hall Post 150, 990 Flint Street, Frankemuth, MI 48734
Contact: Clayton Emery (231) 920-6013

Date/Time: January 21-22, Time Varies
Event: Missouri Brewery Collectables Show, *Sponsored by Gateway, KC's Best and Missouri Ozark Chapters*
Address: Inn at Gran Glaize, 5142 Osage Beach Parkway, Osage Beach, MO
Contact: Rick Kottemann (314) 575-0032

February, 2022

Date/Time: February 5, 9 am-2 pm
Event: Way Out West Show, *A-1 Chapter*
Address: Phoenix Beer Company
 3002 E. Washington St.,
 Phoenix, AZ
Contact: Rich La Susa: (480) 452- 7186

Date/Time: February 6, 10am-3pm
Event: Kickoff Classic, *Sponsored by Garden State Chapter*
Address: Polish Cultural Foundation
 177 Broadway, Clark, NJ
 07066
Contact: Mark Helder: (732) 735-0062

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Upcoming Shows

Date/Time: February 13, 7am-1pm
Event: **Superbowl Sunday, Sponsored by Bullfrog Chapter**
Address: American Legion Hall
 Wauconda, 514 Main Street,
 Wauconda, IL
Contact: Ken Kieliszewski:
 (847) 202-1877

Date/Time: February 27, 9:30 am-2:30 pm
Event: **The Vic Olson Memorial Show, Sponsored by Ar-CAN-Sas Chapter**
Address: Best Western Inn of the Ozarks,
 Hwy 62, Eureka Springs AR
 72632
Contact: Erin Jones: (479) 531-4146

Date/Time: March 17-19, Time Varies
Event: **Brewery Advertising & Beer Can Show, Sponsored by Stroh's Fire-Brewed Chapter**
Address: Radisson Cincinnati,
 Riverfront Hotel, 668 W. 5th
 Street, Covington, KY 41011
Contact: Doug Groth: (937) 554-9262

Date/Time: February 16-19, Time Varies
Event: **Blue-Gray 2022-Rayner Johnson Memorial Show, Sponsored by Capital City Chapter**
Address: Hilton Washington Dulles
 Airport, 13869 Park Center
 Road, Herndon VA 20171
Contact: Larry Handy: (267) 221-8300

March, 2022

Date/Time: March 12, 9am-2pm
Event: **44th Annual Luck of the Irish, Sponsored by Queen City Chapter**
Address: UAW Hall, 5411 Jackman Road,
 Toledo OH
Contact: John Huff: (419) 367-9713

If you have a show and want it listed here, please email information to Darla Long: bluffcitybrews9@gmail.com

Please join the A-1 Chapter
 for the
 "Way Out West"
 Vintage Breweriana Show & Sale
PHX Beer Co.
 Saturday
February 5, 2022
 * 9am 'till 2pm *

PHX Beer Co.
 3002 E Washington St
 Phoenix, Arizona

More info:
www.a-1chapter.org

A-1 CHAPTER

BCCA
 BREWERY COLLECTORS CLUB OF AMERICA

NABA
 NATIONAL AMERICAN BEER AND BREWERY ASSOCIATION

ASA
 AMERICAN SOCIETY OF ANTIQUE BEER DRINKERS

FREE!!!

The poster features a vintage-style illustration of a smiling woman in a 1950s-style dress holding a tray of beer bottles and burgers. The background is a light, textured color.

19th Annual Back Bar Display and Best of Show Contest

THE BACK BAR
 Coming to Blue Gray 2022
 Cheers!

Room #425 at the
42nd Annual Rayner Johnson Memorial Blue & Gray Show
 Hilton Washington Dulles, Herndon, VA
 February 16th to 19th, 2022

For details or to participate, e-mail The-Back-Bar@earthlink.net

The logo is a circular emblem with a red border. Inside, a hand in a white shirt cuff holds a glass of beer. The text 'THE BACK BAR' is arched across the top, and 'Coming to Blue Gray 2022' and 'Cheers!' are written in a script font on either side of the hand.

◆Buy◆Sell◆Trade◆Buy◆Sell◆

WANTED: Latrobe, PA breweriana. Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Also collect western PA memorabilia: tap knobs, neons, signs, box lights. Call Jim Mickinak, 724-539-7941 or email 10easyst@comcast.net. rV193

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

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

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

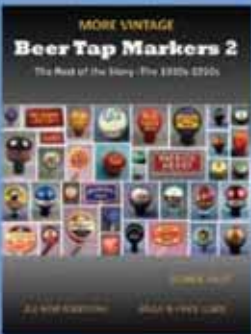
WANTED: U.S. I.R.T.P. labels—especially looking for Oshkosh and Green Bay items. Also looking for U.S. Beer letterheads, postcards, paper items and advertising. Robert Stempel, 355 W Sunnyview Dr Apt 205, Oak Creek, WI 53154; (414) 574-4373; Facebook: robertstempel1951@gmail.com. rV197

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

FOR SALE: Coasters, Labels, Crowns and Misc. Breweriana. Send SASE for list to: CBG, 2148 Beacon Light Way, Knoxville TN 37931 rV196

**• MORE •
VINTAGE BEER
TAP MARKERS**

Volume 2 of the only book ever published on beer tap markers.



Volume 2 supplements Volume 1. The new edition contains more than 1700 images including the regular ball knob style, as well as Kooler-keGs, Daka-Ware, Newman Glass and Aluminum, Kooler-keG "Side Winders," "Tin cans," Figurals, and Shapes—plus over 300 knobs from the post "New Era" era. Includes a Rarity and Value estimate for each item.

**Get one now for \$34.95
and FREE SHIPPING!**

Payment (check) to:
George Baley; 1585 W. Tiffany Woods Dr.
LaPorte, IN 46350
or call: 219-325-8811

**16th Annual
Port of Potosi
Breweriana &
Collectibles Show**

Tell Your Friends!
ABA - NABA - BCCA
100 + TABLES





**Buy-Sell-Trade
Old Beer & Brewery Items**

**Saturday, March 19, 2022
9 AM - 2:30 PM**

**St Andrew-Thomas School
100 US Hwy 61 N, Potosi, WI**

\$3.00 Admission

**Homemade Food - Catfish, Burgers, Pies
Specials for National Brewery Museum Tours
& Brewery Tours**

For more Info: 608-642-0321 or 608-778-8609



◆Buy◆Sell◆Trade◆Buy◆Sell◆

MORE VINTAGE BEER TAP MARKERS: Ready to ship! Volume 2 of the only book ever published on beer tap markers. Volume 2 supplements Volume 1. The new edition contains more than 1700 images including the regular ball knob style, as well as Kooler-keGs, Daka-Ware, Newman Glass and Aluminum, Kooler-keG "Side Winders," "Tin cans," Figurals, and Shapes plus over 350 knobs from the post "New Era" era. Includes a Rarity and Value estimate for each item. Get yours now for \$34.95 plus \$5 S&H. Payment (check) to: George Baley; 1585 W. Tiffany Woods Dr., LaPorte, IN 46350 219-325-8811. rV193

RADEKE BREWERY KANKAKEE IL: All items, trays, pictures, glasses, mugs, advertising, crates, signs, barrels, etc. and later companies: Kankakee Beer and Riverside. Top dollar, send picture to walter@waltersanford.com. Cell/Text 815-954-9545 rV196

BACK BC ISSUES FOR SALE: Issues 93, 95, 97; 99 & 100; 105 - 132; 135 - 139; 141 - 145; 147-150; 152-155;

159-160; 162-163; 165; 168-169; 172-178. Issues are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to NABA, PO Box 51008, Durham, NC 27717 NABA

SCHROEDER BREWING, PERHAM MINN! Serious collector seeking to buy bottles, crates, labels and advertising from the Peter Schroeder Brewing Co, Perham, Minnesota. Also interested in other northern Minnesota breweries to include Fergus Falls, Alexandria, Bemidji, and Brainerd. Please call Ben Kadow at 402-905-1688 or email jazzbone8@hotmail.com" rV204

RHODE ISLAND BEER ADVERTISING
40+ year collector of all pre-1950 R.I. Breweriana \$\$\$
Steve Bergquist: 401-935-9177. BeerRI@cox.net rV196

WANTED: Cardboard Genesee sign from 1950s titled, "The Midnight Raid of Paul for Beer." Top dollar paid! Sign shows man in bathrobe at refrigerator late at night. Call Jim Starkman (585) 383-1824 rV196

BREWERIANA COLLECTOR Magazine

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

Advertising Guidelines

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email to naba@mindspring.com. With your text and photos, however, we can compose. Oversized or undersized ads will be changed to correctly fit your paid space.

PAYMENT

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

DEADLINES

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

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

CONSIGNMENTS WANTED

PICK THE METHOD OF SALE YOU PREFER: CONSIGNORS TO BOTH MOREAN BREWERIANA AND AUCTIONS HAVE GARNERED THE HIGHEST PRICES IN THE HOBBY.

CALL DAN AT **617-448-2300** TO DISCUSS YOUR OPTIONS

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\$37,500



\$35,000

\$17,920

\$8,120



\$25,200

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VISIT MOREANACTIONS.COM/CATALOG.ASPX FOR PRICES REALIZED IN OUR RECENT BELCHER BREWERIANA AUCTION

WE ALSO BUY QUALITY INDIVIDUAL PIECES AND COLLECTIONS.

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SALE**

**EXCEPTIONAL
BREWERIANA**

**AND
ADVERTISING**

All Items Are
Guaranteed 100%
Original Without
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The Breweriana Collector
NABA
PO Box 51008
Durham NC 27717-1008



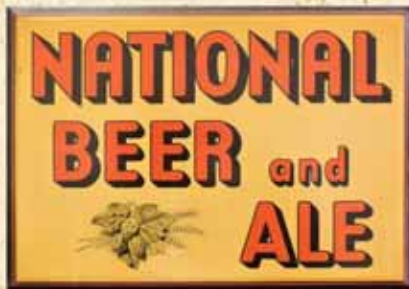
Zipp's Cherri-o 12" Serving Tray
H.D. Beach Co., Coshocton, O.



1950s National Bohemian (Baltimore, MD)
10" W x 6" T Tin Over Cardboard



National Brewing Co. Tip Tray
American Art Works, Coshocton, O.



1933 National Beer and Ale (Baltimore, MD)
12 1/4" W x 9" T Tin Over Cardboard



1930s Nehi Rolf Armstrong
Heavy Cardstock 12 1/4" W x 23" T



Deacon Brown King of Phosphates Tip Tray
Copyright 1911 / 5" Diameter



1909 Pepsi Cola Calendar With
Original Metal Band 10" W x 19" T



Rockford Watch Tin Over Cardboard
17" W x 23" T The Meek Co.



Ranier Beer Tip Tray
Chas W. Shonk Co. Litho, Chicago



White Rock Water Tip Tray
Kaufman & Strauss Co., NY

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