

# BREWERIANA



# COLLECTOR

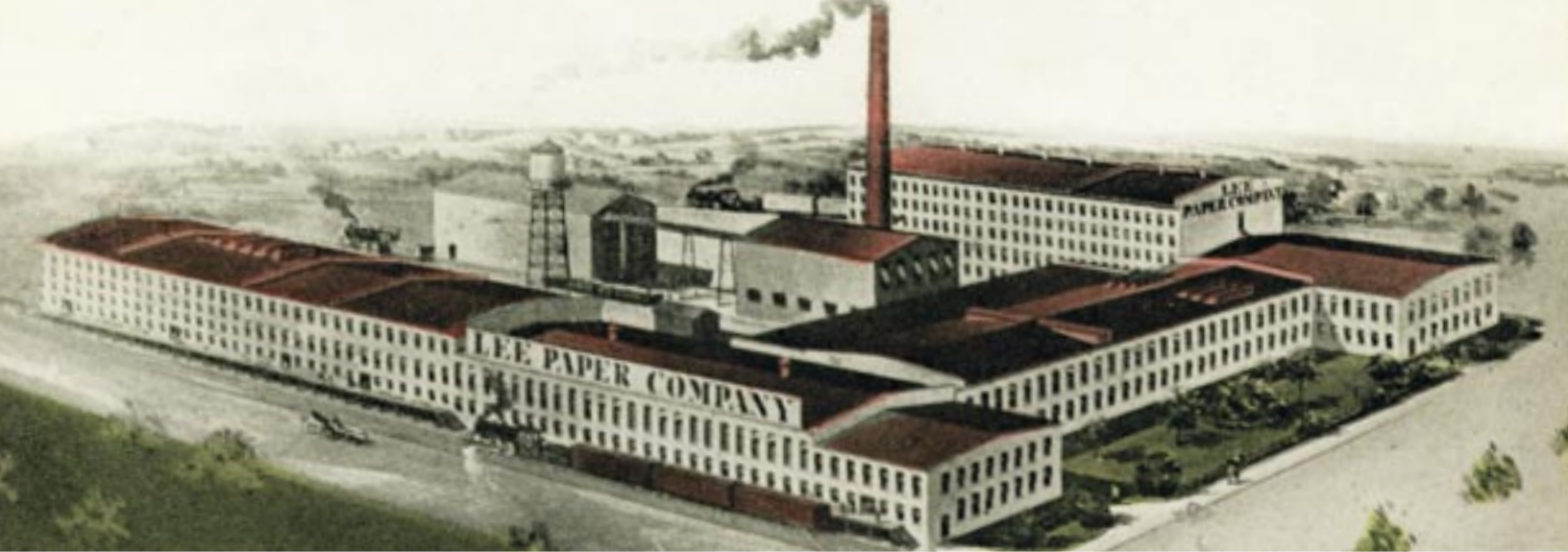
VOLUME 193

SPRING 2021

*Special Bonus 80-page issue!*



**WHAT'S INSIDE:** The Mathie empire ~ Erie Canal breweries ~ Octagon coasters  
Deppen Brewery ~ History of NABA magazine ~ Convention updates ~ Much more!



## ≡ THE MUSEUM OF AMERICAN BREWING ≡

### BEER, AMERICANA & BREWERIANA

The Mill's 80 million dollar 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 (motion beer signs, back bar chalkware sculptures, factory lithographs, tap handles, etc.) To collectors, this memorabilia is affectionately known as breweriana—a reminder of good times, craftsmanship, regional Americana and iconic beers. The Museum will be a destination for NABA members, serious collectors and casual visitors to discover one of the country's most extensive breweriana collections.



ENCORE MAGAZINE FEATURING THE MUSEUMS AT THE MILL  
READ ARTICLE [WWW.MILLMUSEUMS.COM](http://WWW.MILLMUSEUMS.COM)



### HISTORY ON DISPLAY

While the museum is currently in the hands of architects and construction crews, it hasn't prevented us from displaying artifacts to the public. As we continue our work restoring historic buildings in downtown Vicksburg, we're using these spaces as venues for artists and brewery history. In addition, you can now see hundreds of artifacts that we've collected like these shown here by visiting our online brewery museum at [www.millmuseums.com](http://www.millmuseums.com).

### WATCH OUR BREWERY MUSEUM VIDEO

[WWW.MILLMUSEUMS.COM](http://WWW.MILLMUSEUMS.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 or 630-204-5270.

**Deadlines** for submissions are the same as advertising deadlines listed on page 77.

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# BREWERIANA COLLECTOR

*"Ours is a hobby of stories"*

**SPRING 2021**

**#193**

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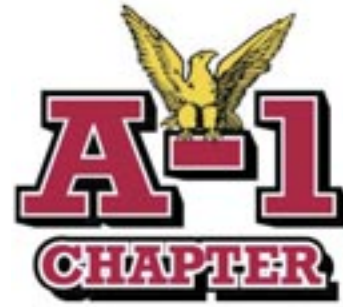
**Cover Image featured from the city of our convention, Milwaukee:** A stunning die cut cardboard sign from Independent Milwaukee Brewery, Milwaukee, WI, for its flagship Braumeister brand. This easel-backed sign is 13 x 18 in. by A.C. Schultz Litho. Co., Milwaukee, WI, c. 1936. Independent Milwaukee Brewery opened in 1901, survived Prohibition by making near beers and soft drinks and closed in 1964. Collection of NABA member John Steiner.

**NABA's 50th Anniversary Convention will be held in Milwaukee, WI, July 28 - 31, 2021.**

The National Association of Breweriana Advertising, Inc. (NABA) publishes *Breweriana Collector* for its membership. NABA Officers, Directors, and Editorial Staff do not verify the content or accuracy of articles accepted for publication. The Editor & Staff may edit submissions and ads or defer publication for space reasons. *Breweriana Collector* is published quarterly at NABA, PO Box 51008, Durham NC 27717-1008. Subscriptions in the United States are \$35 per year to members of the Association and are included as part of the annual dues payment of \$35 per year. **POSTMASTER:** Send address changes to *Breweriana Collector*, NABA, PO Box 51008, Durham NC 27717-1008.



## President's Message



Arizona's A-1 became NABA's  
46th chapter in March.



NABA welcomed Montana's Big Sky  
as our 45th chapter in January.

Spring has sprung and happily, so have many breweriana shows! For all of you involved with producing the local shows that are the lifeblood of this hobby, I want to say, thank you!

And while the safety and good health of NABA members is what's most important, we are optimistic about the progress in fighting the pandemic and in a brighter year ahead. In that spirit of optimism, we have a terrific team led by Joe Gula, Mike Michalik, Lisa Allen and Scott Bristoll, who have put together some truly outstanding event programming for our big 50th convention in Milwaukee, from July 28 - July 31.

Please register right away and importantly, you'll also want to reserve your hotel room. We sold out the main convention hotel and our second hotel, the Best Western Waukesha Grand, is just a mile away and filling fast.

Please see the convention info on pages 6-7 and find the separate insert with this magazine that has the Registration Form on one side and the Merchandise Form on the other.

### More member growth

NABA has gained more than 450 new members in less than five years. After exceeding our membership goal of 1000 in 2020, the Board of Directors set a target of 1100 in 2021. Guess what? We are going to have to raise that number. By the time you read this, we will already have reached and likely exceeded 1100 members at only four months into the year!

Why is this happening? We've done a little research and I will brag for a moment—about you. Our members are proud of NABA and this magazine and a big part of the membership growth has come from so many of you actively promoting your club. Thank you!

### This magazine

Once again, we bring you our third consecutive, action-packed, 80-page issue to help celebrate our special anniversary year. This would be impossible without the many NABA members who voluntarily contribute articles, pictures, proofreading, advertising and more to this magazine. Amazingly, once again more than 100 members were involved in creating this issue. Thank you!

Got an idea for an article? Just reach out to our Editorial Director, Ken Quaas, at [Ken@consumertruth.com](mailto:Ken@consumertruth.com). We make the whole process easy and fun.

### Heading West

It has been my great pleasure to consistently announce new affiliations between NABA and local chapters across the country. We've been growing everywhere, including in the wild West, where we are very happy to partner with the Big Sky chapter of Montana and the A-1 chapter of Arizona. These two chapters each have a rich heritage and some terrific collector members. We welcome them as NABA's 45th and 46th chapters. Thank you!

I hope to see you in Milwaukee and in the meantime, wish you good health!

*John Ferguson, President*  
[Fergkate@comcast.net](mailto:Fergkate@comcast.net)



The Handsome Waiter got together with NABA members **Brian Tunks and Jim Schwery** on March 6 at the Cornhusker Chapter's show in Omaha, NE.



The Handsome Waiter enjoyed his trip to the Olde Frothingslosh Chapter's 28th annual Winter Blast on February 6, in Aliquippa, PA. He met up with NABA members **Jerry and Deb Lorenz**, longtime stalwarts of this chapter. New member Tim Takacs won the raffle prize of a free one-year membership to NABA.

## 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
1075	8	38	285	56 DUE SOON	3/31/2021 6/30/2021

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

### 3 ways to renew!

- 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:
  - visit: [www.nababrew.com](http://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).

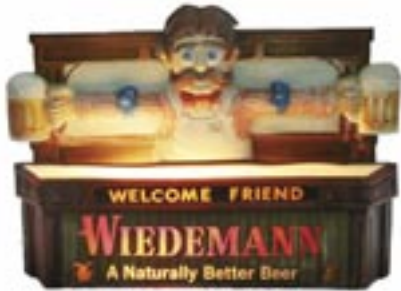
Be aware that if the credit card information prefills, you may need to manually enter each field even though the information looks correct.

Any corrections to member data can be made online at [www.nababrew.com](http://www.nababrew.com). Email me or call if you need help making changes.

John Stanley  
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*John Stanley*



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NABA members who visit between July 27-28 will receive a special gift with purchase! Look for details in your Convention registration packets.



## DELAFIELD BREWHAUS

Award Winning Restaurant & Brewery

3832 Hillside Dr, Delafield, WI

[www.delafieldbrewhaus.com](http://www.delafieldbrewhaus.com)



# 2021 Milwaukee Convention Update

The planning for NABA's 50th Convention is underway. We sincerely thank our membership for the tremendous enthusiasm for our anniversary convention and urge you to make room reservations.

## Schedule:

### Tuesday, July 27

Home tours are being finalized and will be communicated shortly.

### Wednesday, July 28

**Bus Tour:** 9:30 am - 5:30 pm

**Brewmaster's Dinner:** 6:30 - 8:30 pm

### Thursday, July 29

By popular demand, we've mostly set this day aside for hotel activities: **room-to-room trading and seminars**. We have arranged with the hotel to keep our rooms grouped together so it is easier to "make the rounds." For those staying at the Best Western, we are exploring using a large room at the Ingleside, the convention hotel, for you to set up on Thursday if you'd like to sell.

### Friday, July 30

Features the **Annual NABA auction** with some very exciting offerings. There also are **craft beer tastings** and the **annual banquet**, with announcements and awards being presented.

### Saturday, July 31

The concluding day features the **trade show** that is open to the public and will be promoted locally. For those staying on, there also is a **Saturday dinner** that is included in your \$85 registration fee.

## Accommodations:

Thanks to a huge interest, our block of rooms at the Ingleside Hotel in Pewaukee is sold out, but there are still suites available. Suite rates will vary but will likely be higher than the NABA discounted rate of \$109. These may be booked by calling or visiting the hotel website:

### The Ingleside Hotel

**(800) 247-6640**

[www.theinglesidehotel.com](http://www.theinglesidehotel.com)

To accommodate more members at the convention, we have secured a block of rooms at the **Best Western Waukesha Grand, about a mile away from the Ingleside**. These rooms are offered at a special rate of \$90 per night and are booking quickly. To make a reservation, call and ask for the NABA rate:

### Best Western Waukesha Grand

**Direct telephone: (262) 524-9300**

*Reservations must be made by phone, not online*

Looking forward to seeing you at our 50th!

*Joe Gula, Convention Chair: Joeffd@indy.rr.com*

*Mike Michalik, Convention Co-chair: Yiproc@gmail.com*





## Convention Highlights:

### Get on board the Milwaukee Bus Tour!

One of the highlights of NABA conventions is the bus tour of the local market. What better beer city to explore than Milwaukee? This year's tour is once again curated by NABA member Scott Bristoll who has made outstanding arrangements. The tour **departs from the Ingleside Hotel** at 9:30 am for a full day excursion, returning at 5:30 pm. We will tour in a luxury coach bus with cloth seats, headrests, a bathroom, and outlets for charging electronic devices. *Stay tuned for change announcements related to COVID-19. All participants must be prepared to wear protective face masks if laws continue to require it.*



**COST \$49 PER PERSON (56 LIMIT)**  
**WEDNESDAY, JULY 28**  
**9:30 am–5:30 pm**

### Tour Stops Include:

**Third Space Brewing Co:** is one of Wisconsin's fastest growing, most award-winning breweries. It is a production brewery, tap room, outdoor beer garden, and event space in Milwaukee's historic Menomonee Valley. Participants will receive a ticket good for one pint of beer, soda, or water.



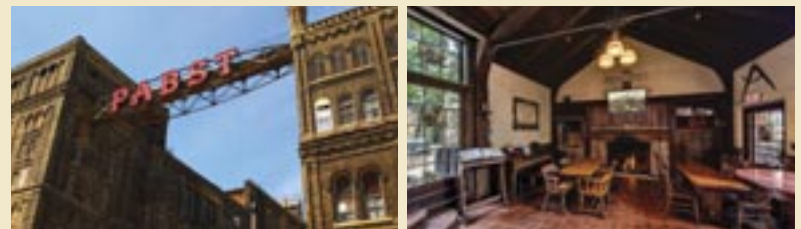
Third Space Brewing Co

**Lakefront Brewery:** Founded in 1987, this brewery has become a "must see" Milwaukee mainstay, with one of the most popular brewery tours in the United States. Participants will receive a ticket/token good for one pint of beer/soda/water. This will be our lunch stop, which is NOT included in the \$49 tour price.



Lakefront Brewery

**Pabst Brewery:** One of the top attractions in Milwaukee, *Best Place* offers exclusive tours of the restored historic Pabst Brewery. Period rooms echo the story of Frederick Pabst and his influence on Milwaukee's brewing history. Tour participants will receive a ticket good for a pint of Pabst beer, soda, or water. The tour includes the Pabst administrative offices, other locations in the historic complex, and the popular gift shop.



Pabst Brewery and Hospitality Room

### Brewmaster's Dinner special host



**Join Brian Reed for the Brewmaster's Dinner, Wednesday night, July 28 at the Ingleside Hotel (convention hotel). \$49 per person. Seating is limited.**

At the popular Brewmaster's Dinner, members will enjoy sumptuous dinner courses expertly paired with beers. This year's dinner will be guided by the extraordinary Brian Reed, who is one of just 19 people in the world to be awarded the title of Master Cicerone.<sup>®</sup> Brian has led over 800 beer, brewing, food, sensory events, and classes.

Brian has a highly-impressive beer pedigree. As a former head brewer, he created a number of professional and homebrew award-winning beers. He has contributed to a variety of publications including *Beer Advocate* magazine, and was a beer-food pairing expert for the 2018 World Food Championships.

Brian also is a BJCP Certified Beer Judge featured in the 2018 documentary film *Brewmasters*. He has held a variety of commercial and production roles at MillerCoors, Copper Kettle Brewing Co. (Denver, CO) and currently, Founders Brewing Co. (Grand Rapids, MI). He also maintains a role as education consultant for the Pittsburgh Brewers Guild and teaches courses for the Cicerone Certification Program.

# Lee Chichester is retiring as our Editor

by Ken Quaas



It is virtually impossible to understate the unique and positive impact that Lee Chichester has had on *The Breweriana Collector (BC)* magazine and NABA. For so many of our members, this magazine is the lifeline to NABA and a critical conduit to our hobby. It is, in essence, the primary product of NABA. It informs, educates, and hopefully entertains our members in presenting club news, member profiles, brewery histories and what we collectors crave: a wide variety of gorgeous breweriana.

Lee has brought a tremendous professionalism and personality to this magazine and has evolved it into what it is today. In her 15 years and 58 issues as editor—longer than any of her predecessors—she has taken the magazine to new heights.

What's perhaps most amazing is that Lee did all of this without—at least at first—knowing anything about breweriana or being a collector herself. As she's always said, our members have not only embraced and helped her, but also have befriended her. She has greatly enjoyed coming to our conventions and meeting and working with so many of you. Happily, she will be there again, as always, in Milwaukee in July.

I put off writing this article as long as I could. Not because it isn't easy to praise Lee, but because it meant announcing her retirement. I had hoped that Lee somehow would change her mind or at least delay retiring, something she first discussed with me more than a year ago. Lee said that she wanted to spend more time traveling with her husband, Jack. To do this, she could no longer meet

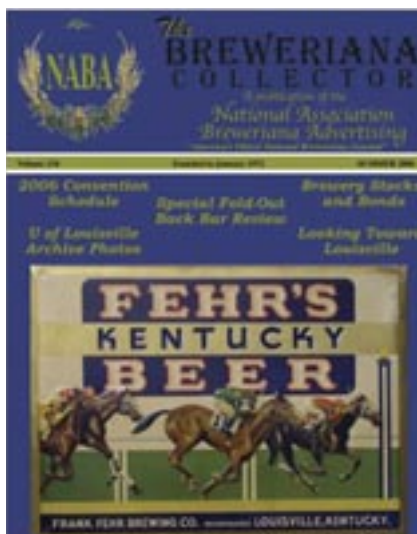
publication obligations and deadlines. I was sad... and also a little panicked.

That's because I have worked with Lee for the past six years in building this magazine and it has been nothing but fun and rewarding. She has been an outstanding confidante, collaborator and sometimes when necessary, a critic. She has always welcomed new ideas and new contributors.

Lee has guided the *BC* with a firm, caring hand, but also with a sense of humor and importantly, genuine humility. So, I really did not want her to go. Nobody did.

But in true character, Lee said she would not leave until she helped find a replacement with whom we all were happy. The Board of Directors, along with Lee, agreed that I would take over as the editorial director and we would find someone to partner with me and handle the design duties. Lee found that person, Virginia Lepley, and she's just terrific. This is Virginia's second, transitional issue, working with Lee and I. She and Lee had been friends and she shares many of Lee's qualities.

Lee warned us in her very first *BC* column in the Summer of 2006, "I tend to ask a lot of questions. I know I also obsess a little. But that's a good thing in this situation, right?" Yes, Lee, it was a good thing and it still is, and we intend to continue to do the same thing in trying to fill your shoes. In the meantime, we wish the very best for you and Jack always, and say thank you, on behalf of the members of NABA.



This is the cover of Lee's first issue, from Summer, 2006.



## From the Editor's Desk

Next time, remind me not to take on a new job right in the middle of vacation season.

No really. With the first issue of *BC Magazine* off to the presses, I must say I've thoroughly enjoyed myself. I hope my newbie status hasn't given too many of you heartburn (I tend to ask a lot of questions). I know I also obsess a little. But that's a good thing in this situation, right?

I realize I've got some big shoes to fill, and I know everyone joins me in offering George and Rosi a big "thank you" for all they've done for the *BC*.

*The Breweriana Collector*

Some of this issue's articles have not only piqued my curiosity, but also have me looking forward to my first experience as a NABA Conventioneer. I've also not been to Louisville before, so that will be the head on the beer.

Meanwhile, here in the Blue Ridge Mountains of Virginia, we've short on rain for our growing season, but still managed to harvest some broccoli this week. The spuds are pushing through the soil, the hops are vining up the trellis, and the garlic continues to bulb. As you might have guessed, we're big on gardening here in the back of beyond.

My spouse, Jack, and I are

also riding our bicycles along the dips and peaks of the geology here, getting ready for a couple of camping rides along parts of the Rails to Trails network. Believe it or not, we call that "vacation."

My brother and niece from Germany just headed back to Berlin after a stay of nearly a month; the chicken poult will be laying their first eggs in another few weeks; the phoebe is nesting on our light fixture again; and the weeds continue to grow in the flower beds.

Summer is a busy time. Louisville should be relaxing in comparison. See ya' there.

§



Lee with Longtime NABA columnist Rich La Susa at the 2018 Convention in Madison, where Rich was awarded NABA's first Bob Kay Writer's Award.

Lee's introductory column in the Summer, 2006 issue to *The Breweriana Collector*.

# Tributes from those who worked closely with Lee for 15 years

## Larry Moter, former NABA President and winner of NABA's Bob Kay Writer's Award.

In early 2006, then NABA President and *BC* Editor George Baley, informed the Board of his desire to step down as Editor as well as transition the president's role to me, vice president at the time. George had done a Herculean task serving in both positions. Prior to the Board meeting "unsuccessful inquiries" were communicated to prominent NABA members about serving as Editor. I recommended that we consider a non-hobby professional, Lee Chichester, whom I had known and highly respected since the early 1990s. The Board was excited about bringing on Lee and decided to "go big" in her first issue (#134, Summer 2006) with a special, double gateway fold out of John Bain's *The Back Bar* review. Since then, Lee has been integral to the growth of *The Breweriana Collector* into the finest magazine in our hobby. Lee and Jack plan to bike and camp in retirement and I hope they will camp near our conventions and bike over to see us!

## George Baley, former NABA President and Editor of *The Breweriana Collector*.

I cannot say enough about Lee as both a wonderful person and a super talent who helped make *The Breweriana Collector* the best journal in the hobby. I learned quickly when she took over my spot as editor in 2006 that I had passed the baton to good hands. 15 years later we hope her experiences with our group will be nothing but positive memories. Lee, you are one of a kind! Thanks for letting me have the chance to get to know you. Now you can retire and enjoy well-deserved quiet time!

I've had the privilege of working for excellent editors during the decades I have written for hobby publications. Lee Chichester's special talents raised *The Breweriana Collector*, an already strong and respected magazine, to the highest level of excellence.

## Rich La Susa, longtime columnist for *The Breweriana Collector* and winner of NABA's Bob Kay Writer's Award.

I have benefitted greatly from Lee's 15-year tenure, and always will be grateful for her leadership, guidance, and wisdom. She motivated me to focus more on collectors, not on just the breweriana they collected. Lee has earned our respect and admiration. She is a special person and has my sincerest best wishes in her future endeavors.

## John Ferguson, NABA President

Since the first NABA newsletter and continuing today, *The Breweriana Collector* has been the primary reason for collectors to become and remain members of our organization. If you are an old-time member, I am sure you appreciated the move from a small pamphlet to a full magazine. Then, the *BC* took on some color and continued to evolve under the guidance of editors Fil Graff and George Baley.

NABA was indeed fortunate when Lee Chichester took over management of our magazine. It is no easy task to assemble, organize, and create each issue, but Lee has done that and so much more for our ever improving, ever evolving *BC*. I have nothing but the highest regard for Lee and her efforts, and I offer all my thanks and wish her the very best in her future days of leisure.



# The Indy Brewery Collectibles Show!

Sponsored by: The IBC Chapter

**What:** Beer Can and Breweriana Trade Show in Indianapolis

**When:** Saturday, October 30, 2021 @ 8:00 am  
Thursday and Friday, October 28-29, Room-to-Room

**Where:** Waterfront Hotel and Conference Center  
2930 Waterfront Parkway West Indianapolis, IN  
46214 (317) 802-7555



**Public Welcome!  
General Admission Free!**



**Show hospitality/registration is \$20  
Trade Tables are \$15 each (eight footers)**

**More information, online table sales, registration, better map @  
[www.ibcchapter.com](http://www.ibcchapter.com)**

**For additional info contact Todd Morton at: [show@ibcchapter.com](mailto:show@ibcchapter.com) (317) 502-8835  
Or mail pre-registration form to Todd at:  
5445 North Drexel Avenue  
Indianapolis, IN 46220**



**IBC 2021 Show Pre-registration form:**

**Name:** \_\_\_\_\_

**Tables:** \_\_\_\_\_ x \$15.00: \_\_\_\_\_

**Address:** \_\_\_\_\_

**Registrations:** \_\_\_\_\_ x \$20.00: \_\_\_\_\_

\_\_\_\_\_

**IBC Chapter Dues :** \$10.00: \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Total enclosed: \$** \_\_\_\_\_

# The 50-year evolution of *Breweriana Collector*

by George Baley, Dave Alsgaard, and Ken Quaas



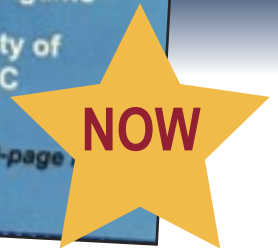
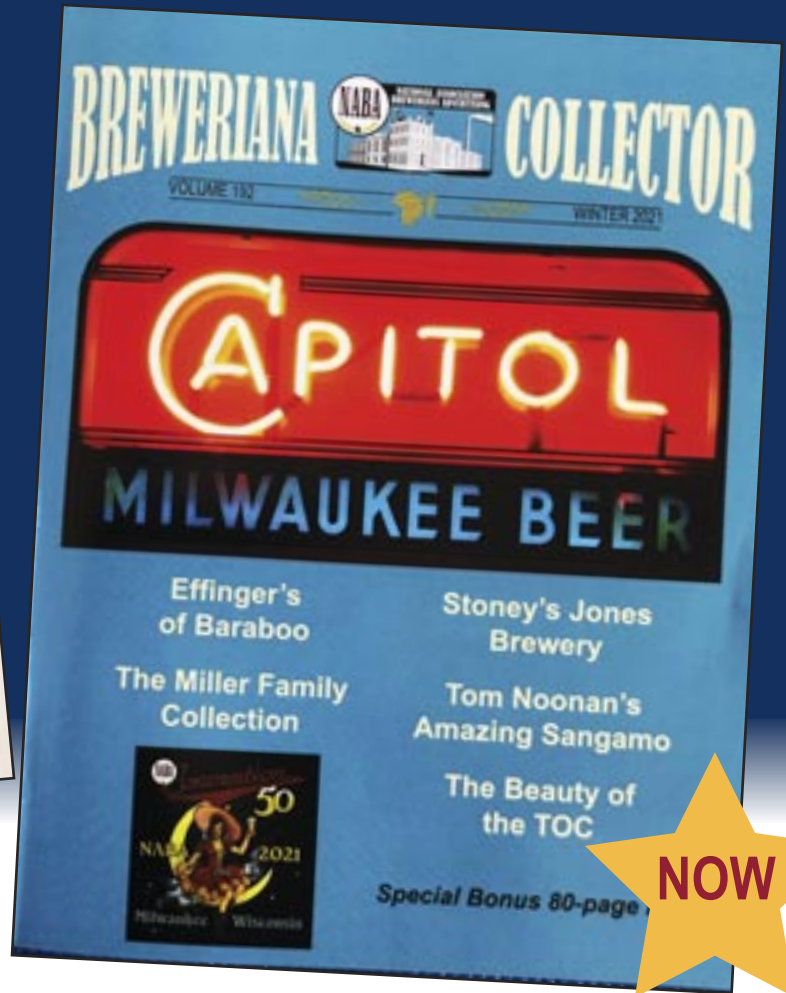
## 50 years of growth:

From a pamphlet size in the 1970s to the 80-page bonus size in Winter 2021. Beginning with the Fall 2020 issue, the NABA Board decided to launch four consecutive 80-page issues to commemorate our 50th anniversary. More than 100 members contributed in some way to the creation of this expanded issue.

**Editors' note:** This is the second in a series of articles celebrating our great organization's 50th anniversary by providing NABA historical background. Our thanks to Helen Haydock for furnishing copies of the earliest newsletters. NABA Historian George Baley has completed the monumental task of scanning the newsletters and magazines prior to 2006.

**Back issues of the magazine are now available in PDF format on the NABA website ([nababrew.com](http://nababrew.com)) to any NABA members who log in.** Each individual issue is searchable using your computer's pdf reader, and we are working toward making the entire database searchable.

**Our deepest thanks go to Helen Haydock, George Baley, Dave Alsgaard, and NABA's outstanding webmaster, Dan Bora,** for their assistance with this massive project that provides easy access to 50 years' worth of magazines.



## In the beginning...

The history of NABA's publications provides great insight into the growth, evolution, and ebbs and flows of the organization. It chronicles 50 years of fostering collecting and camaraderie among thousands of breweriana collectors.

NABA's first publication to our membership reflects the organization's humble beginnings. It depicts an era when amateur volunteers did their best to create an interesting, newsy, and helpful publication, well before the advent of personal computers and desktop publishing software.

But across 50 years and 10 different editors, the publication has grown in both size, visual appeal, and

continued on page 12

quality. The NABA Board of Directors and the editors have always tried to strike a balance between improvements and cost to the membership, especially while considering options like adding pages or color.

### A Newsletter: #1- #6

The National Association of Breweriana Advertising (NABA) was founded in January of 1972. In November of that year a newsletter was published called *NABA Newsletter*. The man who stepped forward to assemble this first missive was **Dick Hinds**, who directed the first 12 issues. At first, the newsletter was only one page, double-sided, with just a brief mention of the first “meeting” (convention) in Milwaukee. It also touted a 1973 convention planned for St. Louis. Volume #5 presented the first *Buy/Sell/Trade* section, which became quite extensive in the days before the internet.

The newsletter’s full-page, 8.5 x 11-inch format continued and grew rapidly to 12 pages by the Winter 1974 issue (#6). These early issues were produced primarily on a typewriter and photocopy machine. In an age before personal computers, the early NABA publications used a cut-and-paste style amalgam consisting of clip art, hand-lettering larger headlines, and typing the copy. This was the technology of the day. These early *NABA Newsletters* were copied in black and white on pastel paper, contained no photos, and sometimes were adorned

with a few hand-drawn graphics. The topics mainly covered convention planning and reporting, new members, newspaper reprints, and musings about the future of a breweriana club.

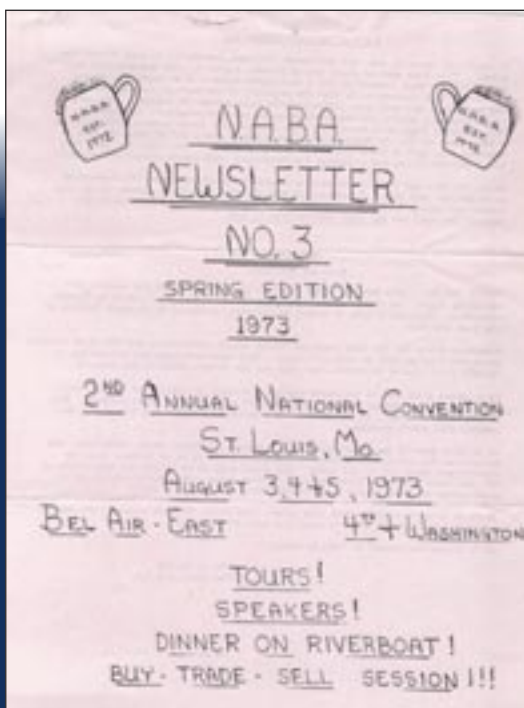
### The Booklets: #7- #48

Following these full-sized newsletters, Dick Hinds introduced a more sophisticated format in Spring 1974 (#7). He created a 5.5 x 8.5 inch booklet-style publication by rotating regular sheets of paper to a horizontal orientation, then folding in half and stapling on the fold. This allowed for more pages and helped create a more expansive medium needed for breweriana collectors to communicate and share their love of the hobby. This issue also included two other milestones: the first photo and the formal introduction of NABA’s new logo.

Along the way, the numbering system got mixed up. The #7 (Spring 1974 issue) was repeated as #7 for the Summer edition. Oddly, the #11 also was repeated for the 1975 Summer and Fall editions.

### Three editors in Three years: #13-#23

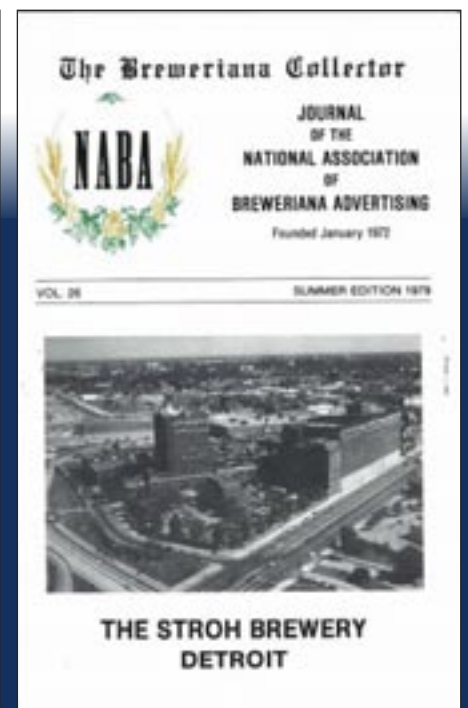
NABA member **Doug Bakken**, who served as the archivist for Anheuser-Busch, became the newsletter editor in Fall 1975 (#13). The numbering mix-up was corrected and that’s why Volumes #14 and #15 do not exist. To correct the earlier duplication in numbers, Volume #13 (Spring 1976)



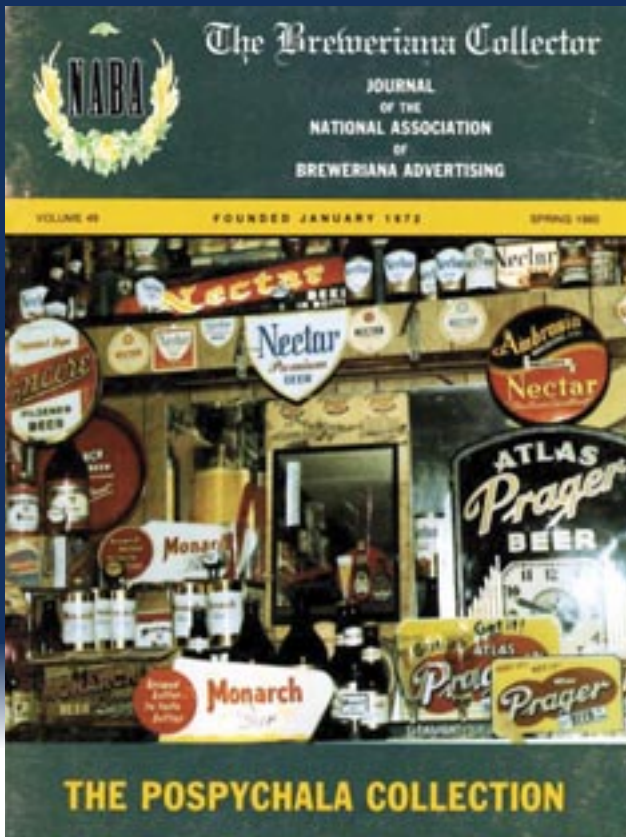
The rather primitive cover page of the NABA Newsletter #3 from Spring 1973, promoted the 2nd Convention in St. Louis MO



The Summer 1975 edition was one of the smaller booklet size newsletters, and the first with a cover photo.



The Summer 1979 issue was the first to carry the new name, *The Breweriana Collector*, a title suggested by Bob Kay, for whom our Writer’s Award is now named.



The Spring 1985 edition had the magazine's first color photo, but only on the front cover.



In Winter 2004, the magazine expanded from 32 to 40 pages, with four of them in color.

was followed by Volume #16 (Summer 1976) to get the numbering back on track.

Early discussions among the Board of Directors noted the examples of other clubs' newsletters that were focused on beer cans (BCCA), beer steins (Stein Collectors of America), and bottles. NABA's newsletter, like the organization itself, was purposely targeted toward a focus on brewery advertising.

In Summer of 1976 (#16) after managing three issues, Doug turned over his editor's duties to Ken Hauck, who ran seven issues of the newsletter until Summer 1978 (#22). Finally, Gordon Dean, who also was a NABA officer and provided the club with significant administrative assistance, stepped in to help for one issue in Fall 1978 (#23).

### The Hilton Era: #24-#71

In the Winter 1979 issue, the NABA magazine entered a new era of professionalism in its evolution to a more scholarly publication. This is when **George Hilton**, a career academic (a UCLA economics professor) assumed the editor's reins. Dave Matthews, NABA's president at the time, wrote to the membership about George's undertaking: *I want to remind you of the awesome responsibility of being Newsletter editor. The position calls for precision planning, finding sources and soliciting*

*materials from individuals, writing articles and copy, arranging for continuing features, editing the total material, and setting it up for the printer. Stop and think about the weight of such a responsibility, particularly in terms of wanting to do the best for a national, really international, membership.*

In only his second issue, Spring 1979 (#25) George implemented the simple and logical improvement of numbering the pages.

### A new name

In that same second issue, George Hilton wrote: *The editor gingerly raised the question before the directors of NABA in Indianapolis in March whether the Newsletter bears an appropriate name. From the outset it has been more than a simple newsletter of Association events and brewing industry happenings. Rather, it has been an historical journal, guide, recipe book, source of puzzles, and much else. There is the further matter that the number of organizations which call their publication "Newsletter" is beyond counting. Bob Kay suggested a new title, **The Breweriana Collector**, which was enthusiastically adopted. Accordingly, barring evidence of prior use of this title, the Newsletter will burst forth as **The Breweriana Collector** with issue #26.*

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Thus, the Summer 1979 issue became the first one officially entitled, *The Breweriana Collector*, or as we NABA members fondly call it *The BC*.

### Bigger and more colorful

Improvements continued under George Hilton's tenure. Beginning in Spring 1985 (#49) the format was enlarged to almost an 8.5 x 11 inch page. Volume #49 also marked the first time the cover appeared in full color, featuring the amazing collection of long-time NABA member Phil Pospychala of Libertyville, IL (*photo on previous page*). NABA's first chapter, Monarch of Chicago, also was announced.

Four years after that, the first color photos on inside pages appeared in Fall 1989 (#67) with photos of the St. Paul convention. This issue also introduced a table of contents.

### Hilton passes the typewriter

George edited the publication for more than 11 years and 48 issues. He retired, making the Fall 1991 issue (#71) his last. At the subsequent 20th convention, he was honored and awarded the title of "Editor Emeritus." George continued to write articles—mostly book reviews—for the publication. In announcing his retirement, then President Peter Blum wrote: *George has brought his academic standards of observation, history, analysis, and language to our hobby. Our journal has improved in several orders of magnitude during the eleven years of his editorship.*

### The Blum era: #72-#98

With the news that George Hilton would retire, a search for his replacement was conducted to no avail. As a result, President **Peter Blum** agreed to take on the huge task of filling both the presidency and the editorship of *BC*. He wrote in George's last issue: *The search for a successor proved difficult, and finally ended up in my court. Being president is easy, given our experienced board. Being editor requires effort, judgement, and faith.*

Despite being born and raised in Germany, Peter had an easy command of the English language and was an outstanding writer. He had spent his career in the U.S. beer business and held degrees in chemical engineering and in business (MBA). He had worked in product development at Falstaff, Pabst, and Schlitz, and was a longtime Stroh Brewery Co. employee who developed some of the company's beer formulas. He later worked as Stroh's company historian and archivist.

Peter's first issue was Winter, 1991 (#72) and he continued the Hilton tradition of producing a quality



The first all-color issue appeared in Spring 2011 (#153).

journal. He only had to perform double duty as president and *The BC* editor for two years, as he was succeeded by Fil Graff as president in 1993.

Peter stewarded *BC* for 27 issues—almost seven years—bowing out in Summer 1997 (#98) due chiefly to health reasons. At the time, he wrote: *When a common ailment of older men reappeared a year ago, I knew that the prudent course was to notify our Board to find a successor. Then last summer The Stroh Brewery Company, for whom I act as historian and archivist, acquired G. Heileman, and new brands brought new assignments, plans for relocating to larger quarters, and planning for the future.*

### The Graff era: #99-#118

When Peter Blum bowed out, **Fil Graff** stepped in. Fil had been NABA president from 1993-1996 and was an experienced writer who was the first editor to be fluent with personal computers. In 1998, he spearheaded the development of NABA's first website. Peter wrote of his successor: *We have been very fortunate that just at this time Fil Graff, who had been a frequent contributor to brewery collector magazines, became available to take over the editorship. Not only was the timing right, but Fil has the computer capability for desktop publishing which I lack. The Breweriana Collector will be in good hands.*





BC expanded to 64 pages (now the standard size) in Spring 2019.

## More color and more pages

Fil introduced desktop publishing to *The BC*, and in his inaugural issue, (Fall 1997, #99) he enlarged the format to its current 8.5 by 11 inch size. Under Fil's guidance, *The BC* not only became slightly larger, but it also gained more color pages and benefited from more graphically appealing layouts that could be achieved with desktop publishing software.

Fil brought energy and style to *The BC* for 20 issues over five years, but grew weary of the job's demands. He wrote in the Winter 2002 issue (#116): *I have announced my resignation as Editor of The Breweriana Collector to the Officers and Board. effective with completion of the pre-convention issue next spring. At the moment, there is no replacement Editor in the wings, but as I have expressed in print many times, I am simply burned out.*

## The Baley era: #119-#133

With Phil's retirement, **George Baley** took the reins of two positions, editor and newly elected NABA president. George's initial intention was not to assume both roles, but Fil had wanted to leave for several issues, and a suitable editor replacement had not been found.

Of this situation, Fil wrote: *NABA Members will be undergoing a period of change, both in the management of the organization, and in the quarterly journal. We have a new President, and as I write this, no new editor. Our new president has been getting familiar with the tools and mechanics of magazine production so he can act as co-editor. George Baley will be a busy man, between assuming the presidency, working on several breweriana book projects, and coordinating publication of The Breweriana Collector.*

George was a senior pharmaceutical executive used to handling a lot of responsibility. He took over the editorship in Fall 2002 (#119) with an advantage of being computer literate, and also savvy enough to engage a designer to help him polish the magazine's graphic appearance. George promised in his first editor's column: *We will maintain the focus on the historical aspects of the feature articles and introduce several new columns over the upcoming issues.*

That promise was kept. George successfully enlisted columnists to help meet the magazine's content demands. The legendary label collector Bob Kay began a regular column called *Labelology* and veteran journalist and breweriana historian Rich La Susa came on board with new columns called *Let's Talk Breweriana* and later, *Breweriana Detective*. These continue today, nearly 20 years later.

Bob Hajicek began his regular report on various breweriana auction activities with his *Auction Hysteria* column. This popular feature has been written by Chris Watt since Summer 2017 (#177) after Bob's retirement.

Beer Dave Gausepohl penned a regular column on the brewing industry called *Boiling in the Brew Kettle* and Mary White wrote about NABA's local chapters in *Chapter Doings*. There were other regular features as well, such as lighted sign expert John Bain's *The Back Bar* and a craft brewery focused travel chronicle by Fred and Mary Clinton called *Travels with Brewster*.

Thanks to this influx of content, *The BC* was expanded in Winter 2004 (#124) with a 25 percent increase in pages from 32 to 40.

## The Chichester era: #134-#191

In 2006, George Baley decided to take a break from his three busy years doubling as president and editor. Larry Moter succeeded George as president and his recommendation to hire **Lee Chichester** as editor was approved by the Board.

Lee came to the editorship with a depth of experience as an author, editor, and designer of

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## SUMMARY OF BC ISSUES

EDITOR	FIRST ISSUE			LAST ISSUE			# OF ISSUES
Dick Hinds	1972	Fall	# 1	1975	Summer	# 1	12
Doug Bakken	1975	Fall	# 13	1976	Spring	# 15	3
Ken Hauck	1976	Summer	# 16	1978	Spring	# 22	7
Gordon Dean	1978	Fall	# 23	1978	Fall	# 23	1
George Hilton	1979	Winter	# 24	1990	Fall	# 71	48
Peter Blum	1991	Winter	# 72	1997	Summer	# 98	27
Fil Graff	1997	Fall	# 99	2002	Summer	# 18	20
George Baley	2002	Fall	# 119	2006	Spring	# 133	15
Lee Chichester	2006	Summer	# 134	2020	Fall	# 191	58

newsletters and journals. She was the first female editor and the first non-collector, non-NABA member to manage *The BC*. She brought a new style and higher standard to the editor's role, and in doing so, elevated the magazine.

Lee began with the Summer 2006 issue and quickly set about to understand the hobby and NABA and get to know its members, attending the NABA convention annually. She earned both the admiration and respect of the members with whom she collaborated to publish the magazine. She also added a new column on book reviews, Larry Moter's *Collector's Bookshelf*.

### Even more color, more pages

The Board researched lower-cost digital printing options and found all-color to be affordable, giving Lee the opportunity to launch the first all-color issue in Spring of 2011 (#153). In 2014, she encouraged the editorial contributions of long-time NABA member **Ken Quaas**, a marketing and communications consultant. This began a seven year collaboration, which helped produce greater content for *The BC*. In Summer 2015 (#174) the magazine expanded for the first time since 2004, increasing its page count from 40 to 48.

In the Fall of 2019, the Board approved the expense to further expand the magazine page count by 33 percent, from 48 to 64 pages. A trial run at 56 pages was launched in Winter 2019 (#184) and then expanded in Spring 2019 (#185) to a full 64 pages, now the standard size.

As the magazine grew, so did NABA's membership, which saw a 48 percent increase in members between 2015 and 2019.

### A changing of the guard in 2021

In 2020, with the annual convention cancelled because of the COVID-19 pandemic, the Board approved Ken's proposal that NABA's 50th year anniversary feature an unprecedented 12-month celebration with four 80-page issues—a 25 percent increase in pages. Each of these issues has enjoyed the contributions of more than 100 NABA members.

Earlier in 2020, Lee had advised the Board of her decision to retire in 2021 after nearly 15 years and a record 58 issues. The Board decided that Ken would assume the position of Editorial Director, and a Design Director would be found. Lee played the instrumental role in finding that new Design Director—a colleague of hers—**Virginia Lepley**. Virginia worked alongside Lee in the Winter 2021 issue and makes her full debut with this issue.

### Tremendous support by NABA members

Maintaining a communication and education channel for a volunteer-based hobby group is a monumental, yet critical undertaking. Yet the effort to do so is necessary to maintain the organization's vitality. Having a print publication survive for 50 years is truly a significant achievement.

While *BC* editors each had a hand in maintaining and innovating, our magazine could not exist without the on-going support of our membership. Our most recent issues have had more than 100 individual contributors. NABA members have always been willing to share their time, talent, and knowledge on behalf of the magazine and their fellow members.

# THE RED RIBBON, FROM WAUSAU TO THE WEST COAST

## THE RISE AND DEMISE OF THE MATHIE BREWERS

BY TOM CURRAN



Die-cut cardboard sign  
16 x 17 in., c. 1938.  
Collection of Dean Rein.

Frank Mathie was a hard-working German immigrant whose name would be linked to beer for many decades in two different parts of the country. In the mid-1850s, when he made his way to Wausau, WI and found work as a blacksmith, brewing beer was not likely something he had ever dreamt about.

At that time, Wausau was a growing community in central Wisconsin, well situated on the Wisconsin River. It catered to both farmers and the bustling lumber and logging operations of the Northwoods. Seeking to capitalize on the local building boom, the ambitious Frank Mathie bought a brickyard in Wausau.

Meanwhile, another German immigrant, George Ruder, had built a brewery in Wausau that had become quite successful by 1860. Frank Mathie saw this, and despite being the seemingly rare German with no brewing experience, decided he wanted a piece of the beer business. He proceeded to buy land right next to the George Ruder Brewery, of all places, to build his own establishment. The location was ideal with a hillside where he could carve out his lagering caves. Having his own brickyard allowed him to save in building costs, enabling him to build a brewery with greater production capacity. In 1870, his first year of operation, he brewed more than 600 barrels.

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In 1892 a fire destroyed the neighboring Ruder Brewery. Luckily, Mathie's predominantly brick construction helped save his buildings. His heavily insulated icehouse walls were three feet thick and largely withstood the blaze. Still, there was extensive damage, and the two breweries considered a merger during their respective reconstruction but could not come to terms.

### From father to sons

It was at this time that Frank Mathie decided to sell the brewery to his sons, Frank Jr., Otto, and John. A fourth son, Edward, had a slightly different destiny. More on that later.

The sons steadily expanded, erecting a new bottling house and a brewhouse with a capacity of 25,000 barrels, quite large for the time. Besides keg

## A BREWERY STORY TOLD IN LABELS



This elaborate pre-Prohibition label packs a lot of information. It showcases the brewery and features Mathie's flagship brand through 1906. All labels shown are from the collection of John Steiner.



By 1934, the brewery used its new Mathie-Ruder name and emphasized the old Mathie mainstay brand, Red Ribbon.



In 1906, Mathie phased out Weisensteiner in favor of its new flagship brand, which was to become a Mathie mainstay both before and after Prohibition.



When Mathie and Ruder companies first combined in 1918, the company was renamed American Brewing Co. America had just won World War I and patriotic sentiment was strong, while anti-German sentiment (and Germany's powerful association with beer) remained. The new company's near beer product failed during Prohibition despite the American name.



Mathie-Ruder also made companion brands Gold Star Lager (phased out by 1940, likely due to a Blatz trademark of the same name) which was supplanted by North Star, introduced in 1938. Secondary brand names also included Pilsener Select, Badger Select, and the usual seasonals such as Bock and Holiday Brew.

beer, the Mathies had a bottled beer called Weisensteiner, which was very popular with the thirsty lumberjacks and farmers of the entire area. The label stated it was “stored in glass tanks insuring purity.” In 1906 they began phasing out Weisensteiner in favor of a new flagship brand called “Red Ribbon.”

**A more “American” name**

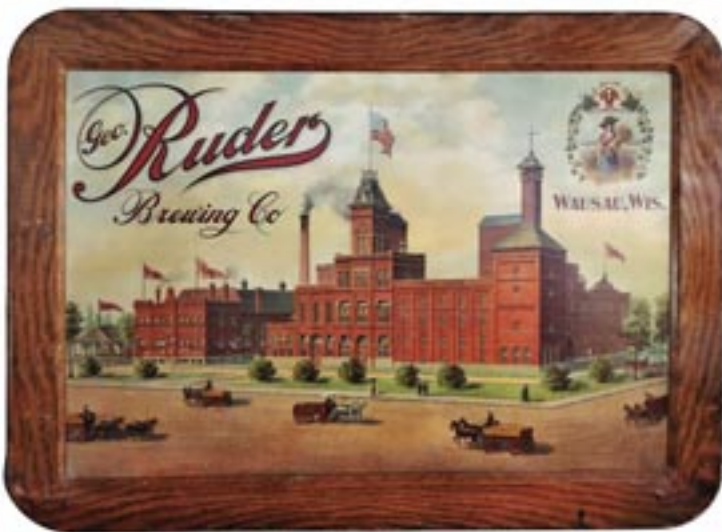
The shortages created by World War I took a toll on both the Mathie and Ruder breweries because they could not obtain the barley, wheat and hops needed for production or the petroleum to run the machinery. In 1918 with Prohibition looming, the two companies finally reached a merger agreement in an effort to survive. The resulting new firm was named the American Brewing Company.

American Brewing had John Mathie at the helm but chose to operate out of the Ruder brewery and mothball the Mathie buildings. When Prohibition

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Reverse-on-glass round sign with metal backing, 24 in. diameter, by Gill Glass Co. Philadelphia, PA, c. mid 1930s.



This self-framed tin sign shows the Ruder brewery, the plant used once Mathie and Ruder combined in 1918. It measures 26 x 18 in. by Meek & Beach Co., Coshocton, OH, c. 1901.

The sign is the only existing example known.



Double-sided porcelain sign in iron frame, 2 x 4 ft., by Everbrite Co., Milwaukee, WI, c. 1930s. Collection of Dean Rein.



Round aluminum “button” sign, 10 in. diameter, c. 1933. The brewery was briefly called American Products Co. after Prohibition and was renamed Mathie-Ruder in 1934. By Lelsey Aluminum Co., Kewaunee, WI. This sign and the one above are from the collection of Dean Rein.



1930s coaster, collection of Tom Curran.



Illuminated gas-discharge tube sign with reverse-painted glass ad panel (with ribbed glass panel behind) mounted on painted metal cabinet nickel plated metal trim. Measures 25 x 10 in. c. 1933, by the Allison Sign Co., Inc., Milwaukee, WI Collection of Ron Thomas.



In an effort to better compete with regional rival Rhineland's popular 7-oz "Shorty," Mathie-Ruder introduced its "Junior," under the North Star label. Collection of Tom Curran



Red Ribbon mini bottles. C. late 1940s. Collection of Jerry Porter.



Rare celluloid sign, 10 x 6 in., by Milprint, Milwaukee, WI, c. 1950s. Collection of Dean Rein.



Dual-branded foamscraper, c. 1940s. Collection of Brian Langenbach.



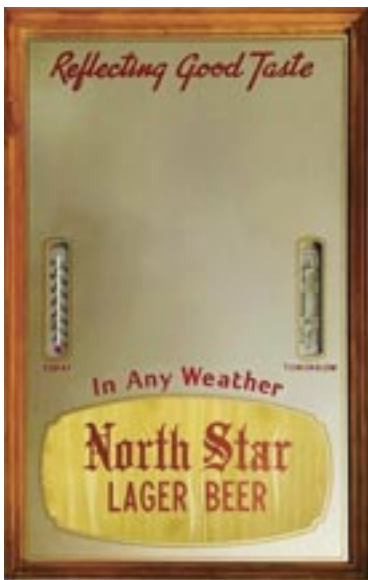
Porcelain sign (missing neon), 4 x 2 ft, c. 1930s, by Everbrite Co. Milwaukee, WI. This sign is one of two known existing examples. Collection of Dean Rein.

hit, the brewery produced near beer, but this proved to be a money-losing proposition. In 1925, production was halted with the hope of waiting out Prohibition.

Happily, the company survived. When Repeal came in 1933, it re-opened as a beer maker with the odd Prohibition-sounding name of American Products Co., using the old Ruder plant. The name was changed to Mathie-Ruder Brewing Co. in 1934.

The old brewery and its equipment were upgraded during the 1930s. With optimism production capacity was expanded to a healthy 75,000 barrels.

Mathie-Ruder's largest regional competitor was Rhineland Brewing Co., 60 miles north in Wisconsin. Mathie-Ruder suffered market share loss after Rhineland introduced an immensely popular "Shorty" seven-ounce bottle in 1940. The Shorty used an attractive applied-color or "painted" label and was attractively priced at 10 cents a bottle. In an effort to counter this challenge, Mathie-Ruder launched its own seven-ounce entry under the North Star brand name called North Star "Junior." They also had to compete on the price.



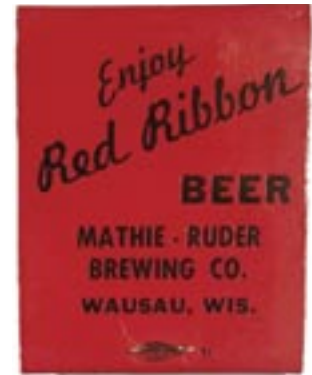
Mirror with thermometer and barometer, 13 x 15 in., by Embosograf Co., Chicago, IL, c. 1940. Collection of Ron Thomas.



Shelf talker sign, foil on pressed cardboard, c. 1940s. By Kirby-Cogeshall-Steinau Co. Milwaukee, WI. Collection of Brian Langenbach.



North Star "spinner" neon-illuminated clock, c. late 1940s, by Neocraft Mfg. Co. Inc., Elkhart, IN. Collection of Jeff Simarski.



Matchbook, unstruck, c. early 1950s. Collection of Eric Romano.



Tray featuring both brands, c. 1940s, by The Burdick Co., Chicago, IL. Collection of Tom Curran.



Square deco-style tray c. early 1940s. Collection of Tom Curran.

### Post war struggles

Despite a production capability of 75,000 barrels, Mathie-Ruder was managing only 35,000 barrels after World War II, with sales and production dropping precipitously to 20,000 barrels by 1948. The storm clouds darkened. Otto Mathie, now president, resigned his position and there were no longer any Mathie family members operating the company. The longtime brewmaster quit, only to be replaced by a bottle house employee. Not surprisingly, quality control became a huge issue. There were several bad batches of beer released to the public and Mathie quickly earned a reputation as an inferior product at a time when the Milwaukee and St. Paul breweries had begun an advertising

campaign in Mathie-Ruder's primary Wisconsin sales territory.

The company continued to hold on, and although late to the game, installed a canning line able to put its flagship Red Ribbon in conetops. But production continued to decline to an unsustainable 10,000 barrels, and the brewery sputtered to closure in 1955.

The much larger Jacob Schmidt Brewing Co. of St. Paul bought the North Star label. The equipment was sold to other small breweries in Wisconsin and Iowa. Sadly, the stately buildings of both the Mathie and Ruder (which later became Mathie-Ruder) breweries were demolished in the 1960s and 1970s.

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Two pre-Prohibition trays. At left, a classic tavern scene entitled *Old Friends* is used to promote Mathie's "purity and quality" claims, by Meek & Beach Co., Coshocton, OH, c. 1905. At right a decidedly upscale setting features the three Mathie brands, no mfr. mark, c. 1908. Collection of Tom Curran.

Rare, pre-Prohibition pocket mirror, advertising Mathie's L.A. flagship beer, Red Ribbon, as well as companion brand, Old Dutch Lager. Courtesy of Mark Young.

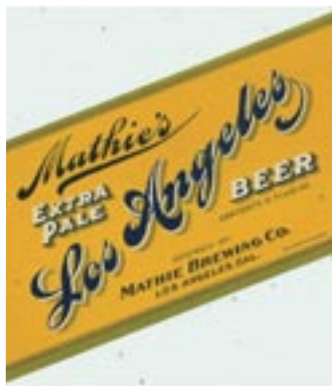
## Edward Mathie heads west

While three of Frank Mathie's sons were running the Wausau brewery in the years before Prohibition, the fourth son, Edward, went west to Los Angeles in search of his own fortune in the developing state. This was similar to the story of Martin Walter from another famous Wisconsin brewing family who went to San Diego but eventually started his brewery in Pueblo, CO.

Determined to establish himself in the West, Ed Mathie bought two full blocks in downtown Los Angeles in 1900 and formed his namesake Mathie Brewing Co. in October 1903. He spent the next year constructing a brewhouse, bottling works, electric plant, cold storage, refrigeration plant, stables, and office. The complex was massive, with a 250-barrel brewhouse and a cold storage capacity of 6500 barrels.

The beer was launched on January 1, 1905, and seemingly attempted to bank on the established Mathie reputation in Wisconsin, using the slogan *The Peoples Favorite. Mathie's Famous Beer*. Just as his family's brewery was doing back home, Mathie named his flagship brand Red Ribbon. His marketing promoted Wisconsin malt and Bohemian hops as the primary ingredients, and the use of "the purest water" from artesian wells dug by the company.

The marketing worked and Red Ribbon caught on in Southern California. According to a 1908



Early Mathie Los Angeles label.

The same stock scene used by Mathie/LA on the tray above was also used at the same time by Geo. Ruder (Wausau, WI) on a 13 x 19 TOC (right) by Meek & Beach Co. c. 1905, one of two existing samples known. Collection of Dean Rein.



*Los Angeles Herald* article, "orders came in from all over California as well as adjoining states and territories." Sales steadily increased and the future looked promising. Mathie expanded his brewhouse and bottling capacities as he broadened distribution.

## L.A. labor struggles

Like so many other breweries in cities across the country during this time, Los Angeles was about to endure the dark clouds of labor tensions. In 1905, Los Angeles had three major brewers: Maier and Zobelein Brewery, Los Angeles Brewing Co., and Mathie. There also was an Anheuser-Busch agency in the city.

The employees of each of these breweries were represented by the United Brewery Workmen of America. In May of 1910 they struck for higher wages. As the strike dragged on things got uglier. In what seems like a self-defeating move, the union workers threatened to join with Prohibitionists to vote Los Angeles dry. There were riots, fights and arrests of union workers.





This colorful tray uses a stock motif that looks more Hawaiian than Californian. American Art Works, Coshocton, OH, c. 1912. The same image also was used on a tray by the Fresno Brewing Co. Courtesy of Brian Schade.



At center, an unusual square tray features a bear discovering a case of Red Ribbon. A symbol of California, the bear seems to have been a motif used along with the slogan, *bear on the square* in the 1910s by Mathie. Collection of Chad Haas. At right, a rare oval tip tray of Mathie's three brands c.1915. Collection of Joe Gula. Both trays are by American Art Works, Coshocton, OH.



Fearing Prohibitionists, brewers in the early 1900s touted the health benefits of their beer, as well as making "medicinal" malt tonics—advertised by using an image of a nurse—and claiming to aid minor maladies like indigestion, nerves and sleeping troubles. This ad ran in the *L.A. Herald* in 1909.

The strike was at that time one of the most consequential ever experienced in L.A., dragging into 1911. Facing their own demise, the various breweries started settling with the strikers. Mathie held out to the last, finally agreeing to terms in April of that year. An exasperated Mathie told the *Los Angeles Herald* newspaper on April 29th, "I found that it was impossible to stand against the unions any longer."

### Enough was enough

As if the strike was not enough, materials shortages caused by World War I and the growing Prohibition movement also were starting to have a negative impact on the Los Angeles breweries. They attempted to address this by marketing their brews as tonics that contributed to good health. To make matters worse, the emerging big beer brands from Milwaukee and St. Louis, as well as regional competition from up north in San Francisco, were cutting into their sales volume. World War I brought restrictions on the use of grain, fuel, and raw materials as well as anti-German (and beer) rumblings.

**RED RIBBON MULE TEAM**

**Getting "a kick" out of Red Ribbon:** Sometime around 1910, Mathie decided that a mule team carting a giant bottle would make for a memorable promotional idea, accompanied by the catchy slogan, *We kick when we don't get Mathie's Red Ribbon Beer*. Mathie produced two beer trays, a postcard and other promotional items with the mule motif. Both trays by W.P. Jeffries, Los Angeles, CA.

Ed Mathie grew tired of fighting what seemed to be indomitable forces to the long-term success of his brewery. When California voted to ratify the Eighteenth Amendment prohibiting the manufacture and consumption of alcohol on January 13th, 1919, Mathie decided to shutter his namesake brewery and put the buildings up for sale.

In April, 1922 a company called Imperial Cotton Mills purchased the complex and converted it into a textile mill. This ended the Mathie name in brewing on the West Coast.

# Finding my Gozo

by Brent Herpel

Michael Karl (M.K.) Goetz, a German immigrant, founded the City Brewery in St. Joseph, MO in 1859 at the tender age of 26. As it prospered, he re-named it the M.K. Goetz Brewing Company.

The company continued to flourish even after founder M.K.'s death in 1901. His four sons successfully carried on operations of the Goetz Beer brand.

While so many breweries were shuttered forever following Prohibition in 1920, Goetz was one of the rare breweries that actually prospered during that time, thanks in large part to Country Club "Special," a non-alcoholic brew that would spike easily with grain alcohol to both taste and perform like real beer.

Goetz also produced and successfully sold other beverages during Prohibition, like soft drinks with flavors like strawberry, grape, ginger ale, orange, and "chocolate jam." And then there was the hilariously named Gozo, which was a "cereal beverage" that was marketed as having *absolute purity, wholesomeness and nutritive qualities and suitable for both children and adults.*

For breweriana collectors, it is extremely tough to find any advertising from Gozo. If anything does somehow turn

up, Goetz collectors pounce and items quickly disappear into collections!

My Gozo story has what many collectors likely experience—a frustrating beginning but a happy ending. It began in January of this year. I was sitting at home after testing positive for COVID 19 and

minutes about the details of the jersey and he was curious about why I was so interested in it. I told him I collected Goetz memorabilia and local St. Joseph advertising. I cautiously inquired about how much he was asking for the jersey. To my dismay, he was taking offers for three days, and then sell to the highest bidder.

I gave him a strong offer and anxiously waited for three days, hoping to add this Goetz jersey to my collection. On the third day I went to get re-tested for COVID-19 and it was negative. While I was driving back home, I got the call from the man who owned the jersey—more good news—I became its new

owner. I told him I would be there in 20 minutes to pick it up.

Little did I know just how lucky this day would be. When I reached his home, the kindly old man and his wife welcomed me into their home like an old friend. I visited with them for a while and paid for my new jersey. As I was ready to leave, the wife said to me, "You know, we have this old sign in our basement that says St. Joseph on it." They both asked if I would like to see it. Of course, I couldn't say yes fast enough and as my pulse raced, I attempted to put on my calmest "poker" face.



This Prohibition-era, tin-over-cardboard sign with the funny name has a romantic backstory. The sign is the only known existing example and measures 19.25 x 13.25 in., by The Elwood Myers Co., Springfield, OH.

feeling sorry for myself. Brent—why did you get tested in the first place—did you have symptoms? I received a message on Facebook from a very good friend of mine and fellow Goetz collector, Boone Jeffers, telling me about a lady who had posted a 1950s era Goetz Country Club softball jersey for sale on a local swap/shop page on Facebook.

There was a phone number on the listing, so I immediately called. An older gentleman answered and said, "You must be calling about the jersey?" I said, "Of course!" We chatted for a few

I followed the man downstairs to see his bar and man cave. The walls were filled with newer beer mirrors and my eyes darted around the room to find the old sign from St. Joe's.

Suddenly it met my eyes, almost hidden, hanging in an out-of-the-way place towards the bottom of the wall and behind his bar. It was an amazing sign for Gozo, the likes of which I had never seen. At first, I was lost for words, as my mind was racing. Regaining my composure, I asked the million-dollar question, is it for sale? Little did he know that I couldn't leave without it. He replied, "You'd better ask my wife... its hers."

I hurriedly went back upstairs to speak with his wife. I asked how she acquired it. She began by telling me that she and her husband had been married for more than 60 years and the story began one evening shortly after they were married. They stopped at their favorite local watering hole, the D&G bar and restaurant. The D&G is where the couple first met, so it held a special place in their hearts, with many happy memories of times spent there.

A local landmark in St. Joseph, the D&G still exists and has by that name since 1945. Prior to that, it also was a bar and restaurant dating back to before Prohibition. The historic establishment has long been a favorite among the locals, its walls adorned with advertising from St. Joseph businesses, most from a bygone era.



NABA member Brent Herpel with his recent prize acquisition.



Gozo advertising is scarce. Two other examples are this tin sign, 9.5 x 6.5 in., collection of Kevin Crawl and opener, collection of Boone Jeffers.



On that evening some 60 years ago, the newlyweds had stopped in to grab a bite and have a few beers with some friends. The bartender was a friend of theirs who wasn't aware that they had married until he noticed their wedding bands. To congratulate them, he asked them if they would like something from the D&G as a wedding present. The wife said, "Surprise me!" He took the Gozo sign off the wall and

handed it to the newlyweds and said, "Congrats!"

She was laughing as she told the story about why they had held onto the goofy-named Gozo sign for more than 60 years. She said that none of their kids were interested in it and that letting it find a new home with a dedicated Goetz collector to happily display seemed like a wonderful fit. It was a bittersweet feeling for me to acquire it after I'd heard that sentimental tale straight from the bride herself. I'm thrilled and honored that they let me purchase something they had held onto for 60 years with such a personal history.

I've found lots of Goetz pieces over the years, but being able to purchase this amazing—and previously unknown—sign was a milestone for me. What makes it special is that I acquired it from such a sweet couple, who trusted me to be the new steward and preserve it for the future.

When I posted a picture of this sign on the NABA Facebook page, I was contacted by many people wanting to know its story, and I am happy to present it

in this magazine. I'd like to thank my fellow beer buddy collectors, Boone Jeffers, Kevin Crawl, and Richard Zook for providing a few pictures of scarce Gozo items they have found over the years. And in the meantime, I'll be on the lookout for more Goetz items or any other early breweriana from St. Joseph.

**Editor's Note:** Brent Herpel can be reached at [Brentherpel@gmail.com](mailto:Brentherpel@gmail.com).



# A Brewerianic Voyage from Albany to Buffalo

Major breweries and brands along the Erie Canal  
by Jack Conlon



A part of the Erie Canal. Now nearly 200 years old

## ALBANY

### *Beverwyck Brewing Co.*

Our journey starts here, where **Beverwyck Brewing Co.** had its beginnings in 1878 and operated independently until being purchased in 1950 by F. & M. Schaefer Brewing Co. of Brooklyn, NY. The Irish Brand Cream Ale was Beverwyck's flagship brew, and these were some of the very first cans I dumped as an aspiring collector in the mid-1970s. After 1950, Schaefer continued to brew the Irish Cream Ale brand until 1957, and ultimately closed the Albany brewery in 1972.

### *Dobler Brewing Co.*

**Dobler Brewing Co.** was another brand that prospered in the capitol city from 1865-1960. It closed shortly after being sold to Hampden-Harvard Breweries of Willimansett, MA which continued to produce the brand until 1964. I have picked up a nice selection of bottles from the brewery by going to the regional breweriana shows over the last 30 years.



Upstate New York has always been my passion in terms of collecting breweriana. My native city of Syracuse, NY has a rich brewing history, with Haberle Congress being its longest running brewery, from 1857-1962. So many other breweries came and went within this period, as did the fortunes of many of the cities of Upstate NY.

When you look at the map of the major cities in my part of the country, you realize the dominant influence the Erie Canal had on their growth. Opened in 1825, the canal stretches 363 miles and traverses across New York state, connecting Albany and the Hudson River to the east and Buffalo and Lake Erie to the west.

This amazing waterway drove the industrial and population growth of this area, and its connection to New York City made it the busiest port in America. The Canal also linked these cities together, helping them further prosper.

And as the canal cities flourished, they gave rise to many large and now legendary breweries. These storied breweries along the canal stand testament to the past, and our hobby keeps them alive in our hearts as collectors. Here is a pictorial breweriana travelogue of some of my favorite breweries from the major cities along the fabled Erie Canal.

## UTICA

### *Matt Brewing Co.*

As we push on to Utica, it is no surprise that Utica Club's beers have earned a solid reputation from 1888 to the present day, under the care of the Matt family. First called the West End Brewing Co., it was renamed F.X. Matt Brewing Co. in 1982 and shortened to **Matt Brewing Co.** in 1990. It is the third oldest family-owned brewery in the U.S. Amazingly, it also was the very first brewery to be licensed to sell beer after Repeal.

During the 1950s and 60s, two of the most recognizable advertising characters on upstate New York television were Schultz and Dooley, the animated cartoon beer tankards that promoted Utica Club brands. Voiced by legendary comedian Jonathan Winters, the ads became so popular that other animated stein characters were added, including Officer Sudds, Farmer Mugee, and the Countess.

My introduction to Utica Club occurred through a brewery tour in the early 1970s. I received a souvenir can made into a coin bank at the end of the tour, and it still sits proudly in my UC display. Utica Club beer remains popular locally, but the brewery has survived chiefly because of the success of its now flagship beer, Saranac, named for the famous Adirondack lake. Since its introduction in the mid-1980s, Saranac has been marketed like a craft beer, offering many beer and ale styles under that label.

### *Fort Schuyler*

Another popular Utica brand from the "old days" was Fort Schuyler. Brewed by the **Utica Brewing Co.** from 1933-1950, and later until 1992 by local rival West End Brewing Co, (later F.X. Matt). Fort Schuyler was a Revolutionary war era fort in Utica.

The only items I have from this brewery are in the photo, collected in the last decade. The high-profile cone tops are highly sought after and I have yet to acquire the ale version. I am slowly adding newer items from this Utica brewing legend.



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## SYRACUSE

### *Haberle Congress Brewing Co.*

Heading west to central New York and Syracuse, this is where **Haberle Congress Brewing Co.** was king of the local breweries. Founded in 1857 by Benedict Haberle, the brewery's most famous brand was a light-colored lager beer introduced in the 1890s, Congress Beer. It was renamed from Haberle to Haberle Congress after Prohibition to reflect the popularity of its flagship brand.

The brewery also introduced a companion brand, Black Bass Ale. Launched in 1933, the name was changed in 1939 to Black River as the Black Bass label was owned by a Canadian brewery. The popular ale took the name Black River after the river that flows from the Adirondacks to its mouth at Lake Ontario. Created to compete in the crowded Upstate NY ale market, Black River employed attractive outdoorsy, fishing graphics. Breweriana from this brand is rare and highly coveted by collectors.

The last of the four generations of the Haberle family was forced to close the doors of the family-owned brewery in 1962 when it could no longer survive the competitive assault from larger regional and national breweries. The Congress brand was then sold to regional competitor Standard-Rochester Brewing Co. and was brewed in Rochester until 1968.

### *Moore & Quinn, Inc.*

**Moore & Quinn, Inc.** is another local favorite brewery of mine to collect from the Salt City. Established in 1881 as the Central City Brewery, it officially changed its name to that of its founders, Moore and Quinn in 1901. The brewery became famous locally for its variety of excellent ales and porter. Its most popular brand was Diamond Ale which used an eye-catching label featuring a glittering diamond. The company has been closed since 1950. I have found it challenging to find many items from this brewery and am happy to have the examples I do.





## ROCHESTER

### *The Genesee Brewing Co.*

Heading westward to the famed Finger Lakes region along the Genesee River, the city of Rochester has had a rich brewing history. **The Genesee Brewing Co.** has the strongest legacy of any Rochester brewery, made famous by its Genesee brand of beer, cream ale and premium 12 Horse ale. The latter is an English-style ale, heartier than its cream ale counterpart, and was just reintroduced in 2020 after an eight-year absence.

The popular “Genny” has stood the test of time over the decades and kept the brewery afloat through various ownership changes, as has its craft-beer positioned J.W. Dundee’s brands, introduced in 1994 and its contract brewing business.

I never get tired of hunting for the vast variety of breweriana from Genesee, which always turns up on the tables at local shows.

### *Standard-Rochester Brewing Co.*

Many colorfully named brands with equally intriguing breweriana came out of the **Standard-Rochester Brewing Co.** which closed in 1970. Standard-Rochester was the second largest brewery in Rochester, behind Genesee. It was the result of the 1956 merger between Standard Brewing Co. and the Rochester Brewing Co. I often wondered how Standard-Rochester’s line of label names were thought of as heads of the breweries sat around the table brainstorming.

“Old” was a common theme of both breweries before they combined. Rochester Brewing introduced Old Topper beer and ale in 1934 and it became a very popular brand for more than 20 years until being discontinued in 1958. The highly unique and recognizable Topper brand icon was the silhouette of a man seen from the shoulders up, elegantly wearing an old-fashioned top hat and carrying a cane. The brand’s slogan even sounded fashionable: *The flavor that’s in favor.*

Topper also made Snappy Ale. I remember digging countless Snappy Ale J Spout cans as a kid in the 1970s and being thrilled with each discovery.

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## ROCHESTER

*Standard-Rochester Brewing Co.*

*continued from page 29*

Standard Brewing liked “old” as well, but especially favored the odd motif of an ox. After Prohibition ended in 1933, Standard named its line of ales Old Ox Head, while its beers carried the name Old Ox Cart. The Ox Cart beers were produced until 1960, while the Ox Head ales lasted another 10 years until brewery’s demise in 1970.

In the 1960s, Standard-Rochester introduced perhaps its most wildly colorful brand, Jaguar, which came in both beer and malt liquor varieties. Jaguar’s flashy breweriana has caught the eye of many collectors. The brand was only produced from 1964-69 and was designed to appeal to the inner urban scene as an affordable brew. I can never get enough of its breweriana which just screams 1960s!





## BUFFALO

### *Iroquois Beverage Co.*

Finally, we come to Buffalo, upstate New York's largest city and the last stop on the canal. **Iroquois Beverage Co.**, later changed to Brewing Co., was Buffalo's longest running, best known brewery. Although its roots date back to the 1830s, the Iroquois adopted the name in 1892 and survived until 1971.

After Prohibition, Iroquois grew to be the largest brewer in Buffalo and acquired local competitors, including the former facilities of Mohawk (closed 1936) and Van Buren (closed 1950).

During the period of brewery consolidation in the 1950s, Iroquois joined forces with a small group of regional breweries to try to gain clout and economies of scale, and better compete against the big nationals. The group of small U.S. companies from east of the Mississippi was formed in 1955 under the ambitious name International Breweries Inc. (IBI).

Iroquois had five other partners in IBI: Frankenmuth Brewing Co., Frankenmuth, MI., Krantz Brewing Co., Findlay, OH., Southern Brewing Co., Tampa, FL. (both joined in 1956), Phoenix Brewery Co., Buffalo, NY in 1957, and Bavarian Brewing Co., Covington, KY in 1959.

Despite this attempt to build a larger network, the brands remained regional and the IBI dissolved by 1966. Iroquois became independent again in 1965 until closing six years later. The brand was highly regarded in the Lake Erie region and kept alive for many years by a succession of regional brewers.

The Iroquois Indian Head brand is highly desirable with vibrant colors that make its breweriana stand out in a collection. The crowntainers are particularly attractive. Finding them in dumps in the Adirondack Mountains as a kid brings back fond memories of my first encounter with this brand.

### *William Simon Brewing Co.*

The **William Simon Brewing Co.** was another brewery in Buffalo that stood the test of time, outlasting its Buffalo competitors and finally closing in 1973. William Simon purchased the John Schusler Brewery (founded in 1859) in 1896 and renamed it after himself. After Prohibition, the company built a strong local following for its Simon Pure Beer and Old Abbey Ale. After the brewery closed, its brands, like those of Iroquois, were purchased and produced for a time by the Fred Koch Brewing Co. of Dunkirk, NY, until it too closed in 1985.

I am always searching for Simon Pure pieces, which come in many forms. My favorite piece is the enamel money clip with its flying hops logo in the center. The green steinie bottle also makes an attractive pairing with the bold green tray. Buffalo is well represented among my collection, and rightfully so.



# WHO ARE WE?



We discovered this beer drinking family some 25 years ago at the Antique Advertising Show in Indianapolis. They showed up with an assortment of art that was rescued from a dumpster after someone cleaned out the Heekin Can Co. building...so the story goes. They haven't drank a drop since coming to our house but we often wonder if they ever hit the big time in the advertising world. They are original oil paintings surely meant for some brand of beer advertisement of some sort. There are plenty of examples of happy faces holding glasses of beer that have been published but we have had no luck in our search on this family. Each has the remnants of the registration marks (A) to help line up the art with the product logos and secondary copy perhaps like the illustrations shown (B). Anyone having any information about these three could find themselves the winner of a major prize! One other bit of information that may help is that among the other items we purchased from this "collection" was a hand painted Queen City beer ad (C).



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# Let's Talk Breweriana

by Rich La Susa, Brewery Historian



## A Few of my Favorite Things

My *Let's Talk Breweriana* columns have given me the opportunity to write about exceptional point-of-sale beer advertising for the last 16 years.

I thank George Baley for inviting me to join the *Breweriana Collector* staff in 2004. He was my first editor, and we quickly established a great working relationship that was easily and seamlessly transferred to Lee Chichester when she succeeded George in 2006.

It's time to take a look at some of my favorite things from those columns. When I contemplated writing that sentence, I was reminded of Julie Andrews singing a song of the same name in the 1965 movie, "The Sound of Music," though what I present is not so lyrical.

I usually write three *Let's Talk* columns a year for this magazine, so selecting only 16 pieces from over many years was, as you might imagine, a significant challenge. There were many worthy items from which to choose and I enjoyed reviewing the hundreds of photos, extensive interview notes and many stories. Good memories! Listening to and reading collectors' stories is a valuable perk of this job, as is being able to share them with you.

### Selection Criteria

What I ultimately chose was based on a variety of considerations. Most notably, the exquisite beauty of the pieces, their colors, intricate designs, and construction. Interesting backstories about how they were acquired weighed heavily, as did explanations of why they hold not only a special place in the minds of their owners, but in the history of beer advertising.

Not surprisingly, some rank as the favorites of these collectors. That, however, was not a major influence on me. All who have contributed to my

columns have been generous with their time and knowledge, so hopefully no offense will be taken because their special pieces were not selected. The competition, if I may call it that, was stiff. Please remember, these are only my subjective opinions. Take them for what they are worth to you. While I did not take the task lightly, it is all in good fun!

### Sixteen Notable Pieces

Most pieces are from the pre-Prohibition era, prior to 1920. It was an era in which quality craftsmanship and the alluring beauty of this commercial art form were paramount for manufacturers and brewery owners. Interestingly, some of these rarities—especially lithographs—have been called, somewhat dismissively, "saloon art." Their primary purpose, after all, was to decorate drab taverns and saloons. Beer joints. They may not be worthy of wall space in famous art museums or galleries, but they certainly look great in collectors' displays.

I've also included five examples from the 1930s—following the repeal of Prohibition in 1933, when quality still mattered—and two from the 1950s. The 16 represent breweries in 11 states; four are from Illinois, my former home base. (Perhaps a bit of regional bias here.) Three are from the same collection! Most appeared in the *Breweriana Collector* during the last decade—a coincidence, perhaps, but likely attributable to my familiarity with the collectors and their collections.

Two pieces were featured in the same issue, and it is easy to understand why. This collector has an abundance of rare and one-only known Pacific Northwest advertising. Items are arranged chronologically, not in order of my preference.

Continued on page 34

## SPRING 2006

### *A-1 Cowboy's Dream chalk*

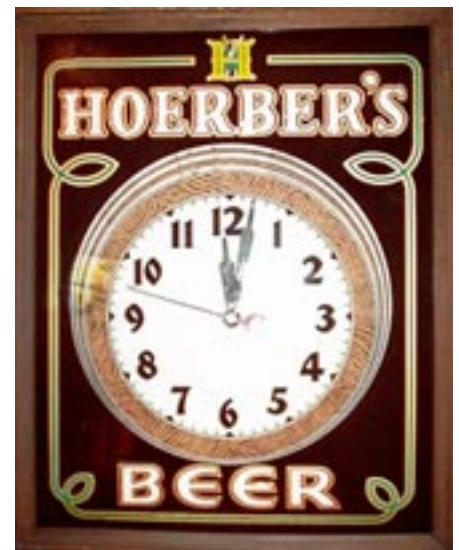
A description of the A-1 Pilsner Beer “Cowboys Dream” painted chalk (with an embedded clock) did not make the final cut in the original (2006) issue, where only a photo was used. I first saw this 11 x 12 in. back bar display in the collection of Ed Sipos, of Scottsdale, AZ. It is one of my favorites from the mid-century period. It was manufactured by the M.J. Golden & Co., Inc. of Pittsburgh, PA, based on artist Lon Megargee's 1948 lithograph of the same name. The Arizona Brewing Co., of Phoenix, AZ, issued it in 1953 as part of its “The Western Way to Say Welcome” campaign, which included other handsome advertising with a Southwestern desert motif. The key elements of its tableau are a sleeping cowboy, head resting on his saddle, the image in the sky above him, and a female with flowing hair riding a large white horse. His dream! Classic, indeed.



## WINTER 2006

### *Hoerber ROG clock*

I first saw this stunning 1930s painted reverse-on-glass (ROG) clock when I visited the West Chicago, IL home of the late Adolph Grenke in 2005. This likely one-of-a-kind piece was made for the Hoerber Brewing Co., Chicago, IL (1882-1941) by the Crystal Mfg. Co. of Chicago and displayed in the brewery's main office. It measures 30.5 x 24.5 in., including its thick wooden frame.



## SPRING 2010

### *Atlas Prager ROG sign*

This gorgeous 1930s saucer-shaped lighted ROG sign is perhaps the most spectacular of all Atlas Brewing Co. (Chicago) advertising. It was my good fortune to be visiting Grenke's home the day it was delivered. It is 13.5" in diameter, encased in a metal rim around its edge. The central feature is the brewery's famous Charles Bridge motif in black and yellow. Breathtaking! Its discovery was a major surprise, and so was the company that made it—the famous Gillco Glass Signs Co. (Philadelphia). “Until that time, no one knew that Gillco had made a Chicago brewery sign,” Grenke told me.



## WINTER 2011

### *A.B.C. waterfall motion sign*

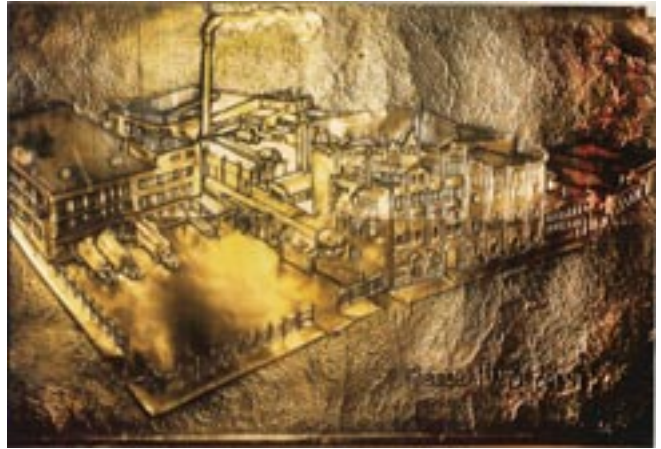
John Carihfield of Santee, CA collects vintage advertising from San Diego breweries. One of his most unique and rare pieces is a 1930s framed waterfall motion sign made for A.B.C. Beer from Aztec Brewing Co., San Diego, CA. What makes this special is its design and construction—parchment-style paper graphics that feature a painted waterfall scene, and in front of a reverse-on-glass piece with black and white coloring where the river and waterfall are located. This 17.5 x 14.5 in. beauty was manufactured by the Econolite Corporation, Los Angeles, CA, under the brand name “Scene-in-Action.”



## SPRING 2011

### *Peter Hand copper relief*

In November 1986, a month after long-time Peter Hand/Meister Brau brewery owner-president Harry Heuer passed away at age 94, PH/MB expert Don Hardy of Westmont, IL and I visited the Heuer estate in Twin Lakes, WI. We were invited by Harry's son, Harry Heuer Jr. Mounted on a wall in his basement was a jaw-dropping, one-of-a-kind hand-hammered copper relief that depicts an aerial view of the brewery. Overhead lights vividly brought out the rich patina of this 21 x 34 in. piece. Artist Avril Hadfeld crafted it in 1959 from two thin sheets of copper. It originally was displayed in the brewery's offices in Chicago.



## WINTER 2013

### *Old Manhattan ROG sign*

One of the rarest pieces of advertising issued by the Manhattan Brewing Co. of Chicago, IL, is this dazzling 1934 Old Manhattan Lager Beer neon-trimmed metal-framed 11 x 20 in. ROG. It was sold in the 2012 Adolf Grenke collection auction. It would rate as a centerpiece in many collections. Why am I so fond of it? Quite simple. I own it! It is conveniently displayed on a shelf above the desk where I write my *Let's Talk* columns.



## SPRING 2013

### *Pointer foam scraper*

Most foam scrapers have a uniform, ho-hum style. A captivating figural design is what attracted me to one that advertises Pointer Beer; an image of a pointer hunting dog that was carved into the right side of the scraper's body. It takes this prosaic breweriana genre to a new dimension. "It's unique; stands out from the others," said its owner, Ed Beckmann of Glendale, AZ, whose scraper collection may be the largest known. It was issued in the 1930s by the Pointer Brewing Co. of Clinton, IA.



## WINTER 2015

### *C. M. Conrad tin sign*

Some acquisitions are surprise packages. This embossed Conrad's National Brew 13.5 x 6 in. tin-over-cardboard (TOC) sign is from C.M. Conrad National Brewery, Erie, PA (1863-1899). It is in the collection of Ray Barber of Erie. Its rarity and backstory alone make it a worthy selection. Based on a tip, Barber thought he was going to see a sign from the Erie Brewing Co. in the basement of an old house. When the homeowner pulled a chain that turned on a light, he said, "I just stood there with my mouth open, not able to talk for probably 15 seconds, looking at this unbelievable piece of history." Ray recovered from his reverie and purchased it. Continued on page 36



## SUMMER 2015

### *Schueler & Coors lithograph*

When asked to name his rarest item, Bill Frederick of Littleton, CO didn't hesitate. "A pre-Pro Schueler & Coors lithograph from 1880." Why? "There is only one other known example, and it's displayed in the Coors brewery in Golden!" This exceptional 17 x 23 in. piece advertises the brewery's Golden Lager Beer featuring five labeled bottles in a hopvine wreath. On the back is a printed maker's mark: A. HOEN & CO. LITHO BALTIMORE. Schueler & Coors of Golden, CO (1873-1880) eventually became the renowned Adolph Coors Brewing Co.



## SPRING 2016

Two rare pre-Pro signs appeared in the same column.

### *Bellingham Bay ROG sign*

The deep, rich colors and classy graphics make this 19-inch, bubble-front Bellingham Bay ROG an easy selection. It is one of the most impressive signs in the huge collection of Bryan Anderson, Happy Valley, OR. Bryan calls it his "superstar piece." The convex glass is mounted in a metal frame. It was used by the Bellingham Bay Brewery, Whatcom, WA (1909-1915). He acquired it in a 2014 Showtime Auction, telling me "Lori and Michael Eckles [the company's owners] drove from Woodhaven, MI to deliver it to my house."



### *Gambrinus painted glass sign*

This majestic painted glass sign is from the Gambrinus Brewery, Portland, OR (1889-1916). Amazingly, Bryan has two of them! They originally were displayed in the Pantages Theater in Portland. In December 1915—the year before Oregon's version of prohibition began—they were given to a Mr. Carr by the theater's owner who no longer had use for them. Many years later, they became the property of his grandson, Myron, who displayed them in his Portland home. Bryan tried to acquire them, but they were not for sale—at any price. Perseverance paid off 20 years later, when he purchased them from Myron's daughter.



## SPRING 2017

### *Butte metal sign*

The "favorite piece of all" proudly belongs to Dr. Ray Geyer of Great Falls, MT. It is this magnificent pre-Pro Butte Lager Beer lithographed metal factory scene sign. It was made for the Henry Muntzer Butte Brewery of Butte, MT by the Standard Advertising Co., Coshocton, OH with a patent date of 1898. "I enjoy the beauty of the craftsmanship that went into metal lithography," Ray said. His specialty is Montana breweriana and his collection includes many scarce or rare pieces.



## SUMMER 2018

### *Dotterweich tip tray*

It is easy to see why the favorite in Joe Gula's large tip tray collection is one from the Dotterweich Brewing Co. of Olean, NY, (1891-1920). It has riveting vivid colors and subject matter: beer, food and a cigar! My knowledge of pre-Pro tip trays couldn't fill one—until I met Gula of Indianapolis, IN, an expert and author of *Lithographed Brewery Tip Trays and Coasters*. At the time this column was published, he had cataloged 75 different tip trays issued by breweries in New York State and owned 66 of them. This is “a non-stock image and miniature example of the brewery's equally impressive serving tray,” Joe said. It took him nearly seven years and a three-way deal with two friends to acquire it.



## SPRING 2020

### *Klausmann corner sign*

Donald Roussin's list of one-only-known or one-of-kind breweriana displayed in his house in Maryland Heights, MO, reads like a litany of once-famous—some revered—Missouri breweries and brands. Selecting a single item from this enormous, multi-room collection was one of the most difficult aspects of my exercise. The pre-Pro metal corner sign from Klausmann Brewery Co. of St. Louis, MO (1882-1909) is an exceptional example of this popular style of advertising. “The Klausmann corner sign...is always in the running in my ‘most-favorite-piece’ derby,” Roussin told me.



## SUMMER 2020

### *Old Heidelberg ROG sign*

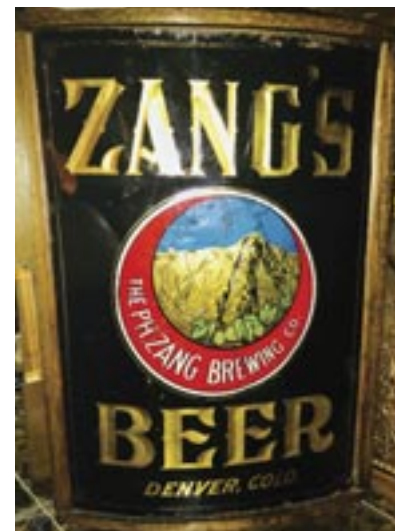
After seeing this spectacular pre-Pro Old Heidelberg Beer ROG in an exhibit, Pat Stambaugh of Lake City, MN, was so impressed that he was determined to purchase it. With the assistance of a friend, he located the owner, who sold it to him. This 24-inch diameter convex glass piece is from the St. Cloud Brewing Co. of St. Cloud, MN. “It's probably my favorite,” said Pat, a Minnesota breweriana specialist. He isn't sure what purpose it served, a ceiling-mounted light or a table lamp, saying: “At least three Minnesota breweries used 18-inch diameter, two-sided table lamps. I have wondered if the Heidelberg was one. It has the same style, presumably the same maker.”



## WINTER 2020

### *Zang tin corner sign*

A pre-1900 curved tin corner sign advertising Zang Beer from P.H. Zang Brewing Co., Denver, CO is one of the prized possessions in Paul Rahne's mega-collection of Colorado breweriana at his home in Colorado Springs. Paul's specialty is Zang breweriana; hence his nickname, “The Zangster.” Amazingly, this 14 x 20 in. intricate black and gold beauty—a colorful mountain scene in its center—was one of three different signs of this style he purchased in 2012. Paul told me, “I had never been able to purchase a corner sign from a Colorado brewery, and that year three walked into my collection.”



# READING'S DEPPEN BEER

## A SAD ENDING AND A HAPPY REVIVAL

by Jerome Feeney



Dr. William Deppen was just a few years out of medical school when he assumed control of the brewery that had belonged to his wife's father. Not long after that, the brewery and beer became known locally as simply, "Deppen's."

This is the story of what was once one of the most popular breweries in Reading, Pennsylvania's fifth largest city. Reading is situated halfway between the state's largest city, Philadelphia, and Harrisburg, the state capital. Historically, Reading developed because of its prime location along the major transportation route from the central Pennsylvania Coal Region to the eastern Port of Philadelphia.

Like other major cities in Pennsylvania, such as Philadelphia, Pittsburgh, Allentown and Erie, Reading evolved as a brewing center, thanks to a major influx of German immigrants in the mid-1800s. Reading is well-known as one of the first areas in the U.S. to brew lager beer and had strong regional breweries that carried on through post-Prohibition years, especially the Sunshine Brewing Co. and the Reading Brewing Co., which closed in 1970 and 1976, respectively.

There was another successful Reading brewery name that survived Prohibition only briefly but left a legacy of some rare and attractive breweriana. The Deppen brewery, with its flagship Queen Quality beer, shut its doors in 1937, after a short post-



Milk glass lighted sign, by The Phoenix Glass Co., Monaca, PA, c. 1935. Below pre-Prohibition felt banner. Both from the collection of Jake and Darrell Reider.

Repeal stint. The brewery had re-emerged in Repeal as the oddly named Deppen Manufacturing Co. During those last years, the brewery was shrouded by controversy, as old newspaper accounts make it clear that the brewery was not operating within the guidelines of the law. The city of Reading has a sordid past and was

no stranger to corruption and organized crime. In the end, the brewery was turned over to the city of Reading and its assets sold to pay off debts.

By that time, the Deppen family had not been involved with the brewery since the turn of the century. And Deppen had a very rich and extensive heritage in Reading, dating back to 1793 under various names.

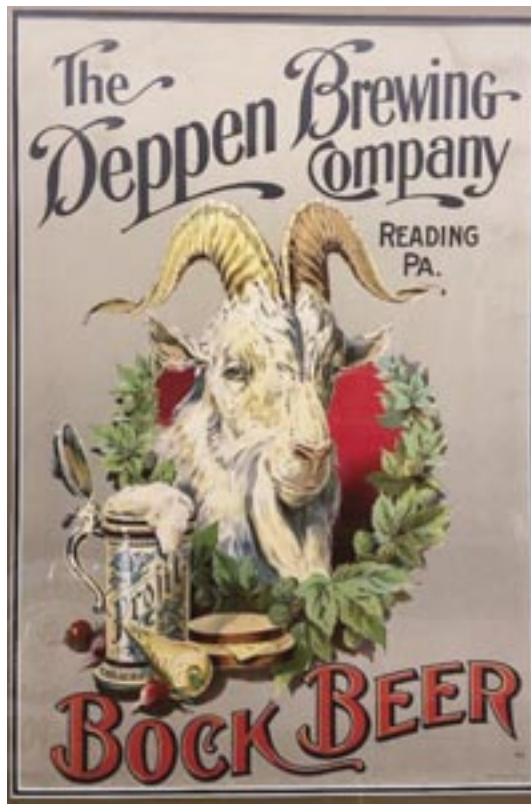
Prior to Prohibition, Deppen was owned by Isaac and William Eckert, from 1901-1920. The Eckerts had family ties to the iron and banking industries in Reading and access to enough





capital to begin constructing a new brewery in 1908, which was completed in 1910. The new plant had an annual capacity of 70,000 barrels, and the icing on the cake was the purchase of an adjoining ice plant. Interestingly, Isaac married Mary Barbey, the daughter of brewer John Barbey, a local competitor. (P. Barbey & Son emerged from Prohibition as Barbey's, Inc. and from 1951-1970 became Sunshine Brewing). The Eckerts were not the last to own the brewery and it changed hands several more times before closing in 1937.

The Deppen name came from Dr. William P. Deppen, who received his medical degree from the University of Pennsylvania in 1876 but practiced medicine for only about 3 years. Deppen was married to the daughter of a Reading brewer named Nicholas Felix, who had purchased his brewery around 1845. Felix had bought the Nagle brewery from Peter Nagle Jr. who owned and operated a



Bock beer lithograph, Carqueville Lithography Co., Chicago, IL., c. 1908. Collection of Chris Watt.

distillery and brewery from 1828 to 1845. That establishment's roots and location dated back to 1793, when a man named George Yerger purchased the land and built a distillery there.

Felix renamed the Nagle Brewery, calling it the Spring Garden Brewery, drawing attention to the fact that his beverages were produced using superior water from natural springs located nearby. Spring Garden became a very popular part of the community, and Felix owned his brewery for nearly 30 years before he died in 1874. His estate then operated the brewery for the next five years until 1879.

That's when William Deppen, the late Felix's son-in-law, decided to quit medicine and instead make beer. He assumed control of his late father-in-law's thriving brewery, and soon renamed it Deppen's Spring Garden Brewery, which became locally known as just

continued on page 40



This pair of pre-Prohibition, painted reverse-on-glass signs was part of a small find at the brewery in the early 1990s. A worker found a quantity of these two different signs. They were new, old stock, still housed in their original wooden crates, packed in straw, and hidden behind a false wall, like a time capsule. The signs measure 13 x 25 in. and are by the Donaldson Art Sign Co, Covington, KY. This pair at left is from the collection of Jerome Feeney and the sign above with its original crate is from the collection of Mike Richards.

## QUEEN QUALITY FLAGSHIP BRAND



Queen Quality beer was Deppen's flagship brand, and it made prominent use of the stag motif. Shown here in pre-Prohibition (bottom) and post-Pro labels, and at top with wooden crate, c. 1934. Collection of Dave Doxie.



Tin-over-cardboard sign, by Permanent Sign Co., Reading, PA, c. 1930s. Collection of Jake and Darrell Reider.



The amusingly named Buzz Beer boasting that it "always satisfies," was produced in the few years that Deppen existed following Prohibition.



Bottle crown, c. 1935. Collection of Tom Hoffman.



Pre-Prohibition tip tray, manufactured in Austria. Collection of Chris Watt.



Pre-Prohibition tray, Collection of Jerome Feeney.

"Deppen's." William Deppen built the business and established his own name by making fine brands of lager, porter, and ale. He ran the brewery for 25 years, but the aging plant did not meet the newly adopted and enforced fire codes of Reading.

In 1901, Deppen sold the company to the previously mentioned Eckerts, who kept the now well-established Deppen name, which was resurrected—even though briefly—by new owners after Prohibition. But like many breweries that quickly sprouted after Repeal in 1933, "Deppen's," as it was known locally, sputtered—made worse by its legal problems—and shuttered in 1937.

A business that had its beginnings all the way back in 1793 had ended after 144 years. The latest



This pre-Prohibition reverse-on-glass oval sign is 16 x 20.5 in. c. 1908, by John L. Dawes Mfg. Co., Pittsburgh, PA. It was professionally restored to its original colors, based on other known existing sign and label colors. Collection of Chris Watt.

brewery's 1908 structure was all that remained of a strong local brand and still exists to this day. Although the paint has faded, there is amazingly still the "ghost sign" of "Deppen's Queen Quality" visible on the century-old brick facade.

Almost 84 years after its abrupt ending, the Deppen name has a promising new chapter in its story. In 2019, a local craft brewery in Reading, the Oakbrook Brewing Co, introduced Deppen Cream Ale. Oakbrook owner Kyle Neuheimer secured the rights of the Deppen brand name. He began brewing

beer, which the company's website states, "is proud to carry-on the tradition of Dr. William Deppen by brewing classic style ales, like our flagship Deppen Cream Ale, using the same ingredients and processes that were used in the early days."

I spoke with Kyle about his goals in resurrecting Deppen beer. He is a history buff who is enthralled with Reading's past and the Deppen Brewery. In fact, the brewery was constructed in the former Oakbrook firehouse that was built in 1905, around the same period the new Deppen Brewery was built (1908) at Third and Buttonwood streets.

Although Kyle's Oakbrook flagship brews are very popular and poured at his brewpub as well as 35 additional taps around the city, he felt there was a need and a market for a more traditional style beer. Deppen Cream Ale, created by referencing old recipes and utilizing quality ingredients, was the first to hit the taps and quickly became a popular seller; it is a smooth and easy drinking ale. A Baltic porter and an Edinburg style Scotch ale soon followed and also have enjoyed success.

But as is the case with many small businesses, the current COVID-19 pandemic has not been kind

and the operations of the Oakbrook brewpub have virtually shut down. To keep Deppen beer flowing, Kyle is installing a bottling line and will soon be offering bottled beer along with his kegged beer.

With the resurgence of the Deppen Brewery, we gain another chapter for the breweriana history books with a great brand revival story. Back in 1937, the locally famous "Deppen's" met a rocky end but left a trail of some beautiful breweriana. We hope the new Deppen beer, with its respect for the past, meets a more promising future. continued on page 42

## THE NEW DEPPEN



The Oakbrook Brewing Co., brewers of the new Deppen, was opened in 2016. It is a combination brewpub and brewery housed in a re-purposed historic firehouse that dates to 1905.

In addition to a cream ale, Oakbrook is using the Deppen brand name in some premium beers, like this Baltic Porter, attractively packaged in wooden cases. Collection of Jerome Feeney.



In the few years before it closed in 1937, Deppen appears to have changed its branding to emphasize the "Deppen's" company name (what it was called locally) over the "Queen Quality" beer brand name. The brewery also experimented with different color schemes other than the bold red and yellow color combination used before and immediately after Prohibition. The stag mascot also was dropped.

**Above left:** Large porcelain oval sign spans 40 inches wide, no mfg. mark, c. 1936. Collection of Jake and Darrell Reider.

**Above right:** 4-inch coaster is by Lion Match Co., NY, NY, c. 1936. Collection of Jerome Feeney.

**Lower:** Mid-1930s ball knobs. Collection of Dave Vajo.



The new Deppen branding features a striking green color and reprises the stag image used before and just after Prohibition.



**Yesterday and today.** Deppen beer delivery vehicles have returned to the streets of Reading after a long absence. The above, colorized photo is c. 1936, with the new delivery van seen above right.

# THE FORM AND FUNCTION OF A CLASSIC BREWERY

In 2017, NABA member **Dave Doxie**, who works in downtown Reading not far from the old Deppen brewery, took his lunch break at a restaurant within sight of the empty structure. Dave noticed a man going in and out of the abandoned brewery and approached him, telling the man of his interest in its history. The man said he owned the building—adding that it was not for sale—and gave Dave permission to go inside and look around. Dave took these remarkable pictures of the brewery and its current state, which at least from the exterior, has not changed much since that day three years ago. Dave's pictures of this remarkably intact brewery, seen here in publication for the first time, allow a glimpse at both the form and function of a classic, turn-of-the-century brewery.

NABA is fortunate to have as one of our members **Dr. Susan Appel**, Professor Emerita, Art/Architectural History at Illinois State University. Susan has an expertise in brewery architecture and her descriptions here bring insight and understanding to what is revealed by these pictures.

- Ken Quaas

## External brewery views

The photo at right (top) is a close look at the fourth and fifth stories on the left side of the primary building.

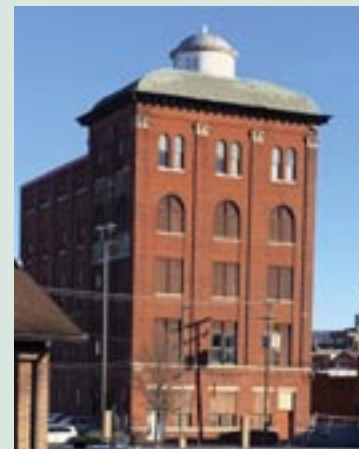
The photo at right (bottom) shows the brewery in full view with its attached second, flat-roofed structure. The main building carries the ghost of a painted sign identifying the Deppen Queen Quality brand, as well as a later, better preserved painted sign for Parlamen Dist. Co.

The fifth story at the rear has smaller, squatter pairs of round-arched windows in each bay. Alterations on the second story changed the first two bays from the left.

The narrower windows seen in the back building would limit the light, helping regulate temperature in a stock house, where beer was fermented and aged, likely using artificial refrigeration. The extra windows on the top floor may also indicate that this story may have been used as a coolship, to allow the hot wort to cool before having yeast added. If so, the next floor down would have been the fermenting floor, with two stories of lagering and finishing below that.



This magnificent factory scene sign is 28 X 20 in. and made from an oak wood veneer with a decal adhered to the front, c. 1915, by the Meyercord Co., Chicago, IL. It is believed to be the only existing example. Collection of Jake and Darrell Reider.



This front view reveals that the brewery was composed of two distinct but attached sections. The taller structure in front must have been the main brewing building, while the attached lower structure to the rear was likely the stock house.

The front section is five stories high, the height suggesting a gravity system of brewing that was typical of its time.

This is a smaller-scale brewery and has a very orderly design. Its tall, narrow form gives it a certain elegance not always seen in plants of this size.

From the second story to above the fifth, the bays are framed by vertical brick pilasters crowned by ornamental figured capitals of white-glazed terra cotta. Together, the windows and pilasters create a rising vertical effect, lightened toward the top by the smaller windows there. The multiple, large windows below, all but those at the top now boarded up, would have allowed plenty of light inside.

Above the pilaster capitals is a plain frieze overhung by a bracketed cornice. The entire front building is crowned by a shallow gently bowed roof capped with a domed circular cupola. The cupola likely had a series of windows all around to function as a kind of skylight.

## Interior brewery views

This interior view shows part of the uppermost story of the primary brewery building. At left is visible part of the interior curve of the roof, and the two walls visible each have the taller, narrow pairs of round-arched windows seen on the fifth story of the front of the building.

At the top of the roof's curving form is a boarded-up opening that must be below the cupola, which would have aided ventilation and also flooded the tall space here with light. That light might have continued downward through a central atrium, a frequent brewery feature.



Here is another photo of the top, fifth floor, but here the open space to the curved roof is blocked by a flat platform on heavy beams. In the foreground and middle ground are two heavily reinforced posts, with crisscrossed metal pieces riveted on each side of their squared forms.

The reinforcement suggests that these unusual posts had to carry extra heavy weight, which might indicate that a water tank or tanks rested on the platform above, ready to start the brewing process in gravity fashion.



This photo shows an open freight elevator, probably used to hoist materials and equipment within the brew house interior. This view is at the fourth story of the brew house—one can see its broad, round-arched windows visible behind the elevator.

The elevator is enclosed in chain-link fencing, giving it an open visibility, and the elevator shaft shows light descending from the top story.



## Architectural detail

These photos show the detail of one of the pilaster capitals featured around the upper level of the main front brewery building. The photo was taken from the flat roof of the rear building. The capital is a free-form composite design, with the central element being the head of a winged putto (cupid), and with outward curling acanthus leaves, along with other classical motifs.

Above the head of the putto is a cornice with egg-and-dart ornament and below the head is a narrow, multi-level sill. The once-white ornamental capital contrasts the expanses of red brick on the brewery facade, and it visually accents and lends sophistication to the overall design. Such ornaments were widely available in stone but were more economical in glazed terra cotta (and even stamped metal) in the late 19th and early 20th centuries. This appears to be glazed terra cotta.



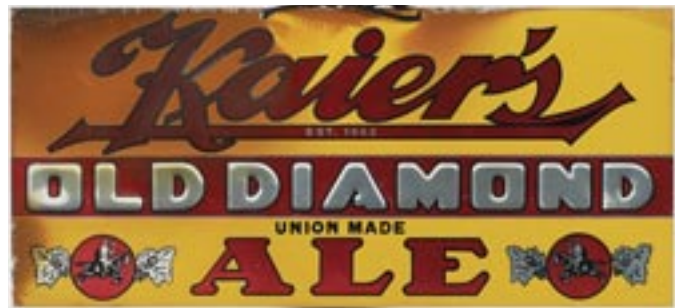
Spring is upon us and you may have been recycling all those aluminum cans that you emptied over the long winter. Aluminum currently is selling for \$.35 cents a pound. Not bad, right? Well, in the breweriana world, aluminum is going for much more than that.

The most famous antique aluminum beer signs are the Lee-See Art signs, made of pure aluminum and manufactured by the Leyse Aluminum Co. of Kewaunee, WI. The company was founded in 1903 and manufactured aluminum signs and later focused on producing cookware. Leyse merged with General Housewares Corp of Stamford, CT in the early 1980s and in 1989, was acquired by the Vollrath Corporation of Sheboygan, WI, an aluminum manufacturer.

The Lee-See Art signs date from the 1930s and are highly desired by breweriana collectors. The signs were originally appealing to breweries as point-of-sale advertising because they were inexpensive to produce and boasted of never rusting, tarnishing or discoloring. Indeed, most of these signs that are still available today have held true to this promise for more than 80 years. It seems that the only recycling of these sought-after aluminum signs is between collections and at increasingly steep prices. While most Lee-See signs maintain the \$500 to \$1500 range, some rare ones have sold for as much as \$3,000.



**Aluminum art signs on these two pages are manufactured by the Leyse Aluminum Co. of Kewaunee, WI and were sold by Morean Auctions unless otherwise indicated.**



Kaier's Beer and Kaier's Old Diamond Ale, Chas. D. Kaier Co., Mahanoy City, PA, 11 x 5 in., \$585 each.



Buscho, John B. Busch Brewing Co., Washington, MO, 10 x 5.5 in., \$644.



Mt. Carbon Beer, Ale & Porter; Mt. Carbon Brewery, Pottsville, PA, 11 x 5 in., \$644.



Potosi Beer, Potosi Brewing Co., Potosi, WI, 10 in., \$1,931.



Marshfield Lager Beer, Marshfield Brewing Co., Marshfield, WI, 10 in., \$936.



Kingsbury Export Beer, Kingsbury Breweries, Sheboygan, WI, 10 in., \$1,053.



Tivoli Beer, Tivoli Brewing Co., Denver, CO, 10 in., \$2,458.



Alt Heidelberg Extra Pale Beer, Columbia Brewing Co., Tacoma, WA, 10 in., \$2,808.



Bull Frog Beer, Monarch Brewing Co., Chicago, IL, 10 in., \$936.



Star Model Beer; Star Union Products Co. Peru, IL, 10 in., \$1,904.



Globe Beer, Globe Brewing Co., San Francisco, CA, 10 in., \$1,300, eBay.



Berliner Style Beer, Berlin Brewing Co., Berlin, WI, 10 in., \$1,500, Miller's Auction Co.



Alt Heidelberg; Columbia Brewing Co., Tacoma, WA, 11 x 8 in., \$1,600.



Neuweiler's Cream Ale, Louis F. Neuweiler's & Sons Allentown, PA, 6 x 12 in., \$995, eBay.

## A much talked about auction



King's-Tavern Beer, King's Tavern Brewery, Flint, MI, 13 x 13 in., \$1,680.



Rainier Club Beer, Sicks Rainier Brewing Co., San Francisco, CA, 8 x 12 in., \$1,053.



Double-sided Pre-pro wooden sign salesman sample for lager beer. One side features the Philip Zang Brewing Co., Denver, CO and the other side promoted the P. Schoenhofen Brewing Co. Chicago, IL. Sign is 11 3/8 x 6 5/8 in., \$25,000, Miller's Auction Co.

## Sky high auction results in Big Sky Country

NABA's newest local chapter is the Big Sky Chapter of Montana, and collectors there saw some stunning breweriana from the Fred Sagebaum Collection recently sold by Springhill Auctioneers, Butte, MT.



Butte Special Beer ashtray, Butte Brewing Co., Butte, MT, \$1,400.



Bozeman Beer tray, Gallatin Brewing Co., Bozeman, MT, 13 in., \$2,550



Butte Special Beer Clock; Butte Brewing Co. Butte, MT, 15 in., by PAM Clock Co., New Rochelle, NY, \$2,000



Butte Beer tray; Butte Brewing Co., Butte, MT, 13 in., \$1,850



Butte Special Beer lighted motion sign, Butte Brewing Co., Butte, MT, 20 x 12 in., \$2,750



Old Faithful Bozeman Beer tin sign, Gallatin Brewing Co., Bozeman, MT, 6 x 12 in., \$2,650.



Butte Beer mirror with thermometer, Butte Brewing Co., Butte, MT, 9 x 9 in., \$2,400

## Other interesting sales



Rochester Lager Beer reverse painted glass sign, Rochester Brewing Co., Rochester, NY, 24 x 36 in., \$10,625, Cottone Auctions.



Adolph Coors factory scene lithograph, Adolph Coors Golden Brewery, Golden, CO, 47.5 x 34.5 in., \$5,250, Miller's Auction Co.



Gambrinus Brewing Co. pre-Pro tray; Portland, OR, 12 in., by Tuscarora Adv. Co., Coshocton, OH, \$6,300, Wm Morford Co.



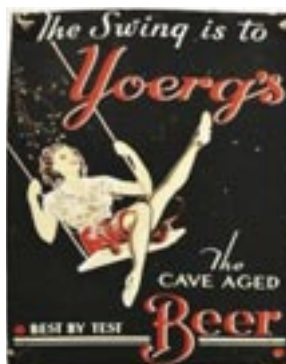
A. Fisher Brewing Co. Pre-pro tray, Salt Lake City, UT, 12.75 in., by Kaufmann & Strauss Co., NY, NY, \$4,750, Miller's Auction Co.



Jos. Schlitz Buck Beer lithograph, Jos. Schlitz Brewing Co., Milwaukee, WI, 33.5 x 42.5 in., Beck & Paul Lithographer, \$6,500, Miller's Auction Co.



Grain Belt Old Lager Beer Pre-pro lithograph with some professional restoration, Minneapolis Brewing Co., Minneapolis, MN, 27 x 39 in., \$4,500, Miller's Auction Co



Yoerg's Beer easel back cardboard sign, Yoerg Brewing Co. St. Paul, MN, c. 1940s, \$1,300, Route 32 Auctions.



Bartel's Beer Pre-pro tin sign, Bartel's Brewing Co., Edwardsville, PA, 27 x 19.5 in., by Kaufmann & Strauss. Co. NY, NY, \$2,525, Facebook Auctions.



Luzerne County Brewing Co. foam scraper; Wilkes-Barre, PA, \$1,600, Morean Auctions.



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# Octagon Octogenarians

## Collecting 80-year-old, eight-sided coasters

by Steve Armstrong

The beer coaster... that ubiquitous small paper, cork, or other similar product that the bartender places under your drink, has been around as we know it today for about 130 years. The wood pulp coaster was first patented in the early 1890s by Robert Sputh of Dresden, Germany and by the turn of the century (1900) coasters were beginning to be used here in the States. Originally, coasters were used to protect wooden surfaces to absorb the condensation and overflowing foam that tends to spill over the rim of a freshly poured glass of suds or a frosty bottle.

Beer coasters were attractive to brewers primarily because they were cheap, making them a great vehicle to advertise their products. In fact, the coaster was so economical, breweries could afford to produce them

for special events, or series of coasters with different visuals, messages or jokes on each. An example is the set of Piel's coasters from the 1950s featuring short conversations of Bert and Harry, who were voiced in TV and radio ads by legendary comedians Bob Elliott and Ray Goulding.

### Coasters for promotion

Other businesses such as local bars, motels, and restaurants also used coasters to advertise their establishment. Coasters were regarded as excellent "point-of-sale" advertising items for whomever used them. Many colorful or uniquely designed coasters were thought to help attract potential customers for the beer or other products being advertised.

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The Centennial and Centlivre octagons were some of the first in my collection, from winning bids in Fink's Auctions.





**Above**

This Peoples coaster documented the date (Saturday, Aug 15, 1936), times and locations the owner visited while out on the town.

**Center**

This is the only octagon shaped coaster from Montana, and it's cut a bit short on the right side for some reason.



**Below**

These two Canandaigua coasters are nearly the same—can you spot the differences?. These are considered different coasters on the Beercoast.com website.





Absorbo Beer Pad ad from *Modern Brewer*, October, 1936.



Absorbo ad from *Brewers Journal*, November 1939.

Today's coasters still come in all shapes, sizes, and materials, including paper, cork, metal, plastic, and leather. Prior to the explosion of microbreweries and their use of more creative promotional items, most US beer coasters from the 1950s to the 1990s were round or square. Die cut and octagon shaped coasters were also being manufactured but were less common.

### Octagon shaped coasters

Octagon-shaped coasters first became popular in the 1930s and 1940s—some 80 years ago. Many coasters in this intriguing shape were produced by US companies such as the Absorbo Beer Pad Co. Inc., and Lion Match Co., both of New York, NY, and E.M. Blumenthal & Co. of Chicago, IL.

These octogenarian octagonal coasters, some of which are very rare, are coveted by many coaster collectors, known as *tegestologists*. The official name for coaster collecting is *tegestology*—*teg* is latin for

the word *mat*—which is what coasters are more commonly called outside the US.

Octagon shaped coasters have been a favorite of mine for many years. I first became aware of them in the 1990s when I received the (now defunct) Fink's Auction catalogs. I was re-engaging in the breweriana collecting hobby after getting out of college and thought these would be fun to collect. What drew me to octagon coasters in particular was that they seemed to be less common and of more limited number when compared to their round and square shaped counterparts.

### Building my collection

I acquired my first octagon shaped coasters from those Fink's Auctions and after that I was hooked. A short time later I learned of the Beer Coaster Mania website (now Beercoast.com). Using this site, I have been able to find even



Absorbo ad from *Western Brewer*, 1937.



An Absorbo letterhead that shows the array of the company's brewery customers in 1964

more octagon shaped coasters to pursue for my collection, which currently stands at 160.

Here are a few intriguing ads from the Absorbo Beer Pad Co., from my collection. These ads provide an interesting historical perspective on how the company promoted coasters to their retail customers. Some of my favorite octagon shaped beer coasters are on the next page.

**About the Author**

NABA Member Steve Armstrong is originally from Montana and now lives in Idaho. Steve has collected beer cans and other brewery related items since the mid-1970s. Steve's collection focuses mostly on Montana and Idaho breweriana but extends beyond those areas, too, especially in beer cans, labels, and coasters. Steve enjoys researching and writing about the history of breweries, attending trade shows and meeting new collectors with similar interests. He can be reached at [sunsetbeerwallace@gmail.com](mailto:sunsetbeerwallace@gmail.com).

Collection photos continued on page 52

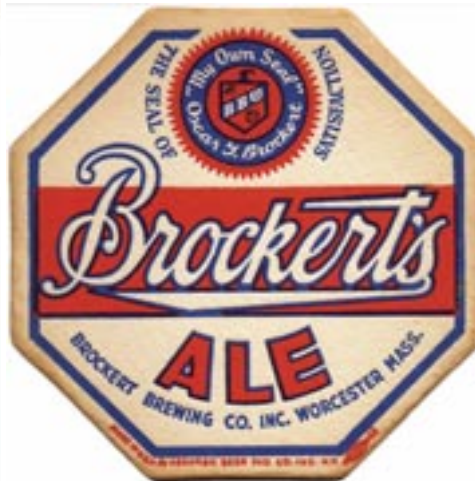


Absorbo ad from *Modern Brewery*, March, 1935.

# Collection Favorites

The following octagon coasters are some of my favorites because of design, color combinations, or theme.







## Eric Romano: A new king of coasters



NABA member Eric Romano with some of his nearly 500 vintage coasters.

One of the age-old questions that many veteran breweriana collectors have is about how new collectors come into the hobby. Many long-time collectors were first “bitten by the beer bug” as young people in the 1970s, when collecting beer cans became a fad. Then the can collecting “bug” morphed into a full-blown virus of accumulating not only older and rarer cans, but all sorts of breweriana. But what about today’s younger collectors?

How did they acquire a taste for fine breweriana? To find out more, I consulted with one of NABA’s most accomplished young collectors, Eric Romano, of Ocoee, FL, near Orlando.

### A grandfather’s influence

At just 36 years old, Eric already has been collecting for about 15 years and has amassed an impressive knowledge about breweries and beer





brands from across the country that went out of business decades before he was born. But it's not only his knowledge that's impressive, it's also his collection. He has walls full of colorful trays in pristine condition, mostly from the 1930s-1950s. He also has a jaw-dropping assemblage of coasters—his area of primary focus.

Eric has his beloved grandfather to thank for his breweriana beginnings and may also have inherited the “collecting gene” from him. “My grandfather collected anything he could get his hands on,” Eric laughs.

“One afternoon years ago he called me and said he had something to give me. This always excited me, because Grandpa always had the neatest things that I spent many hours looking at in awe. I got to his house, and he showed me an old, dirty, and dusty Budweiser bow tie neon sign. I loved it. He said, ‘Hang it up somewhere, it might be worth a couple bucks when you’re my age.’”

Little did Eric know that this common neon sign would begin an exciting, rewarding, and addicting journey into the wonderful world of breweriana collecting. With the Budweiser neon as a trigger, Eric started scouring flea markets, yard sales and antique stores in search of “beer stuff.” Like many collectors, he was at first somewhat indiscriminate about what he acquired, buying anything with a beer name on it.



Eric's collection contains as many different variations from a brand/brewery as he can find, like the three above, featuring the brands from Two Rivers Beverage Co., Two Rivers, WI.

He became intrigued by seeing brands and breweries that he had never heard of because they had long ceased to exist and figured there had to be value in their breweriana.

After a while, when he became more serious-minded about adding to his growing collection, he also encountered more serious pricing. “I recall browsing a flea market and seeing an old beer tray with a \$125 price tag on it. I thought to myself, ‘What? I see trays regularly for \$10. This guy is crazy.’” But as the years went on and my collection progressed at greater expense, I realized that I was the one who was crazy.”

### Building knowledge and the collection

Eric honed his breweriana knowledge by networking with fellow collectors, reading breweriana periodicals and studying auction selling prices. As he learned more, he became more particular about his additions. “As I progressed in collecting, some of the things I thought I’d never get rid of in a million years slowly started coming off the walls, getting boxed up, and eventually sold to new owners. These new owners were just starting out like I had, years before.”

Eric has become a highly discerning collector. He describes his focus as being “on the heyday of coasters, from the 1930s to 1940s,” which are

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Eric has an impressive collection of post-Prohibition trays. His is very particular about condition—most are mint to near mint—and looks for the same bold colors and graphics that he enjoys in coasters.



Each one of Eric's coasters is displayed nestled in its own miniature easel, carefully arranged in rows of six coasters deep and 15 coasters wide, across five matching shelving units.

typically larger at 4 to 4 ¼ inches wide. In addition to condition and scarcity, he favors coasters with bright, bold colors and eye-catching fonts and graphics. And as you can see from just some of the examples shown on these pages, he manages to achieve these criteria quite well.

Indeed, because of his knowledge and scrutiny, Eric's coaster collection has evolved into one of the best in the hobby—and he looks to fellow coaster aficionado and NABA member Steve Armstrong (see previous article) among others as a friend and mentor.

### Why coasters?

How did he get so interested in coasters? "It was almost by mistake." Eric explains, "I remember

browsing through a buy/sell page on Facebook and seeing a coaster with a design that exactly matched a tray I owned. I have always been intrigued with ephemeral items. I was instantly fascinated with the idea that a coaster—which had the explicit purpose of being used, damaged, destroyed, and discarded—could defy the odds and live on 80-100 years later. Especially those coasters that can still be found in the cleanest condition."

Eric bought the coaster that matched his tray and decided to try to find a matching coaster for everyone of the 60 trays that he owned at the time. After finding and buying about 10 matching coasters, he found himself "totally engulfed with coaster fever." Eric intensified his pursuit of





amassing both coasters and historical knowledge about them. He gained guidance from the Internet, veteran coaster collectors, and clubs like NABA. And he's been loving it. "I began a new realm of collecting that has brought me more joy than I ever could have imagined," he says.

Eric's collection is also captivatingly curated. "When I decided that coasters would be a main focus of my collecting, I did so with the idea that every single one I purchased would be displayed and not confined to plastic sheets in a binder where I couldn't enjoy seeing them ever day." This was no easy task—Eric has nearly 500 coasters—requiring a lot of shelving.

### A veteran's wisdom

Despite Eric's relatively young age, he has a veteran's wisdom when it comes to the true benefits of the breweriana collecting hobby. "As I joined the



Although he doesn't have just one favorite coaster, Eric mentions this rare offering from Peter Doelger Brewing Corp., Harrison NJ as one of several that he especially likes. "It hits all the marks he says, "It's a very difficult coaster to find, and even more so in good condition. The red and blue are bold and vibrant, the differing fonts lend a unique appeal. The graphics are tough to beat, as factory scenes tell a tale all by themselves."

various collecting groups like NABA, and began getting to know fellow collectors, I quickly realized the friendships you create in this hobby are what's paramount. It's what makes the hobby. The "stuff" comes and goes—but the relationships you build can last a lifetime."

He also is grateful to his grandfather for that Bud neon, even if it has cost him a lot of money ever since. "My grandfather passed away in 2014. I credit that incredible man with getting me interested in something I knew nothing about but has brought me more joy and friendships than I ever knew possible."

There's no doubt Eric's grandfather would be happy to know that his gift has kept on giving—especially in life lessons. And that Bud neon is still proudly displayed in Eric's home. "That will never go anywhere," he promises.

**Eric Romano can be reached at [ejr0485@gmail.com](mailto:ejr0485@gmail.com)**



# Kling Brewing Company Flint, Michigan



**Ed. Note:** This is the 14th 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 allows us the opportunity to profile these breweries and their breweriana. The first of this series appeared in Vol. 180, Winter 2018. Subsequent issues have covered the MI breweries of the 1944-45 era, in alphabetical order.

**BY LARRY MOTER**

Kling is a famous name in Michigan brewery history. Although this 1945 survey concerns the Kling Brewing Co. of Flint, a true understanding of Kling's comes with its pre-Prohibition beginnings as a leading Detroit brewer.

Philip Kling was a German immigrant who trained as a cooper and according to most sources, including the brewery's own advertising, began brewing in 1856. Eventually, his partners either died or retired, and in 1871 he built a new brewery, which was called the Philip Kling & Co. Brewery, and in 1884 was renamed Ph. Kling Brewing Co.

Kling died in 1910 at the ripe age of 92. He was succeeded by his second son, Kurt as operations manager. Brewing ceased in 1919 with Prohibition looming. The company tried to survive as Kling Products Co. making the usual non-alcoholic beverages but closed in 1921. The

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

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



The Kling brewery in Flint, MI is pictured on this linen postcard, 3.5 x 5.5 in., by Curt Teich & Co., Chicago, IL, c.1936. Before Prohibition, Kling's was brewed in Detroit. After Repeal the brewery pictured here was first opened in 1934 as the Dailey Brewing Co. but then purchased by the Klings and re-named in 1935. The massive neon billboard on top of the brewery reads, "Drink Kling's Beer." Collection of Dave Alsgaard.

plant was quickly razed, as property in the area had become increasingly valuable.

After Repeal, Kurt Kling wanted to get back into the beer business. In 1935, Kurt, his brothers, and other associates bought the Dailey Brewery of Flint,



Ink blotter featuring an upscale restaurant scene, 3.5 x 6 in., no mfr. mark, c. early 1900s. The waiter at left is holding a bottle of Prost', that has a label similar to the actual one at right. Blotter, collection of James Kaiser. Label, collection of John W. Stroh III.

MI, about 60 miles northwest of Detroit. Dailey had opened in 1934 and lasted for just one year. It may have been undercapitalized and forced to sell. The new company in Flint had the same name carried before Prohibition by the firm in Detroit: Ph. Kling Brewing Co.

The late Peter Blum, a former president of NABA and editor of *The Breweriana Collector*, reported in his book, "Brewed in Detroit" that "Kling increased the capacity (of the former Dailey brewery) to 120,000 barrels and brewing resumed in 1936." but "that was also a time when small and weakly financed breweries were on their way out."

Kling tried to re-enter the larger Detroit market from Flint, but according to Blum, "bootleggers who infiltrated labor unions wanted a delivery fee for every case delivered to Detroit outlets." When Kurt

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Cardboard "Pulveroid" sign, 14 x 10 in., by Bastian Bros., Rochester NY, pre-Prohibition. Collection of Dave Alsgaard.

Kling refused this ransom, he was effectively shut out and “sales slipped from 55,000 barrels in 1936 to 23,600 by 1940.”

This proved financially unsustainable and in 1942, the plant was leased to David Rott, who phased out the Kling name and introduced a new flagship brand called Premier. In 1947, the plant was sold to the Pfeiffer Brewing Co. of Detroit, which ceased the bottling operation and used it

only for packaging Pfeiffer draft beer. The plant eventually closed in 1958.

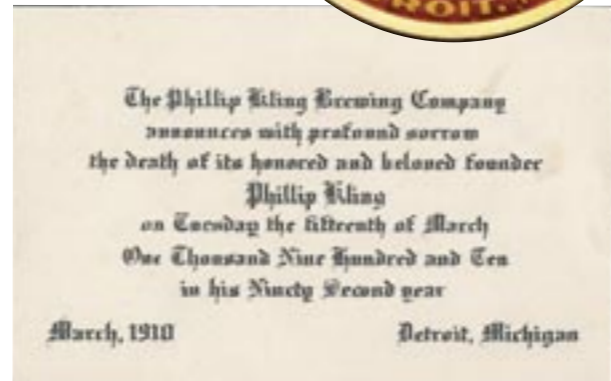
**Author’s Note:** Many thanks to NABA members Dave Alsgaard, James Kaiser, Jake Kling, John W. Stroh III, and Don Wild, for their valued assistance with this article.

**Editor’s Addendum:** Our next article in this series is the **Koppitz-Melchers Brewing Co. of Detroit**. We invite you to submit pictures of any Koppitz breweriana you may have for possible use in this next article. Please send them as soon as possible to **Larry Moter at accneca@aol.com**. Thank you for your assistance!



Lithograph with intact calendar dated 1896, 23 x 15 in., by Calvert Litho. Co., Detroit, MI. Collection of James Kaiser.

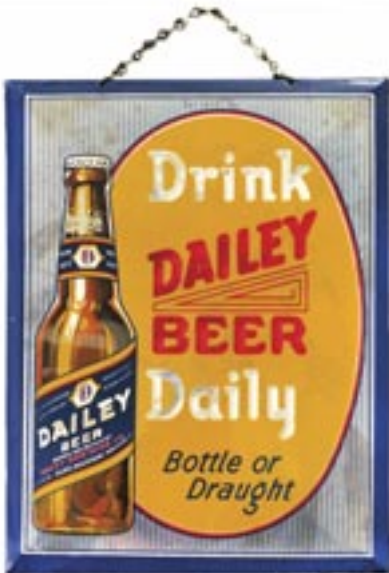
These remarkable artifacts celebrate the life of brewery founder Philip Kling. When he died in March 1910, he was America’s oldest living brewer at 92 years old. At right is a tray with his portrait, by Chas. W. Shonk Co. Litho., Chicago, IL and below, a 5 x 3.5 in. card announcing Kling’s death. Collection of James Kaiser.



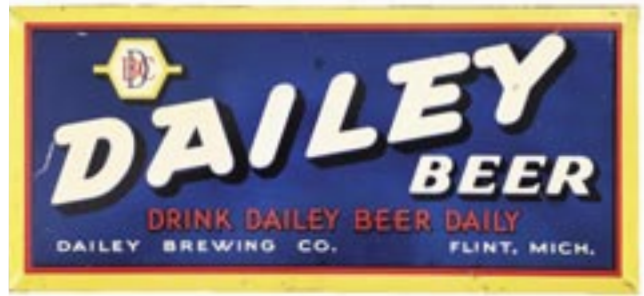
Kling liked to boast that Pros’t was *A beer for guest and host*. Pros’t was Kling’s flagship brand before Prohibition and is of course the German toasting word equivalent to “cheers.” At right, a tray showing a unique and decidedly upscale scene of a formally dressed couple shown “after the theatre.” The tray is c.1915 by Chas. W. Shonk Co. Litho., Chicago, IL. The affluence depicted may reflect the booming auto industry of the time in Detroit, which created many millionaires. Collection of Dave Alsgaard. At the far right, the Pros’t brand name dominates this striking early 1900s tip tray by H.D. Beach Co., Coshocton, OH. Collection of James Kaiser.



# Post-Prohibition



Because Dailey Brewing Co. was in business for only one year in 1934, breweriana from that brewery is extremely scarce, although at least three different pieces are known, with two shown here. At right, tin-over-cardboard, 12 x 6 in. by American Can Co. of NYC and Chicago, c. 1934. Collection of Dave Alsgaard.



At left, tin-over cardboard "Prismatic" sign, 7 x 9.5 in., by Bastian Bros., Rochester NY. Collection of Don Wild.



Rectangular metal sign for Kling's beer, *Famous Since 1856* slogan, likely to remind consumers of Kling's pre-Pro legacy. Metal sign is 27.5 x 19.5 in., by American Art Works, Coshocton OH. Collection of Dave Alsgaard.

Metal sign is 27.5 x 19.5 in., by American Art Works, Coshocton OH. Collection of Dave Alsgaard.

"Chill Proof"  
Kling's Beer



Two 1930s tin-over-cardboard signs and a label featuring the "chill proof" claim, first used before Prohibition. Chill proofing is a term used when a beer undergoes a process to protect its clarity or brightness when it is chilled. One has to wonder if this term was meaningful to beer drinkers of the time. The sign at top right showing bottle is 6 x 15 in. and the example immediately above is 13 x 6 in., both by Bastian Brothers, Rochester, NY. Collection of Don Wild. The bock label at top left mirrors the color scheme of the TOC above. Collection of Jake Kling.

Collection of Don Wild. The bock label at top left mirrors the color scheme of the TOC above. Collection of Jake Kling.



Two ball knobs above show the evolution of Kling's after Prohibition. Under Kling ownership, the family brand name predominated. After the brewery was sold to David Rott in 1942, the Kling's name was gradually phased out in favor of the more generic "Premier" brand. The label above is dated 1945. Ball knobs, collection of Don Wild. Label, collection of Jake Kling.



# Raising the hidden bar after 60 years

by Charlie Staats

Albert Kutzer had a storefront with a good-sized warehouse in back. From 1933 until the mid-1940s it was a one-man, one-stop shop. It had everything auto and beer related in the sleepy little town settled by German immigrants called Boerne (pronounced *bernie*) 30 miles west of San Antonio, TX.

Albert became one of the largest beer distributors in the area, handling all the Texas brands available at the time as well as the bigger national invaders like Pabst, Falstaff, Blatz, and whatever other out-of-state brands he could get his hands on. He also ran a full-service Texaco-Gulf gas station, automotive repairs, car storage, and car dealership. Somehow for Albert, an enterprising guy, beer and cars went together. He even opened a saloon in his little set of buildings, calling it The Stable.

When Albert passed away, his wife converted the storefront portion of the establishment into a ladies' dress shop. Sadly, without Albert, the Stable saloon was shut down. This was during the 1950s-1960s and it left the entire warehouse in the back untouched. During that time his son Irvin worked at the Pearl Brewery in nearby San Antonio.

In the 1970s Irvin left Pearl and began the big job of cleaning



The 10-foot "Sabinas Bar" is the spot to have a beer amidst Charlie Staats' extensive collection of Texas breweriana. All photos from the collection of Charlie Staats.

out his dad's old warehouse, where time had stood still for almost three decades. There were trailer loads of gas and oil pumps and many advertising signs, plenty of them being for the beer brands his dad had sold. The volume of advertising items from the 1930s-1940s that came out of that old warehouse was astounding. In fact, the majority of the early post-Prohibition cardboard



Sabinas was in businesses for only six years, from 1933-39, and its breweriana is scarce. This cardboard sign is 22 x 14 in.



advertising for Pearl, Lone Star, Shiner, Grand Prize, and Southern Select that can be found in collections today came from the Kutzer warehouse.

John Paul Hudson, a long-time collector and

dealer, was one of the first to gain access to this Texas treasure trove. He told a favorite story about a huge garage out back that was stacked front to back and up to the rafters with wood and paper beer boxes. At \$5.00 a case he got to pick and choose the bottles that he wanted. When he got about halfway down the pile, he found a car underneath.

In the 1980s, Irvin turned the storefront into an antique shop, selling what was left over. By then, the old warehouse had been deemed picked clean by many. I first visited Irvin in about 1985, and over the next 15 years I would stop by and listen to his stories of the beer distributor days with his dad and adventures working at the Pearl Brewery, where I too once worked from 1980-1983.

After a while, Irvin let me dig around in the back of that





warehouse. I would look under the floorboards, behind cabinets, underneath workbenches, and in the attic. Often I would find some beer item that he did not realize he had. It became almost like a game, when I would drag some dusty, dirty old Texas beer item up to the front and he would exclaim, “Now where the hell did you find that?... Oh, I can’t sell you that... You don’t really want that, do you?” And finally, when he had finished his ritual of grumbling, he would sell it to me.

Once, at a national breweriana convention, I ran across brewery letterheads addressed to Albert Kutzer. On my return to Boerne, I asked Irvin if he still had any old paperwork. He pointed to a file cabinet in the corner of the building. It was loaded with brewery correspondence from the 1930s-1940s. It seemed that building never stopped producing old beer-related items.

Finally, in 1999, Irvin decided to sell the property, so a final cleanout was needed. It was then that Irvin found the Sabinas bar.

The Sabinas Brewing Co. of San Antonio had emerged in 1933 after Prohibition and only lived shortly until 1938. It then came under new ownership, first as the Champion Brewing Co. for a year in 1939, and then becoming Lone Star Brewing Co. in 1940 for the next 56 years, until 1996.



The Hill Country Store shown above and its saloon, The Stable, contained a treasure trove of breweriana, as seen in the early 1940s photo. It also was home to a variety of businesses such as the ones shown on the business cards above.



Irvin Kutzer, c. 2015.



Receipt to Albert Kutzer’s Hill Country Beer Co. from Sabinas Brewing, dated December 30, 1936.

sign, facing the wall, hidden for years, was revealing itself as the old paint peeled from years of humidity.

When a dealer who paid a final visit to the warehouse (after having picked the place already) saw the bar and Sabinas sign, he got very excited. He loudly declared to Irvin, “That is mine! I’ll give you \$1000.” But Irvin didn’t like his attitude and just to annoy him, sold it to me instead for \$100.

That bar is now a focal point in my collection and is being used as it was intended—as a bar. With my beer fridge adjacent, it is the party hang out spot at my place. The 1930s “Star X” Pearl bottle opener mounted to the bar front is still used by all my visitors, even with twist off caps. The open shelving behind the bar no longer holds ladies’ clothing but instead holds beer stuff, which just seems right. The bar now has a clear, plexiglass top to protect it, and some of my random mementos from 40 years of collecting are on display underneath it.

My friend Irvin Kutzer passed away at age 83 in 2017. I think Irvin and his dad would be proud of their bar being put to good use.

The Sabinas bar was a discovery, even for Irvin. His dad had used a ten-foot-long Sabinas metal sign as the facing for a bar he had built to serve Sabinas at his saloon, next door to the warehouse. When the Sabinas name was retired in 1938, he must have painted over the sign with maroon paint. The bar was later relocated to the warehouse and turned around with its front side against a wall. There it stood undetected for decades, used as a countertop, with its open back for storage underneath. The Sabinas



This ashtray, along with the bar, are the last vestiges of The Stable saloon, a once-popular watering hole in Boerne, TX.

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# Unearthing an amazing sign

By Rus Hammer

About two years ago I was at a local flea market and ran into a friend of mine who told me about an old Eldredge Brewing Co. sign that he had seen at a mutual friend's home. Eldredge was a legendary brewery from Portsmouth, NH, where I live, and I collect all New Hampshire breweriana.

Eldredge was once the second largest brewery in Portsmouth, brewing both ale and lager beer. Herman Eldredge was first a partner in the original M. Fisher & Co. Brewery in Portsmouth from 1858-1870. In 1870, Eldredge purchased Fisher's interest and with his son Marcellus, continued the business as Herman Eldredge & Son. A few years later the brewery was reorganized as Eldredge Brewing Co.

Eldredge's major competitor was Portsmouth's largest brewery, the well-known Frank Jones Brewing Company. By 1882, Jones was the largest ale producer in the country. Both breweries shut down around 1917, with Prohibition looming.

After Repeal, the Eldredge Brewing Co., Inc. re-opened for business in 1933 in its former plant. In 1937, the operation moved across the street into the larger Frank Jones Brewery, which had been idle since closing. It began doing business as The Frank Jones Brewing Co., Inc. until going out of business in 1950.

When I heard about this Eldredge sign, I wanted to see it. I decided to stop by this mutual friend's house to see if I could



The unearthed tin sign, 20 x 28 in., c. 1890. by Wells & Hope Co., Philadelphia, PA. Collection of Rus Hammer. Above: The Eldredge Brewery in 1902, in the era when the sign was used.

have a look. He was a retired Portsmouth police officer whom I had known since high school.

My friend was happy to show me the sign and to my amazement, it was an early Pre-prohibition tin lithographed sign from the 1880s-1890s era. I quickly made him a generous offer, hoping to add this valuable early piece to my collection. He was interested, but his wife did not want to sell it. I left them my contact information in case they ever decided to part with it. It was frustrating to leave their house empty handed that day, but I understood why they wanted to keep this stunning artifact of Portsmouth's history.

A year went by and I still had that sign on my mind. I hadn't heard from them, so I sent a letter saying I was still interested. At that point, the man's wife told her husband I must really want it, so they decided to sell it because they don't collect breweriana.

I was invited to their house and this time, I left with both the sign and the truly incredible story of how my friend discovered it. More than 15 years earlier, while working as a policeman, he was on a construction detail, protecting traffic from a huge, exposed open hole in the road. That construction excavation was in front of the old brewery. For whatever reason, he started kicking away loose stones around the hole. Suddenly, something shiny and metallic

looking was exposed. He brushed more gravel aside with his foot, and a corner of the sign was revealed. Intrigued, he got a shovel and carefully dug it up. Somehow, the sign had been buried under the pavement of the road in front of that brewery for decades.

I was astonished that he had literally unearthed the sign and that it had survived so well preserved. We surmised that the pavement encasing it had somehow protected it from the elements for nearly 100 years. I was astounded that a sign made of tin and in the ground for so long could still look so good. Somehow, the sign's backstory as a true survivor has made it look even better when I admire it hanging on my wall.

**Editors note:** NABA member Rus Hammer can be reached at [fjones348@comcast.net](mailto:fjones348@comcast.net).

# Iron City returns to Pittsburgh

by Mike Michalik

When the old Pittsburgh Brewing Co. complex was gutted over a decade ago, it was a sad day for the city of Pittsburgh. The brewery, in the Lawrenceville section of town, had been brewing lagers, pilsners, and ales for more than 140 years. Few would have predicted the former local brewing giant would one day return to brew its own beers in its own facility in Pittsburgh.

But with owner Cliff Forrest at the helm, that is exactly what will happen. Cliff is best known for his involvement in the coal industry. He is president and founder of Rosebud Mining, one of the Pittsburgh area's largest employers. Cliff bought the company in 2019 from Verus



This rare lighted sign features a reverse-paint-on-glass in front of ribbed glass, with neon behind it. Encased in a metal housing, the sign is 17 X 8 in., by Allison Sign Co., Milwaukee, WI. Collection of Mike Michalik.

Investment Partners for an undisclosed sum.

Cliff has been excited to return the Iron City, IC Light, and Old German brands to their former glory, and to reestablish Pittsburgh Brewing Co. as an industry innovator. Under the previous ownership, which purchased the company in 2007, brewing was moved to the former Rolling Rock brewery in Latrobe, PA. The

ing firm, to evaluate whether the legendary brewery could be revamped. But the old complex had been piecemealed together with different buildings over many decades. This made it both outdated and inefficient. A lengthy feasibility study determined that the Lawrenceville facility could not support a modern full-scale brewery.

equipment at the old Pittsburgh Brewing Co. was liquidated in 2009, leaving the old brewery as an empty shell.

Cliff's original intent was to have Iron City resume brewing at the facility it abandoned in 2009. The company hired First Key, a global brewery consult-



The historic Iron City brewery will be refurbished as the company's corporate offices, a brewpub and other multi-purpose uses.



Pittsburgh Brewing Co. will once again brew in-house with a new facility planned on a 40-acre site along the Allegheny River. Plans call for the brewery to be up and running in 2022 at the historic PPG Plant in Creighton, PA.

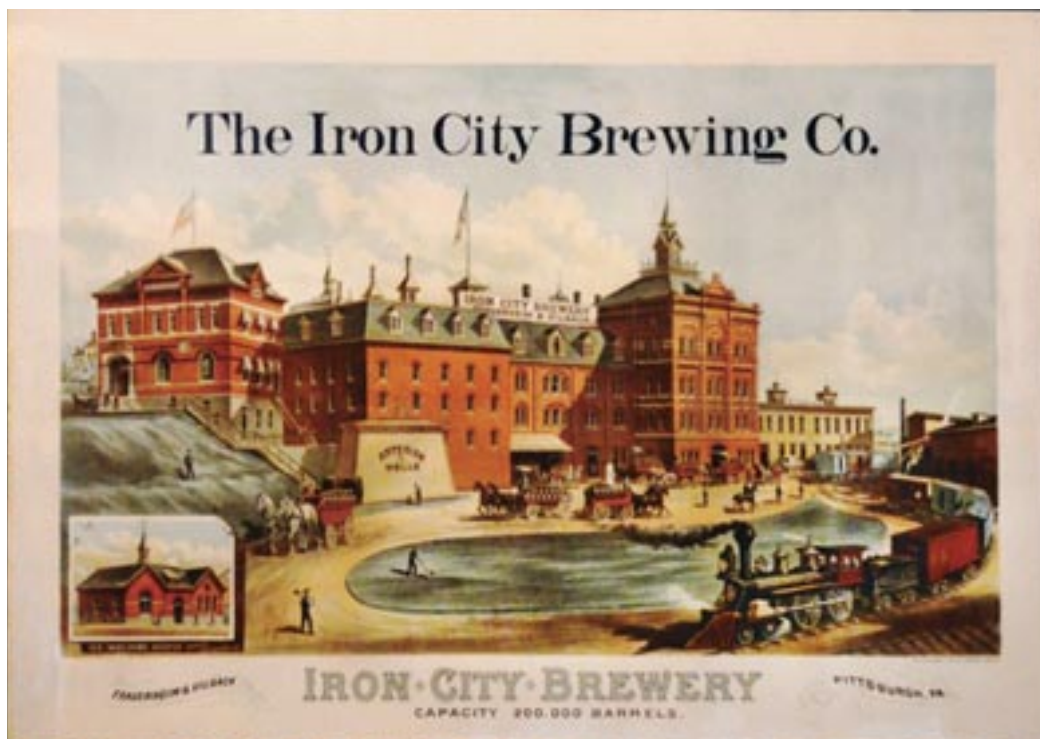
## From making glass to brewing beer

Instead, the First Key consultants determined that a larger and more recently closed glass factory facility could be more cost effectively repurposed into a brewery. In February 2021, Iron City announced that it had purchased the former Pittsburgh Plate Glass (PPG) factory, in the nearby town of Creighton, PA located just 12 miles outside the Pittsburgh city limits. Closed in 2018, the glass factory will be converted into a brewery, which is expected to be operational sometime in 2022. It's a big factory and will fill 140,000 square feet with German-made brewing equipment that will produce 150,000 barrels a year, with a capacity of five times that.

The 40-acre glass factory site will have attractions such as a restaurant, a marina, and an



The brand recently celebrated the grit of its hometown by creating this limited edition, commemorative steelworker can and giving away 500 cases of it to the steelworkers at a local U.S. Steel plant.



This factory scene litho is believed to be the only existing example known and is c. 1895, by Calvert Lithographing Co., Detroit, MI.

outdoor event venue. The most exciting news for collectors is that the peerless Western Pennsylvania breweriana collection of NABA member Chip Echnoz will be housed and displayed at the new brewery. His museum-worthy collection will be a key draw. The new brewery complex sits just three miles off the Pennsylvania

Turnpike, making it easily accessible to visitors.

## Rejuvenating the old brewery

The good news for brewery historians is that the former brewery in Lawrenceville also will play a role in the company's future. Iron City has been renovating the legendary complex and plans to turn its former home into a multi-use destination. The corporate offices will remain there, as will a taproom with a restaurant. The rest of the venerable, historic complex is slated for retail and office space, as well as housing.

We're hopeful that the brewery complex can be a part of the bus tour at next year's NABA Convention in Pittsburgh. After all, Iron City has been an icon in the "Burgh" for 160 years and is the proud sponsor of the 2022 NABA Convention. Pour on the Iron!



Iron City's new ownership redesigned the packaging in 2019 but kept its iconic red and black "bullseye" logo. Creighton, PA.

Mark your calendar, tell your wife and start saving \$ for



# Convention 50

NABA

2021



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# What's in your file cabinet?

## New NABA initiative promotes preserving brewery history documents

Do you have brewery history documents—perhaps original brewery papers, documents or newsletters that no one else has? Or maybe there's a place, like a local historical society where you know this kind of stuff exists? Would you be willing to share what you have and know so that we can document it?

We plan to record and store these primary resource documents in a special section on NABA's website. This will be preserved for posterity for your fellow NABA members and future generations to enjoy.

NABA is sponsoring this important new undertaking for our hobby; the compilation of master lists of available primary documentation related to the brewing industry. The goal is to aid collectors and scholars in locating source material for research and writing projects, with an eye toward more comprehensive and accurate coverage.

"The idea came up about a decade ago, at the NABA convention in Stevens Point, among several of us who had published in the area," recalls NABA member and brewery historian Tim Holian. "There is a high volume of quality brewing history scholarship appearing, but also the high potential of historical documents disappearing. The time seems right to take this to the next step."

Phase one of the project intends to identify unique brewery-related documentation, where it exists, and compile a directory of both materials and their locations.



As information is received, two companion directories will be made:

- 1) resources that are held in libraries, archives, online, and other locations readily available to the public; and
- 2) resources in private collections, including NABA members and other breweriana organizations. Items we seek to catalog include, but are not limited to:
  - Brewery records and other internal documentation
  - Meeting minutes and shareholder reports
  - Correspondence, both sent and received by breweries
  - House organs (brewery publications that informed distributors and customers about news, personnel, and company functions)
  - Brewery and brewery-related photographs and other illustrations
  - Artist designs, proofs, and otherwise original or unused advertising materials
  - Interviews with current and former brewery-related personnel or transcripts of them

As new resources come to light, they will be incorporated into the compilation, allowing for seamless updates to the master listings over time.

Phase two seeks to generate a searchable database, hosted by NABA, so members can seek information on specific breweries, brands, cities, and states.

Eventually a third phase is envisioned, in which members who are willing to share the content of the documents in their possession can have those items scanned and preserved digitally, with the content to be accessible to members for research purposes and with credit assigned to the donor as the source of the information.

We need your help in order to make this important project a reality! If you possess any of the listed resources as part of your personal collection, from both the pre-and post-Prohibition eras, please contact Tim Holian, who has volunteered to undertake the initial work involved in gathering the information and putting together lists of existing resources.

No artifacts are too big or too small as we strive to help you to network with your peers in the hobby, and to gather useful information about the breweries and brands that are important to you.

**Tim Holian** can be reached at [deutschmeister@sbcglobal.net](mailto:deutschmeister@sbcglobal.net) or by phone at (608) 373-0256.



Say Jim, remember when we were chatting about the big NABA 50th Convention from July 28 – July 31st? Did you hear the convention hotel is SOLD OUT?



Oh Schlitz! Alice and I haven't even made our reservation yet. What are we to do?



Not to worry, Jim. NABA reserved space at the Best Western Waukesha Grand just a mile away at a special rate of \$90. You must call them directly and ask for the NABA rate. These rooms will sell out too, so don't wait! The hotel's direct number is (262) 524-9300. Don't miss NABA's biggest convention yet!



# Taps

## Remembering Mary White, former NABA Board Member

By Beer Dave Gausepohl

**Mary White** of Mason, OH, passed away on April 24, 2020. She was the first woman to be elected to NABA's Board of Directors and left a strong legacy in the breweriana collecting hobby, especially in the Cincinnati area. Along with her husband Larry and son Larry Jr, Mary was one of the founding members of the Queen City Chapter in 1974, which became the second local chapter of NABA.



Mary was a supportive force for the Queen City Chapter for decades, serving in various leadership roles. Mary was a tireless worker and was instrumental in many of the changes that brought the chapter from a local can collecting club to a strong regional chapter with more than 200 members. She was instrumental in creating the highly-popular Luck O' the Irish Mini-CANvention & Breweriana Show. Many Midwest collectors will remember her harmonious sales pitch of, "Raffle Tickets! Three for \$1.00!" Mary understood that raffling high quality breweriana at shows could be a strong fund raiser to help chapters grow.

Mary also was an active and caring NABA member serving on the Board for 12 years, from 1997-2009. A strong advocate for local chapters, she created the Board position of Chapter Liaison and authored the "Chapter Doings" column for the Breweriana Collector magazine, which spotlighted NABA chapters.

As a Board member, Mary was not afraid to express her viewpoints with other strong personalities of the time, like the late Peter Blum and Phil Graff, as well as George Baley and me. She was admirably a budget hawk when it came to spending the club's money responsibly. And she spent many years alongside Helen Haydock, smoothly running the registration table at many conventions.

Larry Moter, who was a NABA Board member and president during Mary's Board tenure remembers, "I first met the indefatigable Mary White at the 1996 Milwaukee Convention, my third. I was impressed by her friendliness to a relative newcomer like me. It was during this convention I swore to never miss another. Herb and Helen Haydock put on a great show.

Later, when I served on the NABA Board with

Mary, she acted with great honor, dedication, and determination, while providing valuable insights. She always volunteered at conventions and hometown Queen City Chapter shows. Unfortunately, we have not seen Mary for some time and we all have missed her."

Mary worked for the Da-Lite Screen Co. a division of 3M, followed by a second 20-year career as a financial planner. She was preceded in death by her husband Larry and son Larry Jr., and is survived by her daughter Janet, three grandchildren and several great grandchildren.

**Robert Della Rochetta**, 65, of Sunnyvale, CA, died in January 2021. Known as "Sunnyvale Bob," he was very well-liked within the northern California breweriana community. NABA member Ken Harootunian recalls of Bob, "He was a man who loved brewery history. From being one of the most knowledgeable Anheuser Busch collectors to branching out into US labels, Bob always had good perspective about a particular artifact in terms of age and often rarity, too. He was such a sweet and gentle soul. I'll miss him greatly."



NABA member Frank Serrano recalls, "I took Bob to a show in San Mateo one time. We decided to separate—Bob liked to dawdle—and I told Bob I would meet him in 3.5 hours. I wandered the show and after 3.5 hours was up, I went looking for him and he was still only on the second row of tables talking about Budweiser stuff to some dealer. He loved to talk Budweiser!" Bob is survived by his father and sister.

**Jack A. Kerchinske**, 75, of Lorain, OH, passed on April 20, 2020. He worked at the Ford Motor Co. for 45 years, a career that was only interrupted by his military service during the Vietnam War. Jack was an avid fan of the Cleveland and Ohio State University sports teams and an auto racing and car buff. He is survived by his companion of 19 years, Judie Neuhoff, daughters, Jennifer and Hollie, son, Jaime and seven grandchildren. Jack collected all Cleveland area breweriana and was a member of the Lake Erie chapter.

# Upcoming Shows

## April, 2021

**Date/Time:** April 23-24, Friday, 3 pm–close and Saturday, 10 am–close

**Event:** **Titletown Trade-A-Thon 40, sponsored by Packer and Badger Bunch Chapters**

**Address:** Hyatt Regency Green Bay, 333 Main Street, Green Bay, Wisconsin 5430

**Contact:** Rob Smits: (920) 469-1466

**Date/Time:** April 25, 8 am–3 pm

**Event:** **Springding at Schell's, sponsored by Schell's Border Batch Chapter**

**Address:** August Schell Brewing, Company 1860 Schell Road, New Ulm, MN

**Contact:** Tom Terwilliger: (515) 341-3347

**Date/Time:** April 18, 8 am–2 pm

**Event:** **Chicagoland Breweriana Society Spring Show**

**Address:** Elk Grove Village VFW Hall, 400 E. Devon Avenue, Elk Grove Village, IL 60007

**Contact:** Jim Radeck: (630) 222-0840

## May, 2021

**Date/Time:** May 1, 12 pm–5 pm

**Event:** **Gateway Chapter Friendship Show**

**Address:** Friendship Brewing Company, 100 East Pitman Avenue, Wentzville, MO 63385

**Contact:** Al Kell: (314) 348-3786

**Date/Time:** May 1, 9 am–2 pm

**Event:** **Old Style Chapter Beer & Brewery Collectibles Show**

**Address:** Omni Center, 255 Riders Club Road, Onalaska, WI

**Contact:** Paul Nelson: (608) 780-6630

**Date/Time:** May 9, 8:30 am–2:30 pm

**Event:** **Jersey Shore Chapter's Tribute Show**

**Address:** American Legion Joyce Kilmer Post No. 25,

**Contact:** Joe Radman: (732) 946-3416

**Date/Time:** May 15, 9 am–2 pm

**Event:** **Spearman Chapter 5th Annual Breweriana Collectibles Show**

**Address:** Southern Saints Brotherhood Clubhouse, 8195 East Bay Blvd, Navarre, FL 32566

**Contact:** Mike Moon: (850) 826-2569

**Date/Time:** May 15, 11 am–2 pm

**Event:** **Columbine Chapter Beer Can & Breweriana Show**

**Address:** Hoffbrau Colorado, 9110 Wadsworth Pkwy, Westminster, Colorado 80021

**Contact:** Jim McCoy: (720) 420-9942



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Date/Time: May 15, 9 am–2 pm

Event: **Texas Brewery Collectibles Show, sponsored by Blue-bonnet & Lone Star Chapters**

Address: Green-Dickson Municipal Park, 65 Co Rd 350, Shiner, TX 77984

Contact: Charlie Staats: (210) 834-5202

Date/Time: May 16, 12 pm–4 pm

Event: **B'gosh It's Good Brewery Collectibles Trade Show**

Address: Fifth Ward Brewing Company, 1009 S. Main Street, Oshkosh, WI. 54902

Contact: Jared Sanchez: (920) 410-7073

Date/Time: May 22, 9 am–1 pm

Event: **Cascade Chapter Brew City Swap Meet**

Address: American Legion, 2146 SE Monroe St, Milwaukie, OR 97222

Contact: Michael Boardman: (503) 880-8252

## June, 2021

Date/Time: June 6, 9am–2pm

Event: **A-1 Chapter's Brennan's Show**

Address: Brennan's Pub 'N' Grill, 3510 E. Bell Road, Phoenix, AZ 85032

Contact: Ed Sipos: (602) 525-6806

Date: **June 11–12, 2021**

Event: **2021 ABA Convention and Brewery Collectibles Show, Sponsored by ABA**

Address: **Doubletree by Hilton Hotel, 910 Sheraton Drive, Mars, PA 16046**

Contact: **John Weatherhead: (678) 427-9512**

Date/Time: June 11–12, 8 am–close

Event: **Gateway Chapter's Swap-A-Rama**

Address: Knights of Columbus Park, 50 Rue Saint Francois, Florissant, MO

Contact: Al Kell: (314) 921-4349

Date/Time: June 11–12, Friday, 8 am–7pm, and Saturday 8 am–3 pm

Event: **Ohio Mini-Convention, sponsored by Miami Valley Chapter**

Address: Warren County Fairgrounds Building A, 665 North Broadway Street, Lebanon, OH

Contact: Rick Ordeman: (937) 558-6993

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# Upcoming Shows

**Date/Time:** June 12, 9:30 am–2 pm  
**Event:** **Big Sky Chapter's 30th Annual Beer Can & Breweriana Trade Session**  
**Address:** Butte Brewing Company, 465 E Galena Street, Butte, MT 5970  
**Contact:** Dan Jeziorski: (406) 690-3084

**Date/Time:** June 12, 9 am–1 pm  
**Event:** **Stroh's Fire-Brewed Chapter's 48th Annual Brewery Advertising Show**  
**Address:** Wyandotte K of C #1802, 3530, Biddle Ave, Wyandotte, MI, 48192  
**Contact:** Rich Daniels: (313) 388-6015

**Date/Time:** June 19, 8 am–2 pm  
**Event:** **Windy City Summer Picnic & Trade Show**  
**Address:** Busse Woods Forest Preserve, Shelter #4, Arlington Height Rd. and Higgins Rd. Elk Grove, IL  
**Contact:** Ed Harker: (312) 927-9329  
**Date/Time:** June 25–27

**Event:** **41st Annual Kansas Kan Kaper, Sponsored by Carrie Nation and KC's Best Chapter**  
**Address:** Best Western SureStay Hotel, 1846 N 9th Street, Salina, KS 67401  
**Contact:** Bill Boyles: (816) 415-3834


## July, 2021

**Date/Time:** July 8–11  
**Event:** **Monticello Extravaganza IXXX sponsored by Richbrau and Rusty Bunch Chapters**  
**Address:** Holiday Inn Charlottesville-University, 1901 Emmet Street, Charlottesville, VA 22901  
**Contact:** Chris Eib: (804) 360-5744

**Date/Time:** July 10, 9 am–4 pm  
**Event:** **45th Annual Sizzle 'n Sweat, sponsored by the Ar-Can-Sas Brewery Collectibles Club**  
**Address:** Shelby Smith Pavilion in Burns Park Burns Park, 3701 Arlene Laman Dr. North, Little Rock, AR  
**Contact:** Kenn Flemmons: (501) 590-315

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**Date/Time:** July 9–10, Friday evening  
hospitality, Saturday: 9 am–3 pm  
**Event:** **Nordlagers & North Star  
Chapter's Annual Show**  
**Address:** Northeastern Saloon & Hotel, 115  
St. Louis Avenue,  
Cloquet, MN  
**Contact:** Bert Whittington:  
(218) 939-0657

**Date/Time:** July 25, 9 am – 2 pm  
**Event:** **Hartog Memorial Picnic and  
Beer Can & Breweriana Trade,  
sponsored by Prison City  
Chapter**  
**Address:** Belmont Athletic Club 651  
Highland Pkwy, Joliet IL 60431  
**Contact:** Willy Novak:  
(630) 291-7943

**Date:** **July 28–31, 2021**  
**Event:** **NABA Convention 50,  
Milwaukee WI**  
**Address:** **The Ingleside Hotel  
2810 Golf Road,  
Pewaukee, WI 53072**  
**Contact:** **www.nababrew.com**

**Date/Time:** July 31, 9 am–1 pm  
**Event:** **Simon Pure Chapter  
Summer Show**  
**Address:** Eagles Club, 4569 Broadway,  
Depew ,NY 14043  
**Contact:** Jeff Murbach: (716) 713-7236

## August, 2021

**Date/Time:** August 14, 9 am–3 pm  
**Event:** **North Star Chapter's "A Day  
at Leinies" Annual Show**  
**Address:** Leinie's Lodge, Chippewa Fall, WI  
**Contact:** Dave Wendl: (651) 731-9573

**Date:** **August 18–21, 2021**  
**Event:** **BCCA CANvention  
50 v2.0, St. Louis, MO**  
**Address:** **Marriott St. Louis Grand,  
800 Washington Ave,  
St. Louis, MO 63101**  
**Contact:** **BCCA: (636) 343-6486**

**Date/Time:** August 29, 9 am–2:30 pm  
**Event:** **Packnic 45**  
**Address:** Badger State Brewing Co.,  
990 Tony Canadeo Run,  
Green Bay, WI 543030  
**Contact:** Ken Tremel: (920) 432-2542

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

## ◆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

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**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

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**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

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## BREWERIANA COLLECTOR Magazine

All advertising inquiries should be directed to:  
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Breweriana Collector Ad Manager  
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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 .....\$150 to \$180  
Half page .....\$80 to \$90  
Quarter page .....\$40 to \$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.

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1950s National Bohemian (Baltimore, MD)  
10" W x 6" T Tin Over Cardboard  
Permanent Sign and Display Co. Reading, PA



1940s Senate Ale Die Cut (Washington, D.C.)  
Heurich Brewing Co.  
12" W x 6" T Painted Wood with Foil Overlay



Ranier Beer (Washington)  
Pre-Prohibition  
Tip Tray 4 1/4" Diameter



1903 Standard Brewing Co. (Mankato, Minnesota)  
Serving Tray 12" Diameter  
The Tuscarora Adv Co., Coshocton, O.



1940s Acme Beer (San Francisco)  
Bottle Topper 8" W x 10 1/2" T  
(Framed 17" W x 19 1/2" T)



1940s Marathon Lager Beer Raised Foil  
Cardboard 13" W x 21" T

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