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



\$111,150



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

BREWERIANA COLLECTOR

Summer 2025

VINTAGE BEER ADVERTISING & BREWERY HISTORY

Volume 210

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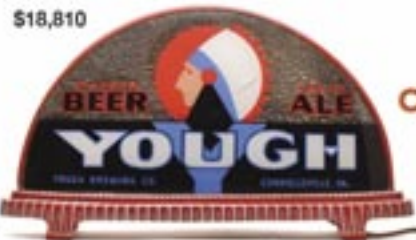


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WHAT'S INSIDE: All about Vicksburg, The Mill, and The Cone Top Brewery Museum
The story of Grand Rapids Brewing Co. ~ Pittsburgh's Hazelwood Brewhouse is hoppin' again
Beer trays that are "beyond the brewers" ~ New Braunfels: Birthplace of Texas Beer
Celebrating 175 years of brewing in Oshkosh ~ Olympia Beer "In the Wild" ~ much more!



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

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

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

Thank You

NABA MEMBERS!

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

WEDNESDAY
JULY 23, 2025

VICKSBURG
MICHIGAN



JULY 23, 2025



NABA
PO Box 51008, Durham NC 27717-1008
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Article submissions: Readers are welcome to submit articles for consideration to the Editorial Director, Ken Quaas at ken@consumertruth.com.

BREWERIANA COLLECTOR

"Ours is a hobby of stories"

Summer 2025

#210

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Cover image:

A vibrant and colorful label for Hi-Brau Beer, from the Grand Rapids Brewing Co. Muskegon, MI, c. 1936. Collection of John Steiner.

This issue features breweriana from Michigan, to celebrate our convention being held in **Kalamazoo, July 22-26, 2025**.

The National Association of Breweriana Advertising, Inc.(NABA) publishes *Breweriana Collector* for its membership. NABA Officers, Directors, and Editorial Staff do not verify the content or accuracy of articles accepted for publication. The Editor & Staff may edit submissions and ads or defer publication for space reasons. *Breweriana Collector* is published quarterly at NABA, PO Box 51008, Durham NC 27717-1008. Subscriptions are included in the annual NABA membership dues payment of \$35 per year (or \$90 for three years). **Copyright © 2025** content developed by NABA, authors and photographers, all rights reserved.



President's Message

Spilling ink on the NABA Convention

In the printed journalism business, there's an expression that's used to describe a topic that has had extensive coverage. They say, "much ink has been spilled on it."

I'd say that's true about our coverage during the year of our annual convention. We've spilled quite a bit of ink talking about NABA's 54th Annual Convention in Kalamazoo from July 22-26, and all the outstanding things planned for the record setting number of people who have already registered to attend it.

In recent years, our organization has more than doubled in size, and our conventions have gotten both bigger—and we believe—better. We give the conventions a wide range of coverage in this magazine because we feel they are so important to our organization. That's because they provide an ideal forum to bring so many members together—just once a year—to share the experiences of joy, treasures, and camaraderie of our club and hobby.

But despite achieving a new record of attendance, there are still about 70% of our members who won't be at the NABA convention this summer to share in all that's in store. We understand that.

After all, there are many reasons that people can't make it to a convention. For many years, I missed my share of them. My three kids were growing up and I was busy with my family and with work. Back then, I could only read about those conventions in the magazine and felt envious. I wished I could've been one of those people having a blast on the bus tour or excitedly making my way



Convention attendees who registered prior to April 30 will receive as a free gift this vibrantly colored, embossed tin-over-cardboard sign. Measuring 6 x 13 in., the sign features the famed mascot, "Brewster the Goebel Rooster," introduced by the Goebel Brewing Co. of Detroit in 1951.

through the hotel in search of both new breweriana discoveries and friendships that so often come from room-to-room trading.

So whether or not you are coming to the convention, we want to bring it to you in this magazine. The convention articles that appear here are intended to celebrate those who participated in the event as well as to honor those who couldn't make it. We want to convey the stories and share the experiences of the convention so all of our members can feel a part of NABA and everything that it has to offer.

If you are one of the approximately 30% of NABA's total membership who are attending our exciting convention from July 22-26, I look forward to seeing you there.

If you are among the 70% who can't make it, we'll tell you all about it right here in these pages. Maybe you'd like to have been there but you have circumstances—just like I did in the past—why you couldn't join us. And we'll miss you, toast you, and hope to see you in 2026, when the convention heads east to the Philadelphia suburb of King of Prussia, PA.

Spoiler alert: we'll be spilling a lot of ink about our 2026 convention, too, starting in the next issue of this magazine!

Ken Quaas, President
Ken@consumertruth.com

Executive Secretary's Report *by John Stanley*

NABA Membership Report

Thank you to everyone who helped recruit new members and rejoins.

Total Members	6/30/2025 Renewals	3-year Members	New & Rejoined Members	Your renewal date is on mailing label. If date matches below, please renew!
1,510	175	850	27	06/30/2025

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

Pay by Check	Check payable to NABA and mail to: PO Box 51008, Durham NC 27717
Pay by Paypal	Send to naba@mindspring.com
Credit card online	<ol style="list-style-type: none"> 1. Go to www.nababrew.com and log in using your username and password. 2. Click on your name, which appears on the right side below the top banner. 3. Choose "Renew to New Date," fourth bullet down under your Membership Card. 4. Manually enter credit card field even if your credit card info automatically prefills. 5. Online transaction is secure.

Update your membership info if your address, phone or email has changed.

Update online	www.nababrew.com
For assistance	John Stanley at 919-824-3046 / naba@mindspring.com / NABA, PO Box 51008, Durham NC 27717

Looking for world class breweriana?

Help your club by bidding and buying in the NABA/Morean Auction!

**AUCTION WILL
BE HELD
JULY 13, 2025!**



**Proceeds are
essential to NABA's
operating funds**

*To consign your breweriana in the 2026 auction:
Email Matthew Olszewski at mattski323@gmail.com*



Welcome new members to the NABA team!

Jeff Adamowicz (Jodi)
Lewiston MI
jeff.adamowicz@gmail.com
Michigan Beer Cans

Dewey Algaard
Wilsall MT
dews75shark@yahoo.com
Flats and Cones with an emphasis on West Coast, Montana and Midwest. Also All Types of Breweriana

Betsy M Aller
Kalamazoo MI
betsy.aller@wmich.edu

Kyle Anderson (Debbie)
Olympia WA
cgav8er@gmail.com
Trays and Signs

Brett Balthrope (Allison)
San Antonio TX
brett@moodtexas.com
Texas Flat and Cone Top Beer Cans, Texas Beer Neon Signs and Clocks, Mini Salt and Pepper Beer Bottles

Gene Bambach
Lockport IL
ejbambach@gmail.com
Cans, Signs and Misc. of All Types.

Steven Brandt (Michelle)
West Bend WI
sbrandt@bsgmaint.com
Grain Belt Chalkware

Shawn Brockway (Judith)
Deer Creek MN
shawnandjudith@yahoo.com
Cans

Mark Charry
Philadelphia PA
antiquebars@gmail.com
Brewery Mirrors

Ron Childs
Littleton CO
Ron.g.childs@gmail.com
Beer Steins, Beer Signs, Glasses, Advertising



A flat top can of Columbia Ale—but in vibrant, living color—is like the ones shown at left and features a striking icon of the Statue of Liberty. Collection of Carl Scheurman.

Cans of Columbia Ale from the Heidelberg Brewing Company in Tacoma, WA are arranged in a semi-circle on the familiar Heidelberg logo placemat. The brewery's men's bowling team pose behind the display, dressed in bowling shirts with their names embroidered on them in this April 30, 1954, photograph. There were many beer-sponsored bowling teams and leagues in the Pacific Northwest. Courtesy of Tacoma Public Library.

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

David Dennett (Kristie)
Grandville MI
fantaz@ameritech.net
Hamms, Schlitz, Black Label, PBR

Jim Ganem
Tucson AZ
jfganem@aol.com

Greg Haehnle
Jackson MI
ghaehnle63@gmail.com
Michigan Brewers

Michael Lacroix (Catherine)
Grand Rapids MI
micalacroix17@gmail.com
For the Love of Neon Signs

Heath Landt (Chris)
Monona IA
heathlandt@yahoo.com
Pabst Blue Ribbon

Steve Leahy (Cheryl)
Longmont CO
scsleahy@msn.com
Everything, but Mostly Signs

Wayne Lueck
West Allis WI
wcdalueck@msn.com

Carmin Mazza
Spring Hill FL
Semajca24@gmail.com
Signs, Trays

Andy Miner (Tania)
Grand Rapids MI
aminer1@hotmail.com
Lighted Signs and Cans

John Morris (Martha)
Dundee NY 14837
jdmjmorris@gmail.com
Corkscrew esp U.S. Patented Corkscrews

William Ortlieb
Philadelphia PA
billort1969@gmail.com

Frank Serrano (Nancy)
Santa Clara CA
fserrano@aol.com
California Breweriana, especially from San Jose, CA

Ron Sutton (Heather)
Richland MI
signtimellc2@aol.com
All Breweriana

Kevin Sykes
Huntsville AL
Kevnsykes@gmail.com
Beer/Liquor Neon Signs and Clocks from the 1930-1960's

John Szarnych (Patti)
Evanston IL
zarno15@yahoo.com

Neal Townsend (Kelly)
Benton Harbor MI
advantageinstall@hotmail.com
Michigan

Chris Vanoffelen (Linda)
Manteno IL
Chris.vano@yahoo.com
Light-Up and Motion Signs



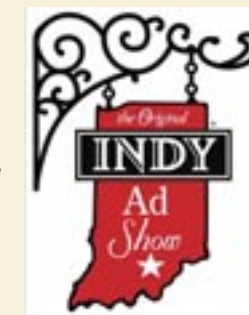
NABA partners with Indy Antique Advertising Show



The legendary Indy Antique Advertising Show has long been one of the country's premiere events for finding high quality breweriana.

Veteran collectors are familiar with the renowned Indy Antique Advertising Show, held twice yearly in March and September at the Boone County 4-H Fairgrounds in Lebanon, IN, just outside of Indianapolis. This show is where the founders of NABA—John Murray, Herb and Helen Haydock, and Dick and Katie Bucht—first met in the early 1970s. They bonded over breweriana and in 1972, decided to form an organization for those who collected it. In the early years, there was even a NABA hospitality room at the show.

Now, more than 50 years later, NABA is partnering with what is commonly called the "Indy Ad Show," so that our members can rent sales tables and get exposure to hundreds of both dealers and customers at a steeply discounted price of just \$40 per table.



NABA sellers who purchase a table will be in the RMC Hall, which is adjacent to the main building. They also get early access to the main building on Friday, September 26 at 1:00 PM, prior to the show's opening to the public on Saturday, September 27 from 9:00AM -3:00 PM.

There will be a "Happy Hour" for all dealers in the RMC Hall after setup on Friday, from Noon –4:00 PM. This gives all of the dealers from the main building a prime opportunity to shop the NABA tables prior to the public show on Saturday.

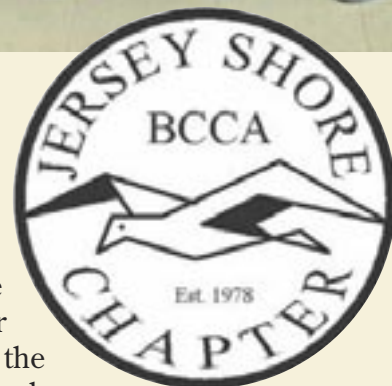
To reserve tables at this exciting show, please go to NABA's website www.nababrew.com or contact NABA Vice President Mike Michalik via email at therunningwaiter@yahoo.com.

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Jersey Shore Chapter Supports Veterans



Chapter President Joe Radman (center) and member Paul Dodge (right) present an enlargement of their donation check to a Tunnel to Towers representative.



For the past three years, the Jersey Shore Chapter has sponsored the Friday Night After Party at the NABA convention, which follows the annual Presentation Banquet. The party has had a variety of entertaining themes, with last year's being a throw back to "Woodstock Night," where tie dyed garb filled the room along with some "hippies" who may have aged just a bit since 1969.

A focus of the chapter's efforts is fundraising for military veterans' charities. Donations collected at the NABA Convention's Hospitality Room and the After Party last year went to the Tunnel to Towers Foundation. The chapter raised \$1,000 and beyond that, chapter member Turkey Lardinois generously sent an additional donation of \$700.



Born from the tragedy of 9/11, the Tunnel to Towers Foundation carries out its mission to "do good," by providing mortgage-free homes to Gold Star and fallen first responder families by building specially-adapted smart homes.

The Chapter will once again be soliciting donations for veterans' causes at this year's convention.



Serving up local shows with the Handsome Waiter

NABA's mission is to serve the breweriana collecting hobby by providing information, sharing knowledge, and fostering camaraderie. NABA supports the local shows of its 57 chapters!

Send us your Handsome Waiter pictures! Email them to Ken@consumertruth.com with the names of the folks in them.



Chilling out at Spring Thaw: The Waiter warmed up a robust crowd of collectors at the annual Spring Thaw show from April 3-5 in Harrisburg, PA.

Going International: The Waiter crossed the border with his good buddy Jeff Murbach to the Niagara Brewery Collectibles Club Spring Show on April 26 in St. Catherine's Ontario, Canada.

From left: Doug Schumer, Jeff, and Larry Lemelin, President of Niagara Brewery Collectibles Club.



continued on page 8

Long live the King!
The Waiter was honored to serve breweriana royalty on April 27 at the King Fling in Columbus, OH.

From left: Rick Ordeman, Rick Natter, Jeff Murbach, ABA President Tim Bowers, Beer Dave Gausepohl, Gary Schmeh, and Marvin Gardner.



Why did the Waiter cross the road?
To get to the NABA-sponsored Southern Crossroads Brewery Collectibles Show, sponsored by NABA, from May 15-17 in Macon GA

From Left: Tom Legeret, Mary Legeret George Arnold, Ken Jones of NABA's Membership Committee, George Renard, Mike Moon of NABA's Membership Committee, Jerry Gann, Jim Lovallo, Al Jones, Lyneen Gann, and Enrique Cruz.



Chiefs of Oshkosh joined the Waiter at the Spring 'B'Gosh It's Good' Breweriana Show on May 10 in Oshkosh, WI.

From left, standing: Jared Sanchez, Del Worden, Nate Hintz, Kevin Knitt, Tom Gibson, Troye Shanks, Mike Coyne, Jim Crouse, and Troy Winkelman.

Kneeling: Jonathyn Mowat and Dan Hable.



Meeting them in St. Louis:
The Waiter was happy to meet up with the members of the Gateway Chapter at their Swap-a-Rama on June 6-7 in Florissant, MO.

Kneeling, front:
Al Kell, Jake Taylor, Rick Kottemann, John Kottemann, Ken Kreie, Todd Barnes.

Standing, back:
Ed Harker, Rusty Long, Darla Long, Don Roussin, Jeff Jones, Tony Steffen, Mike Overschmidt, Vickie Kubat, Dave Kubat, Ron Snowden.



New in New Mexico: The Waiter made his first trip to the "Land of Enchantment" at the Roadrunner Chapter Beer Can and Breweriana Show on May 24 in Albuquerque, NM.

This fine group includes: Dan McCormack, Mark Schaefer, Dale Bramlett, Glen Rosales, Dwayne Sutton, Steve Steigerwald, Lisa Steigerwald, Mark Rollert, John Smoller, Rich La Susa, Debbie Schaefer, Brian Artzberger, John Artzberger, T.A. Hall, Tanner Nelson, Greg Nelson, Patrick Santinello, Dave Maxedon, Arwen Nelson, Lexi Nelson, Tori Maxey, Tori Nelson, Dan Scoglietti, Todd Barnes, Doug Shonk, and Ed Scoglietti.

Legends of Motor City:
joined the Waiter at the Stroh's Fire Brewed Chapter's 57th Annual Brewery Advertising and Beer Can Show on June 7 in Wyandotte, MI.

Front: Joe Olsen, Jonathyn Mowat, Tom Philport, Chapter President.

Back: Dave Horrigan, Jeff Kauffman, Chapter VP, Jeff Murbach, Frank Pfeiffer, Jamie Grebeck, Mike McCloskey.





54th Annual NABA Convention

July 22 – 26, 2025
Radisson Plaza Hotel,
Kalamazoo, MI

Schedule of Events

Room-to-Room Buy/Sell/Trade –
All days/times.
Convention Badge is required.

Hospitality is open Monday–Thursday
from 11:00am–11:00pm.

MONDAY, July 21

Registration opens at 8:30 am

Home Collection Tour

Noon – 5:00 pm

Tour (see website or Hospitality Suite for location)

TUESDAY, July 22

Registration opens at 8:30 am

Bus Tour: The Lane Collection

9:30 am

Buses begin departing Radisson
(must be pre-registered and paid)

WEDNESDAY, July 23

Registration opens at 8:30 am

Bus Tour: The Mill & Cone Top Museum

10:00 am

Buses begin departing Radisson
(must be pre-registered)

THURSDAY, July 24

Volunteers Breakfast (by invitation)

7:00 – 9:00 am

SEMINARS (included in registration fee)

Local Michigan Brewery History

by Dr. Kevin Foley

9:30 - 10:30

Chalk Talk Live

by Rick Basken and Barry Travis

10:30 - 11:30

Insuring Your Collection

by Robert O'Connell

11:30 - 12:30

Chapter Newsletter Editor's Meeting

2:00 – 4:00 pm

Happy Hour for Convention First Timers

4:00 – 5:00 pm

Brewmaster's Dinner

Featuring One Well Brewing

6:00 – 8:00 pm

(must be pre-registered and paid)

FRIDAY, July 25

Bloody Mary Bar

9:00 am – Noon

By Cornhusker Chapter

Local Craft Beer Tasting

5:00 – 6:00 pm

(included in registration fee)

Banquet & Presentation

6:00 – 8:00 pm

(included in registration fee)

After Party

9:00 pm – Midnight

By Jersey Shore & Michigan Chapters

SATURDAY, July 26

Seller Set-Up for Public Breweriana Trade Show

7:00 am – 9:00 am

Public Breweriana Trade Show

9:00 am – 1:00 pm

FREE Admission

Gilmore Car Museum (Hickory Corners, MI)

2:00 pm – 6:00 pm

Reduced rate for NABA members

Hospitality Suite re-opens

3:00 pm – 11:00 pm



by Ken Quaas

All about Vicksburg, The Mill, The Cone Top Brewery Museum, and the partnership with NABA

Editors' Note: This provides an overview and explanation for all of our members on the exciting developments taking place surrounding the breweriana museum which will be "NABA's Front Door." There will be more than 400 attendees participating in the convention bus tour to Vicksburg, MI on July 23. They will experience both current exhibits and future plans involving The Mill and The Cone Top Brewery Museum.

What and where is Vicksburg, Michigan?

Vicksburg is a small village with a population of about 3,500 that is located in the southwestern part of the state. It is about 15 miles south of the city of Kalamazoo and just off the Interstate that connects Chicago and Detroit and in the middle of those two major cities.

Vicksburg is recognized for its appealing small-town atmosphere, friendly residents, and historic architecture. Its charming downtown is a showcase of classic commercial architecture from the late 1800s and has been placed on the National Register of Historic Places.

What is The Mill at Vicksburg?

The Mill is a colossal, 420,000 square foot former paper mill that is 120 years old. It is being painstakingly transformed into a multi-purpose venue that will provide a cultural and economic hub for the region.

Before it was The Mill at Vicksburg, this giant brick complex was once the famed Lee Paper Mill,



The quaint, 153-year-old village of Vicksburg, MI is on the National register of Historic places. The three buildings featured here are jewels of Vicksburg's downtown and have been fully restored as the current home of the Cone Top Museum. They will reopen for the first time, exclusively for NABA members, on July 23.

constructed between 1904 – 1905. Throughout the 20th Century, the paper mill was Vicksburg's primary economic engine. The venerable mill closed in 2001, and the complex sat vacant and derelict for more than a dozen years.

By 2014, it was threatened with demolition. That's when NABA member Chris Moore

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On the NABA Convention bus tour

The Mill

The Mill is still under reconstruction, but NABA members attending the convention and signed up for the Vicksburg tour on July 23 will have a special opportunity to get a sneak preview of the exciting things to come inside the massive building.



Before it became "The Mill at Vicksburg," this colossal, 420,000 square foot complex was the historic Lee Paper Company Mill, which sits on a 120-acre campus. This aerial photo was taken in November 2024 and shows the recently-completed new roof on the massive structure.



The expansive outdoor part of The Mill's campus will feature walking paths and nature trails highlighted by the property's large wildflower installation and water features.

stepped in to acquire and save the aging structure that had once provided careers for both his father and grandfather. Chris is an accomplished entrepreneur and businessman who grew up in Vicksburg and once worked at the old mill during college.

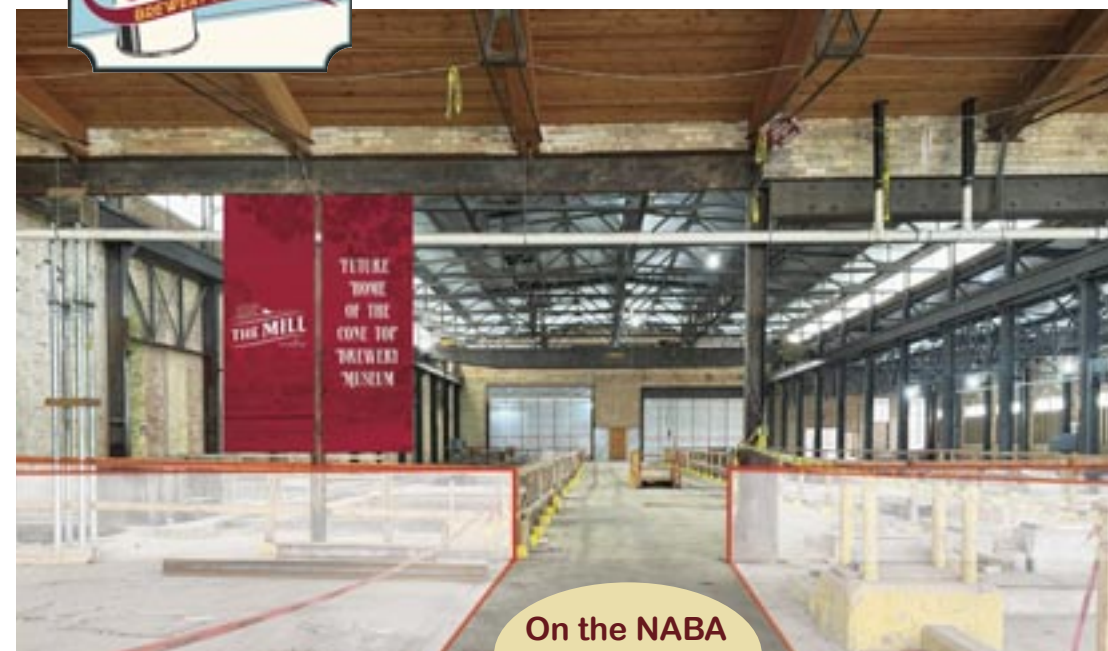
The reconstruction of The Mill is a massive undertaking in historic preservation. After considerable planning, the rebuilding began in 2019 and although it had some interruptions by the pandemic, it is now in full swing. Plans are to finish its various components in phases over the next 5-6 years..

What will The Mill offer?

Among The Mill's many functions and assets will be a brewery and restaurant, a distillery, a 150-room hotel and conference center as well as spaces for concerts and artists. The expansive outdoor part of The Mill's campus will feature walking paths and nature trails highlighted by the property's large wildflower installation and water features. The brewery will be the Old Stove Brewing Company, Chris Moore's award-winning brewery that has three locations in Seattle, including a featured position at that city's famed Pike Place Market.



The Mill: Future home of Cone Top Museum



On the NABA Convention bus tour

Convention tour participants will get a first glimpse of the 40,000 square foot space with atrium roof that will one day house The Cone Top Brewery Museum. This space has had extensive structural work done over the past few years to ready it for the museum.

The Grand Beer Hall

This is a rendering of a special exhibit being created for the NABA convention tour called "The Grand Beer Hall." Its inspiration is drawn from the lavish brewery beer gardens that once existed before Prohibition. The beer garden was a tradition that originated in Bavaria, where beer was often enjoyed outdoors in warmer weather.

Beer gardens were social and cultural hubs, where beer was served alongside food, music, and social events. They were especially prominent in cities with large German immigrant populations, like New York City, Milwaukee, St. Louis, and Cincinnati. Unlike saloons, these spaces welcomed families and provided a venue for them to relax, socialize, and escape crowded urban living conditions.

The steel support beams and timber supporting the roof of this room at The Mill are new. The huge space once housed large machinery for the paper mill.

continued on page 14



NABA member and Cone Top Museum owner Chris Moore gave members of NABA's leadership team a private tour of The Mill on June 14. He showed a schematic of the exciting plans for the convention tour that will be held on July 23



The Great Big Neon Hall

On the NABA
Convention
bus tour

Another captivating exhibit being created specially for the convention tour is dubbed "The Great Big Neon Hall." This is yet another area of The Mill that has had considerable reconstruction in preparation for July 23.

The huge space will showcase a portion of Cone Top's substantial collection of neon signs. This includes 50 large, outdoor neon-on-porcelains—many of which were recently restored—as well as 200 other neon signs.



Before-and-after photos of two signs for Blatz Brewing Co., Milwaukee, WI, c. 1940s. These will be among those featured in "The Great Big Neon Hall."

These signs have come alive again, and their neon colors were chosen to be accurate based on the collective input of NABA member experts on the various historic beer brands.



Shaping the "W" for a 1930s Walter's Beer sign from the Walter Brewing Co., Eau Claire, WI.

"Neon Mike" Lacroix is the proprietor of The Neon Connection Studio in Grand Rapids, MI. He has spent the past few months exclusively restoring a myriad of large, outdoor neon-on-porcelain signs owned by The Cone Top Museum.

Downtown Vicksburg: Current home of Cone Top

Before The Cone Top Brewery Museum opens in The Mill, it will be housed in several prominent historic buildings on the main street of downtown Vicksburg. These buildings date from the 1870s and have recently been thoughtfully restored to their historically accurate appearance, based on original blueprints and old photos.



1930s: The buildings as they appeared in the 1930s, when they were nearly 50 years old. They exemplified the classic commercial architecture of the late 1800s that typified so many downtown areas of small-town America. This included large, arched windows with limestone keystones as well as ornately-carved wooden cornices that "crowned" the buildings.



June 2022: The front of the three contiguous buildings had been altered and neglected over the years, with drab, 1970s-era brickfacing covering two of the buildings.

January 2025: The façade reconstruction was in full swing to return the buildings to the appearance they had when they were constructed almost 150 years ago.

On the NABA
Convention
bus tour



June 2025: Finishing touches are being put on the rebuilt arched front doors and windows of the 1870s-era retail stores.



June 2025. Chris Moore celebrates the near completion of the front of the three buildings.

continued on page 16

Inside the Downtown Vicksburg buildings

For the NABA convention tour, these buildings will be reopened for the first time since their recent renovation. They will contain various exhibits and feature working bars with furnishings and accessories of the Pre-Prohibition era.

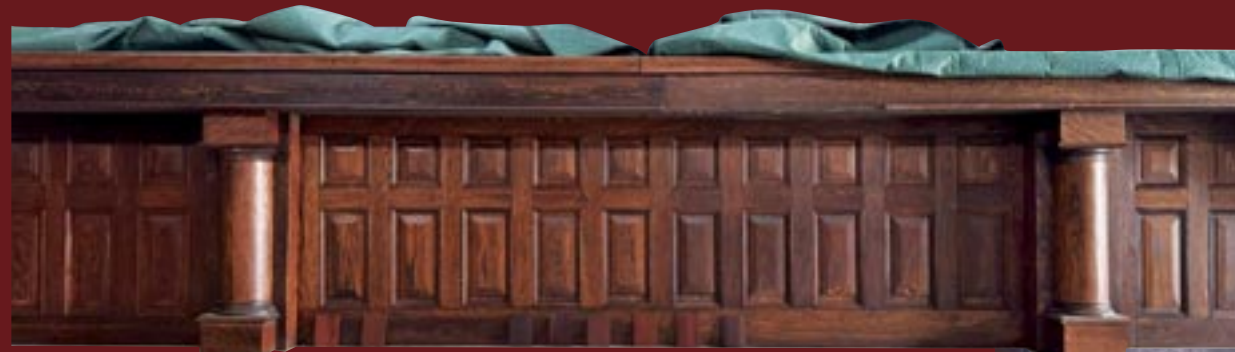


This antique triple-arch, Brunswick "Majestic" model saloon back bar is 24-feet long with carved columns and capitals. The arches have mirrored insets behind the columns. The lower cabinet includes multiple cabinets, drawers, and shelves.

On the NABA Convention bus tour



The bar style is pictured here in the 1890s era catalog of the famed Brunswick-Balke-Collender Company of Cincinnati, OH and Chicago, IL.



This schematic shows the new lower back bar being created to support the historic upper back bar. This is being custom built by the Wood Smiths cabinet makers of Kalamazoo, MI.



Cone Top's Natasha Nielsen and Tom Hardy stand by the bar shown at left that is being readied for the NABA convention. The wooden mounted structure in back will support the accompanying antique back bar.

Pre-Prohibition era slot machines

These two finely-detailed slot machines will be on display with the period bar experiential exhibits at the Cone Top Museum. They are authentic pieces that have been meticulously restored to working order by Marschak's Antiques of Dubois, WY.



Manufactured in Detroit by Caille Bros. c 1901, the "New Century Detroit" is an upright slot machine named to celebrate both the coming of the 20th Century as well as the company's relocation to Detroit.

This slot machine is truly a work of art, with a stunning oak cabinet containing a lever that spins a color wheel. The housing is comprised of beveled wood panels, fluted columns, and carved scrollwork, all supported by claw leg castings.

Caille Bros. Co. was one of the most prominent slot machine makers at the turn of the 20th century and a company that helped define the golden age of penny arcades. The company was founded in 1893 in Saginaw, MI, and later moved to Detroit in 1901. By 1904, it became Detroit's largest employer before the dawn of the automobile industry. The company closed in 1932.

Caille-made machines were renowned for their elegant design, craftsmanship, and mechanical innovation, earning them the nickname "the Rolls Royce of slot machines."



Manufactured in Chicago by Mills Novelty Co., c 1914, the "The Operators Bell" is a 21-inch-tall tabletop slot machine. This ornate, substantial machine is made from cast iron, beautifully covered in nickel plating.

The Operators Bell was the first three-wheeled slot machine to use the familiar fruit symbols on its reels. This became the standard for slot machines for decades.

The Mills Novelty Company was once a leading manufacturer of coin-operated machines and one of only a few companies to make both gambling and vending machines.

The company later became known as Mills Industries, Inc., with an offshoot that made gaming machines called Bell-O-Matic Corporation. These companies were both absorbed by larger firms by the 1960s.

From Silver Foam To Fox De Luxe And Patrick Henry



“Everybody knows what it is and where it is made. It is the universal beverage and can be found at every leading resort hotel, commercial hotel and in every home where something pure, wholesome and thirst-quenching is desired. Silver Foam beer made by the Grand Rapids Brewing company has been a close competitor with furniture in heralding the name and fame of the Valley City. ... [Its] handsome piles of brick, stone and mortar are the first to attract the visitor as he enters the city.”

Tray pictured above: Oval serving tray, 16½ x 13½ in., by Kaufmann & Strauss Co., New York, NY, c. 1910. Collection of Dave Alsgaard. Grand Rapids Brewing Co.'s popular flagship brand was the memorably named Silver Foam. This oval tray features an unusual family scene that depicts a mother tending to her young children as her husband reads his evening paper and enjoys a Silver Foam beer.

The story of the Grand Rapids Brewing Company by Doug Hoverson

When the *Grand Rapids Evening Press* published this grandiose praise in 1901, the Grand Rapids Brewing Company had been the most important brewery in western Michigan for nearly a decade and was becoming a significant player regionally. A product of the era of brewery consolidations, its roots reached far back to one of Michigan's pioneer breweries. After shutting down completely during the “dry years,” its Post-Prohibition history was promising but tangled, and the brand and the brewery ultimately met the fates of so many other businesses that could not survive overwhelming competition from national brands.

Five breweries combined

On December 1, 1892, Grand Rapids Brewing filed articles of incorporation. It was comprised of five of the largest breweries in Grand Rapids, which joined together to create the new company. Those breweries were Kusterer Brewing Company, Tusch Bros., Veit & Rathman, the Union Brewery of George Brandt & Co., and the National Brewing Co. of Adolph Goetz. Continued on page 21

**GRAND RAPIDS
BREWING CO,
1892-1918
Grand Rapids**

In 1892 the Grand Rapids Brewing Co. was created by the merger of five other local breweries. A sixth was later added. The brewery became the most dominant in western Michigan, and its flagship Silver Foam brand, introduced in 1894, was highly popular.

Silver Foam: “Our Special Brew”

Silver Foam was the flagship brand from 1894 until the brewery closed when Prohibition hit Michigan in 1918.



Oval tray depicting blob top bottle of the flagship Silver Foam brand. 13½ x 16½ in., by Kaufmann & Strauss Co., New York, NY., c. 1895. Image courtesy of Trayman2.0.



A young woman is pictured drinking Silver Foam on this oval tray, 12½ x 16 in., by American Art Works, Inc., Coshocton OH. c. 1912. Collection of Dave Alsgaard.



Postcard, c. late 1890s. Collection of Dave Alsgaard.

The Silver Foam blob top bottle becomes an airship in this fanciful appointment postcard issued by Frank Neuman, who was a director on the board of the newly formed Grand Rapids Brewing Co. He was also employed as a traveling salesman for the brewery.



Above, postcard, c. 1890s. At right, Die cut cardboard sign, c. 1900. Both are 3½ x 5½ in., no mfg. mark. Grand Rapids Brewing sometimes featured children as advertising subjects to convey that Silver Foam could be enjoyed at home.



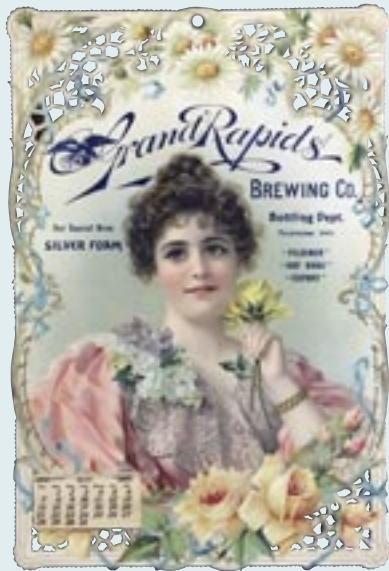
Label, c. 1906



Grand Rapids brewing throughout the years

Grand Rapids Brewing made a series of elaborately lithographed and intricately die cut cardboard calendars around the turn of the 20th Century. The lithographer(s) for these is unknown, as there is no marking. The calendars shown here are from the collection of Tom and Sue Flerlage.

This calendar advertises the company's four brands, featuring "Our Special Brew" Silver Foam. This spectacular image appeared on the cover of the Spring 2025 issue of this magazine.



1899, 9¾ x 14¾ in.



1900, 14½ x 11 in.



1902, 10 x 15 in.



1903, 16½ x 11½ in.



1904, 8½ x 15½ in.



1905, 14½ x 10 in.



1906, 10 x 15 in.



1908, 14 x 9¾ in.

Two other local breweries, the Michigan Brewery and the Coldbrook Brewery, were both in probate at the time and were unable to join. Coldbrook was purchased later by Grand Rapids Brewing. The Michigan Brewery never joined and competed with Grand Rapids Brewing until Prohibition.

The reasons for combining were shared by most other brewery trusts and conglomerates of the Gilded Age—the need to cut costs and more efficiently compete against brewers shipping into their territory, most notably competition from Toledo, Milwaukee, and Chicago.

For the first year or so, Grand Rapids Brewing Co. (GRBC) offered brands with well-worn names: Pilsener, Hofbrau, and Export. But in 1894, they introduced the whimsically named Silver Foam, "brewed from the choicest malt, finest imported Saazer hops, and pure spring water." This spring water was why the company initially used the existing Kusterer plant, but that brewery was more than 40 years old and needed to be replaced.

A new brew house

The cornerstone for a new brewhouse was laid in August 1895 and by the next year the new plant had taken over production. The company continued to expand and update the facility throughout the next 30 years.

Like many of the larger breweries of the era, GRBC continued to expand its product line. Its bock beer was a welcome sign of spring around the region, and by 1901 the brewery had also introduced XX Porter and Malted Hop Tonic. The next year GRBC launched Alt Nurnberger Brau to satisfy the market for a darker, full-flavored lager.

Expanding real estate

The company also expanded its geographical sales area. Soon GRBC had agencies throughout Michigan and into northern Indiana and Ohio. Newspaper articles claimed Silver Foam was "served in states far remote from this." Silver Foam could even be found on draft at establishments in Milwaukee!

Continued on page 23

Elks stampede at Grand Rapids



City Back to Normal; Kalamazoo Lodge Carries Off Parade Honors.

ENTIRE REUNION A SUCCESS

Visiting Elks who ruled the city for three days said farewell late Friday night and in the early hours of Saturday morning and the greatest convention in Michigan Kildom is a pleasant memory. Some of the visitors said goodby Saturday but most of the farewells were spoken late Friday night.

The elaborate decorations were taken down Friday night and after the three days of celebration the city has resumed its normal tenor of business dignity. The business men co-operated admirably in decorating the city and extending hospitality to the visiting hosts. The police department also is receiving compliments for the manner in which the work of the department was rendered.

Never before have such throngs of people been seen in Grand Rapids thoroughfares as the crowds of Friday afternoon. Every one was enthusiastic about the parade. The carnival spirit prevailed until midnight.

This newspaper article from the *Grand Rapids Press* detailed a massive parade and that the Elks "ruled the city for three days" when state chapters converged in Grand Rapids on June 2-3-4, 1915. The Elks Lodge, officially the Benevolent and Protective Order of Elks (BPOE), is a fraternal organization founded in 1868 that promotes charity, community service, and patriotism.



Handle side of a celluloid over metal clothes brush, 3½ in., by Kaufmann & Strauss Co., New York, NY, dated 1915. Collection of Tom and Sue Flerlage.

This brush was a commemorative souvenir given by the Grand Rapids Brewing Co. to the Michigan Elks Lodge members who attended a 1915 meeting in Grand Rapids.



“Handsome piles of brick, stone and mortar are the first to attract the visitor as he enters the city.”

Grand Rapids Brewing Co. was the largest brewery in western Michigan before Prohibition—and not afraid to show it.

The trays and postcards are from the collection of Dave Alsgaard.

Printed postcard with a similar image as the tray below. Postmarked July 27, 1914.



Pie plate factory scene tray, 13 in. dia., Litho. by Kaufmann & Strauss Co., New York, NY, c. 1910.



Postcard featuring factory scene by Michigan Litho. Co., Grand Rapids, MI, Postmarked November 28, 1910. The postcard shares the same image as the tray above. But unlike the tray, the postcard lists all the brewery's brands: Silver Foam, Export, Pilsner, and Alt Nurnberger.



Grand Rapids Brewing Co. factory scene tray, 12 in., by Chas. W. Shonk Co. Litho., Chicago IL, c. 1900.



Postcard by Kaufmann & Strauss Co., New York, NY, Postmarked July, 1908. This scene is similar to the Kaufmann tray, above. Note that this is another appointment postcard from Frank Newman, a board director and salesman for the brewery.



Self-framed tin sign for Malt and Hop Tonic, 17 x 23 in., by Kaufmann & Strauss Co., New York, NY, c. 1915. Collection of Tom and Sue Flerlage.

This sign is titled, "The Doctor Knows" and was issued at a time when malt tonics were marketed for their health and medicinal purposes.



Wooden case with blob top bottles, c. 1890.



Wooden case, c. 1910 using what became Grand Rapids Brewing's familiar script logo. Both cases are from the collection of Kyle Bohl.

Most regional and national brewers had significant real estate holdings as outlets for their products, usually saloon properties, which were known as “tied houses” for being “tied” to a specific brewery. Grand Rapids Brewing had plenty of these, as well as hotels extending as far away as 25 miles.

Temperance in Michigan

The temperance movement in Michigan was ahead of the pace in the other Great Lakes states. As early as 1909, GRBC began experimenting with a near-beer called Nutro. However, it was unclear how the Michigan courts would define a near beer, so the brewers played a waiting game. As more Michigan counties voted dry, important markets disappeared. Michigan went dry statewide on May 1, 1918, a year and a half before national Prohibition took effect.

Silver Foam goes soft

As GRBC waited to hear from the courts about the near beer restrictions, it continued to experiment with other products. Just three months after Michigan went dry, the brewery released its Silver Foam “soft drink.” Advertising emphasized that this was not a near beer because it was made differently—“It is our masterpiece.”

One of the critical tests for the new product was whether it would satisfy brewery workers who were used to their six pints of beer per day while on the job. Early reviews proclaimed that “there has been no grumbling among them.” However, the public reaction was not as supportive, and with failing sales, GRBC was liquidated in 1922.

Confusion after Repeal

Michigan was generally slower to bounce back from Prohibition than the other Great Lakes states and the delays created opportunities and confusion. In 1933, a newly formed company using the name Grand Rapids Brewing Co. discovered to its dismay that the Silver Foam name was now owned by the Silver Foam Brewing Co., which had a plant 60 miles away in Battle Creek. And to add insult to injury, Silver Foam Brewing was also planning to buy the old Grand Rapids plant.

While that purchase never happened, it forced the new GRBC to look elsewhere. In November 1933, Grand Rapids Brewing merged with the revived Furniture City Brewing Co. in Grand Rapids. The new company prepared to refurbish the Furniture City plant and recreate its Old Export recipe, claiming they still had the original yeast culture from Vienna.

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GRAND RAPIDS BREWING CO. 1935-1946 *Muskegon*

In 1935, a recently formed company using the name Grand Rapids Brewing Co. capitalized on an opportunity to buy a newly rebuilt brewery from a bankrupt company in Muskegon, about 40 miles northwest of Grand Rapids. Thus, this new brewery with a Grand Rapids name was actually located in Muskegon.

Label, c. 1936.
Collection of John Steiner.
In 1936 Grand Rapids Brewing introduced Hi-Brau, which had a premium and upscale positioning. The label featured a formally dressed man sporting a top hat and admiring his beer. The amusing visual is underscored with the slogan, "It's the tops."



Introductory newspaper ad for Hi-Brau that appeared in the Jackson (MI) *Citizen Patriot* in June 1936.



Label, c. 1940s. Collection of John Steiner. The label evolved in the 1940s to show a younger man in top hat and add the "Extra Dry" claim.



Wooden backbar sign, 6 x 14½ in., no mfg. mark, c. 1934-1945. Collection of Dave Alsgaard.

Moving to Muskegon

Fate intervened when the Muskegon Brewing Company, located about 40 miles northwest in Muskegon, had a catastrophic brewery fire and immediately rebuilt the plant. But the financial strain of reconstruction was too much and Muskegon Brewing went bankrupt in 1934.

The Muskegon plant was bought by Frank D. McKay, a prominent Republican state politician and party boss, and his associates. He had previously acquired the trademarks of Grand Rapids Brewing to capitalize on its popularity before Prohibition. The newly purchased Muskegon brewery restarted operations with the name of Grand Rapids Brewing Co. in June 1935.

New brands, new problems

The original products of the new GRBC were Grand Rapids Export and Muskegon Pilsner, which symbolized the dual identities of the brewery. But in 1936, it introduced a new flagship beer, Hi-Brau. The success of Hi-Brau encouraged the company that year to expand the plant to brew a new "high quality ale," which was named Hi-Brau Ale.

The company even introduced a new lager before the year was out, Lake State, which showcased the new "steinie" bottles. While output and sales increased through the end of the 1930s, the company had spent a lot of money on the plant and experienced other difficulties as well. In 1939, the Michigan State Liquor Control Commission ordered the brewery to discontinue using the "poker hand" labels that the commission alleged were used for gambling.

Trouble with the law

Rival brewers alleged that owner McKay was given favorable treatment by state regulators. Eventually McKay and several associates were indicted on federal charges in 1940 and state

charges in 1945. The charges alleged fraud, in which brewing company stock was laundered to mask bribe payments, among other things. Although McKay was acquitted in both trials, this was an unwelcome distraction.

These legal troubles, coupled with the stress of material shortages during World War II, prompted the sale of the brewery in August 1943 to a group of investors from Georgia. The company stopped manufacturing keg beer and focused on brewing 3.2% beer for the armed forces. Although perhaps patriotic, this obviously hurt local sales.

Sale to Goebel

The final chapter for the Grand Rapids Brewing Co. of Muskegon was the sale of the Muskegon brewery to Goebel Brewing Co. of Detroit in April 1946. Goebel liquidated GRBC in June 1948 and then invested \$2 million in expanding and updating the brewery. This included a significant effort in 1955 to make it the center for Goebel to brew the Guinness Ale and Lager Beer brands under license. But disappointing results led to the closure of the brewery for good in 1957. Continued on page 27

Grand Rapids Export Beer and Lake State Beer

1936-1938

Grand Rapids also introduced its "Export Brand" as "the drink that cheers" as well as Lake State in 1936, but records of them in advertising don't go past 1937.



Label, c. 1936. Collection of John Steiner.

Newspaper ad promoting Grand Rapids Export Brand that appeared in the *Grand Rapids Express*, 1936. Collection of John Steiner.



Label, c. 1936. Collection of John Steiner.



MICHIGAN BREWING CO., 1936-1939 Grand Rapids

In 1935, the Michigan Brewing Co. was formed to resume brewing in Grand Rapids. In a twist, a brewery called Grand Rapids Brewing Co. had already reopened—but in Muskegon—and took the name.



Printed cloth banner hanging from wooden dowel 10 1/2 x 9 1/2 in., by Bradford & Co., Inc., St. Joseph, MI, c. 1936. Collection of Dave Alsgaard.

Old Michigan Beer

1936-1940

Old Michigan Beer was introduced as the flagship but was discontinued when the brewery was sold.



Ad announcing the launch of Old Michigan, from the Battle Creek (MI) Enquirer in October 1936. During that Post-Prohibition rush to supply "real" beer, some breweries put out "green" beer that was not properly aged. This ad provides reassurance that the new, Old Michigan Beer would be "ripe."



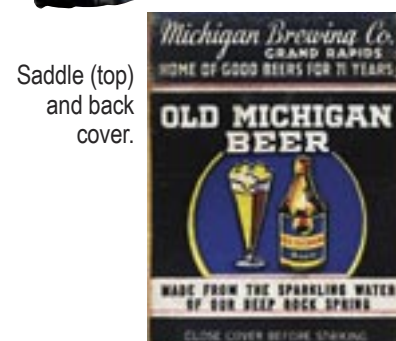
Label, c. 1936. Collection of John Steiner.



Front cover



Aluminum over cardboard sign for Old Michigan Beer. 7 x 13 in., no mfg. mark, c. 1939. This re-designed logo first appeared in 1939. Collection of Dave Alsgaard.



Saddle (top) and back cover.

Matchbook by the Ohio Matchbook Co., Wadsworth, OH, c. 1937, Collection of Ken Quaas.

Brumaster Beer

1939-1940

Michigan Brewing introduced a "special" companion brand to its flagship Old Michigan in 1939.

Brumaster, had a premium positioning and was touted as "the highest grade beer." The brand was discontinued when the brewery was sold in 1940.



Label, c. 1939. Collection of Peter Dickinson.

Ad launching Brumaster that appeared in the Grand Rapids Press in June 1939.



Meanwhile, back in Grand Rapids...

The massive brewery in Grand Rapids remained a tantalizing prospect for would-be brewers. In 1935, the Michigan Brewing Co. was formed to bring brewing back to the area. Ads for the company's stock touted the success of the old Grand Rapids Brewing Co. and claimed the new brewery would take advantage of the same water and facilities. After months of rebuilding the complex, Michigan Brewing Co. released Old Michigan beer to the public in October 1936. Soon after, they advertised Old Michigan Holiday Brew, made "from an old Munich recipe." The initial promise of the company led one stockbroker to claim, "An investment in the Michigan Brewing Company would be an ideal Christmas gift." While Old Michigan remained on the market through 1939, and was joined that year by "Brumaster Special," the company was not a financial success.

Out Foxed

In 1939, the Peter Fox Brewing Co. of Chicago began to expand sales to Michigan. The positive reception apparently encouraged Fox to look toward Grand Rapids and purchase the troubled Michigan Brewing Co.

To comply with Michigan law limiting brewer's licenses to corporations where at least 25% of the shareholders were in Michigan, Fox created a new corporation called Fox De Luxe Brewing Company, which replaced Michigan Brewing Co. in 1940. The Peter Fox company held 75% of the stock. The deep pockets of the Fox company were evident in the amount and size of advertising in local papers through the war years. The management of Fox De Luxe even purchased a twin-engine airplane in 1946 so they could travel to their headquarters in Chicago, their other brewery in Marion, IN (the former

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FOX DE LUXE BREWING CO. 1940-1951 Grand Rapids

Fox De Luxe Beer: In December 1940, The Peter Fox Brewing Co. of Chicago, IL purchased the Michigan Brewing Co. in Grand Rapids. The company was renamed Fox De Luxe Brewing Co. and brewed Fox's flagship beer, Fox De Luxe until 1951.



Reverse-on-glass sign framed with metal, 10 x 12 in., no mfg. mark, c. late 1940s. Collection of Cone Top Brewery Museum.



Label c. 1940s. Collection of John Steiner.

The Fox De Luxe brand from Chicago brought its familiar icon—the fox huntsman blowing his horn—to Grand Rapids in 1940.



The Fox De Luxe Brewery Tap Room and the historic brewery building are shown in this postcard, which is postmarked May 16, 1942. Collection of Bill Chernenko.



Kiley brewery), and to the company's oil production facilities in six states.

Patrick Henry as a last gasp

But by 1948, sales of the Fox breweries were dropping. The Grand Rapids brewery advertised a "new" Fox De Luxe that seemed no different from the old version. In February 1949, the company introduced "A New Surprise! ... It's Patrick Henry Malt Liquor." Fox De Luxe's entry into the rapidly growing malt liquor market was sold as "The Brew with Oomph!" Patrick Henry Malt Liquor was soon joined by Patrick Henry Premium Beer, sometimes advertised as "in the Gold'n-Clear Bottle." Within a year, the brewery's lineup was expanded by Alpine Pilsner beer, which was one of several attempts in the post-war years to market a locally brewed version of a European beer.

Patrick Henry Beer

1949-1951

Struggling, Fox De Luxe Brewing Co. launched Patrick Henry Malt Liquor in 1949 to capitalize on the rapidly growing malt liquor market. It was soon joined by companion brand, Patrick Henry Premium Beer.

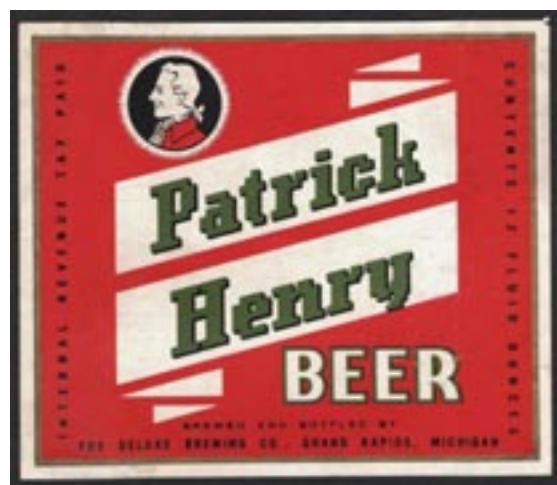


Chalk back bar statue and bottle glorifier, c. 1949, collection of Rick Basken.

But in this era, proliferation of brands was seldom a sign of a healthy brewery. The writing may have been on the wall when the Michigan ads for Fox De Luxe showed a bottle with the Peter Fox Brewing of Chicago designation. Fox De Luxe suspended brewing operations in Grand Rapids in December 1951, and in 1954 sold the land to the city of Grand Rapids. Demolition of the complex began in 1964 as part of an urban renewal program.

Epilogue

Grand Rapids remained without a brewery for more than forty years, but the rise of craft brewing brought a return of brewing coppers and local beer to the city. Drawing on the heritage of what was once one of the best-known names in the region, a new Grand Rapids Brewing Co. opened the first brewpub in Western Michigan in 1993. Today,



Label, c. 1950, features a profile graphic of the famous Revolutionary War era patriot who said, "Give me liberty or give me death."

Fox De Luxe Brewing introduced Patrick Henry Malt Liquor in February 1949, and Patrick Henry Beer soon after, as seen in this ad in the *Grand Rapids Press* in June 1949.



Alpine Beer

1950-1951

In 1950 Fox De Luxe Brewing launched another new brand, Alpine Pilsner, positioned as a locally brewed version of a European beer—at a lower price.

The brand used Austrian/Tyrolean imagery and featured a character in lederhosen and a Tyrolean hat.



Chalk statue with bottle, 10 x 11 in., c. 1950. Collection of Cone Top Brewery Museum.



Introductory ad for Alpine Pilsner that appeared in the Jackson (MI) *Citizen Patriot* in July 1950. By December 1951, Fox De Luxe had ceased operations in Grand Rapids.

Label, c. early 1950s. Courtesy of Tavern Trove Auctions.



Reverse-on-glass sign, 6 x 9 in. no mfg. mark, c. 1950. Collection of Dave Alsgaard.

Grand Rapids claims the title of "Beer City, USA," and the number and quality of the local breweries—including the nationally-known Founders Brewing Company—make this more than just an idle boast.

About the Author: Part of a Continuing Project

Doug Hoverson is a longtime NABA member and the Associate Editor of this magazine. This article represents a fraction of the research he has done for his forthcoming book on the history of

beer and brewing in Michigan. This book will follow the basic format of his successful books on the breweries of Minnesota and Wisconsin but may rely on an online platform for some of the individual brewery histories to help the book remain portable. Doug looks forward to working with fellow NABA members to help him with the history of their favorite breweries and suggest illustrations that will help tell this amazing story. Contact Doug at doug.hoverson@gmail.com or at 612-719-0212 (leave a message).

HAZELWOOD is Hoppin' Again!

by Mike Michalik



The historic building's spacious interior has exposed brick walls and has the industrial feel of what it is—an old brewery.



The Hazelwood Brewery first opened in 1905 and ceased to be a brewery in 1938. Despite many years of different owners and neglect, the building survived and now once again houses not one, but two breweries. The renovated structure is now called Hazelwood Brew House and has a rooftop deck where one can enjoy a brew while taking in panoramic views of the city of Pittsburgh.

It seems that at least once a year we hear the sad story of yet another historic American brewery being demolished. Happily, this is the tale of a former Pittsburgh brewery that dodged the wrecking ball and was granted a vibrant new life.

As of 2024, this new facility is called the Hazelwood Brew House. But it started as a brewery incorporated in June 1904 as the Hazelwood Brewing Company. It was named for its neighborhood in southeastern Pittsburgh, an area where hazelnut trees once flourished along the Monongahela River. Along with the Allegheny and Ohio rivers, the Monongahela is one of the famed three rivers that are an iconic feature of Pittsburgh's landscape.

Hazelwood's brewhouse stood an imposing five stories tall and was the dominant building in the neighborhood. It had an impressive brewing capacity of 400,000 barrels per year. The complex also included a one-story bottling house.

Before releasing its first beer, Hazelwood merged with the neighboring United Ice & Supply Co., which provided two more floors of space.

Beer appears in 1905

Hazelwood released its first batches of beer in 1905 and its core brands were Hazelwood Famous and Old Style. In the era of brewery mergers and syndicates, Hazelwood Brewing managed to remain independent. But the owners were forced

to sell when Prohibition hit. The brewery was sold to a trust for \$100, while the same trust loaned United Ice & Supply \$10,000, as it was now the more viable business. The trust owners tried to keep the brewery operating by producing near beer and soft drinks, but this lasted for only a year.

After Repeal

When Prohibition ended, the company was reincorporated in 1933 as Hazelwood Beverage Co. but this new venture failed financially after only a bit more than a year in business, perhaps in part because its facility and machinery were outdated. A new owner purchased the brewery, renamed it, invested \$200,000 in new brewing equipment, upgraded delivery systems, and made improvements to the building's exterior. After 10 months of these renovations, the new company opened under the name of Derby Brewing Co., in May 1935.



The back of the Brew House has a shared patio, ideal for enjoying one of the beers from its two breweries.

The local Hazelwood neighborhood welcomed its revitalized brewery. The community held a parade for the grand opening, and the first trucks carrying beer departed the facility the following morning.

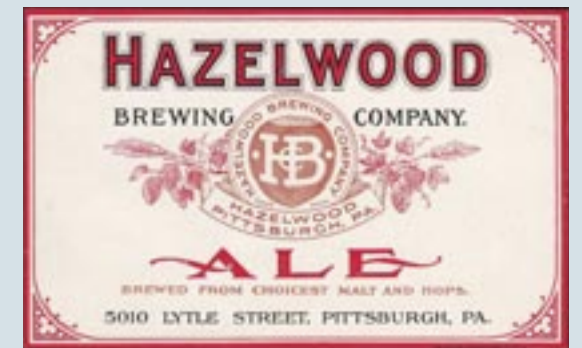
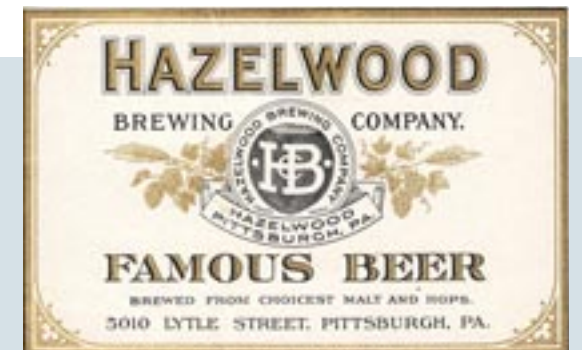
Continued on page 32

Hazelwood Brewing Co., 1905-1920

All labels are from the collection of Rick Strisofsky.



Hazelwood touted its three bottled beers, Bohemian, Pilsener, and Famous as "The best beer made" in this ad placed in the *Pittsburgh Post* in June 1912.



Pre-Prohibition labels of Hazelwood Brewing's "Famous" Beer and Ale brands.

Hazelwood Beverage Co., 1933-1934



From 1933-1934 the revived Hazelwood brands were made by the newly-incorporated Hazelwood Beverage Co. Notice how prominently the high-octane Hazelnut Ale, Porter, and Bock beers call out their respective 8% alcohol content.



Derby Brewing Co., 1935-1938



The former Hazelwood Beverage Co. was reincorporated and renovated under new ownership.

When the brewery reopened under the name of Derby Brewing Co. in 1935, there was an enthusiastic celebration in the neighborhood. This article is from the *Pittsburgh Sun-Telegraph*, May 8, 1935.



Newspaper ads promoted the new Moerlein brands from Derby Brewing, using a horse racing theme. These simple ads appeared in the *Pittsburgh Sun-Telegraph* in June 1935.



The newly incorporated Derby Brewing Co. took control of the Hazelwood Brewery in May, 1935, when it used these two labels and adopted the well-known Moerlein brand name from the defunct Christian Moerlein Brewing Co. of Cincinnati, OH. The Moerlein name was prominent in Cincinnati brewing history from 1853-1919.



Wire-style opener for Hazelwood Beer, c. 1934, front (left) and back. Notice the error in that the "b" is missing from the name "Pittsburgh." Collection of Mark Young.



This label may have been one of the last made by Hazelwood, c. late 1934.

Bringing back Moerlein

Derby Brewing introduced a new flagship brand called Moerlein Beer along with Old Coach Ale, a companion brand. In choosing the Moerlein name, Derby sought to capitalize on the well-known brand of the former Christian Moerlein Brewing Co. of Cincinnati, OH. Moerlein was popular in the years prior to Prohibition, with regional distribution into Pittsburgh, but did not reopen after Repeal.

Derby heavily advertised its Moerlein Beer, particularly around the Christmas season. The brewery touted that its products contained no syrups or sugars, and that Brewmaster Emil Gartner carefully selected the hops and barley malt. Derby had a successful first year but the company experienced tragedy when its president, William Miller, died in a car accident at the young age of 37.

A pair of etched glass signs for Hazelwood's two leading brands: Famous and Old Style beers. These extremely rare ad panels are each 21 x 10 3/4 in., c. 1934 and are displayed in contemporary frames. Courtesy of Morean Auctions from the Chip Echnoz Collection.



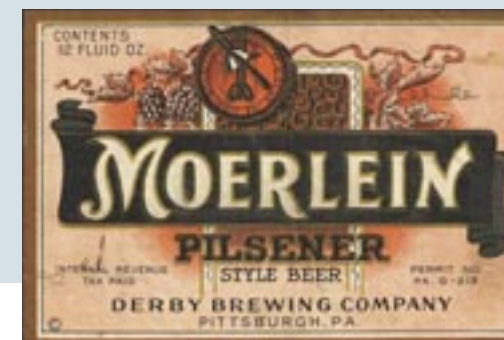
The brewery continued on, and in 1936, was operating at full capacity. It served the Greater Pittsburgh area, as well as Eastern Ohio and West Virginia. In 1938, Derby joined other Pittsburgh

area brewers and increased its price, due largely to fluctuations in grain supply. But soon the company was floundering and by June, had filed for bankruptcy. By August of 1938, it was reported to be "hopelessly insolvent" and soon after the company was liquidated.

Rescued by Progress

Over the next 80 years, the buildings housed multiple businesses, and were most recently owned by a demolition company, which spared the century-old structure from destruction. But over time, the 20,000 square foot complex fell into disrepair.

In 2017, a savior arrived in the form of The



Progress Fund, which purchased the property. The Progress Fund is a non-profit community development group in Pittsburgh led by David Kahley. Progress has greatly benefited Pittsburgh, helping a dozen local breweries get up and running and also providing financial assistance to six distilleries and six wineries.

Kahley is a proponent of historical preservation and says he believes that breweries form important community hubs. Thanks to The Progress Fund, nearly \$5,000,000 of private funding were put into rehabbing the old brewery structures beginning in the Fall of 2020.

Continued on page 34

A brewery “food court”

Interestingly, the concept for the revitalized Hazelwood wasn't a standard one. The complex was meant to function as a beer version of a food court, with space for three different brewing companies and a food vendor occupying the space. The idea was that each brewery would have a ground level presence complete with its own 10-barrel brewhouse, and a garage door which opens to a communal beer garden.

Each brewery would have its own bar, but with shared table seating. A shared rooftop deck with both interior and exterior seating provides views of the Monongahela River area.

The concept attracted two breweries: Abstract Realm and New France. The “New France” name was selected in honor of the early French settlement of Fort Duquesne at Pittsburgh's Point in 1754. This was the first European settlement in what was a frontier area. There is still room for a third brewery.

This 4-in. coaster promotes Moerlein's “Old time flavor and quality,” by The Lion Match Co., NY, NY, c. 1937. Collection of Tracey Wallace.



Bakelite ball knob, c. 1937. Courtesy of Morean Auctions.



Jade-colored glass tap knob by Newman Co., Pittsburgh, PA, c. 1936. Courtesy of Morean Auctions, from the Chip Echnoz Collection.



Die-cut cardboard sign, 29 x 21 in., c.1936. Courtesy of Morean Auctions, from the Chip Echnoz Collection.



Derby introduced more colorful, graphic, and contemporary looking labels in 1936 for its flagship Moerlein and companion brand Old Coach Ale.

A new beginning

The new Hazelwood Brew House first opened in May 2024. In January 2025, Comfort & Spice came aboard as a culinary venture featuring distinctive food offerings which complement the in-house beers. Future plans include adding a distillery in the former icehouse.

The Brew House has now completed the “circle of brewing life” in bringing back new brewing ventures to a historic brewery complex that not only survived Prohibition, but also weathered decades of various owners, fires, water damage, neglect, and even a tornado in 1998.

The building has been placed on the National Register of Historic Places, which should preserve it for posterity. Let's hope Pittsburgh's beer drinkers support this unique effort and keep the taps at Hazelwood flowing for another century.

Author's Note: Special thanks to NABA member **Dick Ober** for the information on the Pre-Prohibition history of Hazelwood Brewing Co. Dick is the preeminent authority on brewing history of Pittsburgh and Western PA.

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Serving Up Great Trays

by Mark Rogers

Editor's note: NABA has partnered with members Mark Rogers and Peter Bayer to create a comprehensive database of all known Pan-American serving trays. This visual database, named "Trayman 2.0 Powered by NABA," organizes trays across multiple categories, with the team recently completing one of the most powerful categories for collectors: "Trays By Brewer." The last page of this article demonstrates how to use this category and the information it provides. Type <https://trayman.net/2t/Brewers.html> into your internet browser to check out your favorite brewers.

This article presents trays that we call "Beyond the Brewers." They are not specific to a beer brand or brewery, but were created to promote beer-related businesses, like bottlers and distributors. There are a surprising quantity and considerable quality of trays in this genre.

Note: If there is not a statement of ownership ("Collection of") in a tray caption and this tray is yours, please let us know by contacting Mark Rogers at mark.rogers.8181@gmail.com.



This article is best read listening to Garth Brook's "Friends in Low Places" and drinking a Crisp Chinos Rice Lager from Rockwell Beer Co. of St. Louis, MO.



Beyond The Brewers

As the Trayman2.0 team started the detail work associated with building the "Trays By Brewer" pages on the website, we saw a lot of trays that would be considered breweriana but are not directly associated with a specific brewer. As we determined how to organize these "beyond the brewers" trays, new sub-categories emerged:

Agents ~ Bar Suppliers
Bottlers ~ Distributors
Importers & Exporters

In this article, we share our favorites but there are many more to explore on the Trayman2.0 site.

The differences between the categories of Bottlers, Bar Suppliers, and Importers & Exporters are clear,



Brewer/Bottler/Distributor
Jacob Metzger & Co.,
Indianapolis, IN,
by Chas. W. Shonk Co. Litho,
Chicago, IL, c. Pre-Prohibition.
Collection of Mark Rogers.

but the distinctions between Agents and Distributors are more nuanced. An agent and a distributor are both intermediaries involved in the distribution process, but they differ in their roles and responsibilities and how they earn their profit.

A stunning example

Pictured at left is a tray that illustrates a few "beyond the brewers" categories. This stunning example from Jacob Metzger & Co., promotes the company's role in both bottling and distributing American Brewing Co. products in Indianapolis, IN. Metzger itself is listed as a brewer from 1896-1897, while American Brewing existed from 1897-1918.

Continued on page 42

Agents



P.M. Ohmeis & Co.,
New York, NY,
H.D. Beach Co.,
Coshocton, OH,
c. Pre-Prohibition.
Courtesy of Morean Auctions.

Bottlers



Union Bottling Works
Milwaukee, WI, by
Chas. W. Shonk Co. Litho,
Chicago, IL,
c. Pre-Prohibition.
Collection of Mark Rogers.

Bar Suppliers



Thos. J. Scanlon Bar Supplies
Allegany, NY, H.D. Beach Co.,
Coshocton, OH, c. Pre-Prohibition.
Courtesy of Morean Auctions.

Distributors



Jos. Wegman Distribution Co.
for Fox Head & Braumeister Beers,
Waukesha, WI, no mfg. mark.
Courtesy of Morean Auctions.

Importers & Exporters



Thomas McMullen & Co.
NY, NY, by American Art Works, Inc.,
Coshocton, OH, c. Pre-Prohibition.
Collection of Mark Rogers.



E. & J. Burke Inc.
Long Island, NY, by H. D. Beach Co.,
Coshocton, OH, c. Pre-Prohibition.
Courtesy of Morean Auctions.



Thomas McMullen & Co.
NY, NY, by American Art Works, Inc.,
Coshocton, OH, c. Pre-Prohibition.
Collection of Mark Rogers.



Winchell & Davis Importing Co.
Albany, NY, by The Meek Co.,
Coshocton, OH, c. 1901-1909.
Collection of Daryl Ziegler.

Agents

Agents act as a representative of the brewers and are responsible for promoting and selling their products or services. They do not take ownership of the products and earn a commission on their sales.

Our featured Agent tray is seen quite often as a tip tray, but seldom as a serving tray. Jos. Gahm & Son Co. was an agent for Joseph Schlitz Brewing Co., in New England.



Jos. Gahm & Son Co.
Boston, MA, by Kaufmann & Strauss Co.,
NY, NY, c. Pre-Prohibition.
Collection of Jonathyn Mowat



M.F. Hoffmann
St. Charles, MO,
by Meek & Beach Co.,
Coshocton, OH,
c. 1901-1905.



C.H. Dechent & Sons
San Francisco, CA, by
American Art Works, Inc.
Coshocton, OH, c. Pre-Prohibition.
Courtesy of Morean Auctions.



Salle & McCall
Colorado City, CO, by
The Meek Co., Coshocton, OH,
c. 1901-1909.



F. Hollender & Co.
New York & Chicago, by
Baltimore Enamel & Novelty Co.,
Baltimore, MD, c. Pre-Prohibition.

Distributors

Distributors purchase beer from the brewer and resell to retailers or end consumers. They take ownership of the products and are responsible for marketing, storing, and delivering them. Distributors earn profits by selling products at a higher price than their purchase cost.

Our highlighted Distributor tray is this outstanding example featuring Co-operative Beer Co. of Sioux City, IA. The company appears to have distributed Budweiser and a variety of whiskies. In most states, beer and liquor were not distributed together.

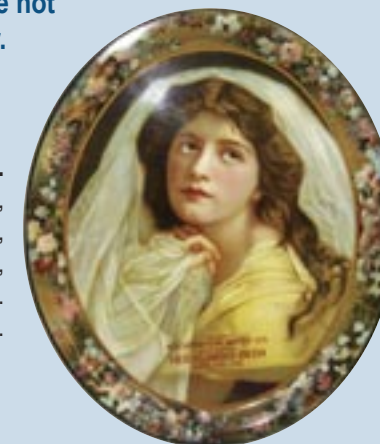
Fleckenstein Mayer Co.
Portland, OR,
by H.D. Beach Co.,
Coshocton, OH,
c. Pre-Prohibition.
Collection of Daryl Ziegler.



Cooperative Beer Co.
Sioux City, IA, by Kaufmann & Strauss Co., NY, NY,
c. Pre-Prohibition. Courtesy of Morean Auctions.



Dauphin Beverage Co.,
Harrisburg, PA, by
The Burdick Co., NY, NY,
c. 1930s. Collection of Daryl Ziegler.



H.C. Heidemann
Reno, NV, by American Art Works, Inc.,
Coshocton, OH, c. Pre-Prohibition.
Collection of Daryl Ziegler.



Pickering & Webb
Rochester, NY,
by Meek & Beach Co.,
Coshocton, OH, c. 1901-1905.

Bar Suppliers

Our highly-detailed, Bar Supplier tray is a bottle collector's dream. The tray intricately illustrates the offerings of Pennsylvania Bottling & Supply Co., ranging from beer bottles, to seltzer water bottles, to fine glassware.



Pennsylvania Bottling & Supply Co.
Philadelphia, PA,
by Bacharach and Co.,
San Francisco, CA,
c. Pre-Prohibition.
Collection of Mark Rogers.



Pittsburgh Beer Pump Co.
Pittsburgh, PA, by
Meek & Beach Co., Coshocton, OH,
c. 1901-1905.
Collection of Daryl Ziegler.



Pennsylvania Bottling & Supply Co.
Philadelphia, PA,
by American Art Works, Inc.,
Coshocton, OH, c. Pre-Prohibition.
Collection of Daryl Ziegler.



Pointer Supply Co.
Clinton, IA, by American Art Works, Inc.,
Coshocton, OH, c. Pre-Prohibition.
Collection of Bill Taplin.



Pennsylvania Bottling & Supply Co.
Philadelphia, PA, by American Art Works, Inc.,
Coshocton, OH, c. Pre-Prohibition.
Courtesy of Morean Auctions.

Bottlers

Our highlighted Bottler tray is an intriguing example made for Andrew Lohr Bottling Co., Cairo, IL. Lohr spent extra money for this custom design—unusual for a bottler.

More than 90% of the Bottler trays in the Trayman2.0 database use stock images.



Andrew Lohr Bottling Co.
Cairo, IL, no mfg. mark,
c. Pre-Prohibition.
Collection of Daryl Ziegler.



Cornelius Rohles
Philadelphia, PA, by Meek & Beach Co.,
Coshocton, OH, c. 1901-1905.
Collection of Mark Rogers.



The C.A. Lammers Bottling Co.
Denver, CO, by H.D. Beach Co.,
Coshocton, OH, c. Pre-Prohibition.
Collection of Mark Rogers.



Crown Bottling Works
Trinidad, CO, by
The Meek Co., Coshocton, OH,
c. 1901-1909. Collection of Ed Sipos.



Excelsior Bottling Co.
Reading, PA, by Chas. W. Shonk Co. Litho,
Chicago, IL, c. Pre-Prohibition.
Collection of Daryl Ziegler.



North Side Bottling Works
La Crosse, WI, by Meek & Beach Co.,
Coshocton, OH, c. 1901-1905.



E. L. Kerns
Trenton, NJ. By Hausermann Litho Co.
NY, NY, c. 1905-1919.
Courtesy of Morean Auctions.



Winona Bottling Co.
Winona, MN, by Meek & Beach Co.,
Coshocton, OH, c. 1901-1905.
Courtesy of Morean Auctions.



N. Cervelli Bottling Co.
San Francisco, CA, by H.D. Beach Co.,
Coshocton, OH, c. Pre-Prohibition.
Collection of Daryl Ziegler.



Ashland Bottling Works
Ashland, WI, by American Art Works, Inc.
Coshocton, OH, c. Pre-Prohibition.
Collection of Mark Rogers.



West Point Bottling Works
West Point, NE, by H.D. Beach Co.,
Coshocton, OH, c. Pre-Prohibition.
Collection of Daryl Ziegler.



Capital City Bottling Works
Harrisburg, PA, by
The Meek Co., Coshocton, OH,
c. 1901-1909.
Collection of Mark Rogers.



Joseph Hess Bottler
Philadelphia, PA, by
American Art Works, Inc.,
Coshocton, OH, c. Pre-Prohibition.
Collection of Daryl Ziegler.



Buckeye Bottling Works
Toledo, OH, no mfg. mark,
c. Pre-Prohibition.
Collection of Daryl Ziegler.



Ouachita Valley Bottling Works
Monroe, LA, by The Meek Co.,
Coshocton, OH, c. 1901-1909.
Collection of Daryl Ziegler.



Queen City Bottling Co.
Crookston MN, by Chas. W. Shonk Co. Litho,
Chicago, IL, c. Pre-Prohibition.
Courtesy of Morean Auctions.



Puget Sound Bottling Works
Bellingham, WA, by
H.D. Beach Co., Coshocton, OH,
c. Pre-Prohibition.

New Braunfels: Birthplace of Texas beer

by Charlie Staats and John Rightmire



'White border' era postcard of the brewery, c. 1921. Collection of Charlie Staats.

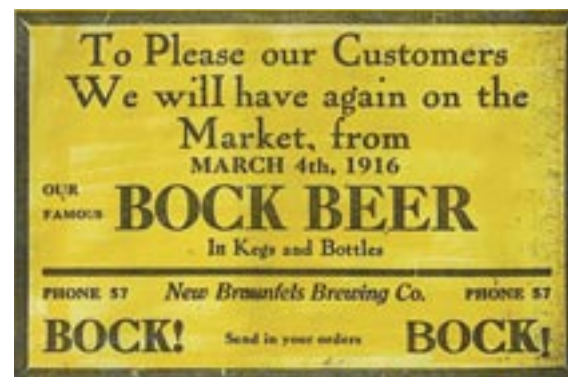
Founded in 1845, the city of New Braunfels, TX sits at the southeast edge of the famed Hill Country in Central Texas, between the San Antonio and Austin metro areas. Known for its interesting German heritage, New Braunfels has a growing population nearing 100,000 and has been named both one of the fastest-growing cities and one of the best places to live in the nation.

New Braunfels is also the first town in Texas to have its own brewery, although it was San Antonio that would become most famous in the state's beer lore, as the place that

spawned the two brewery names that are arguably most synonymous with Texas: Pearl and Lone Star.

Germans bring the beer

Statehood came to Texas at the end of 1845. And beer came next, and as was the case in so many places across the nation, it was thanks to German immigrants. The first of these immigrants arrived at the port of Indianola, TX, and then made the arduous 150-mile journey across the wilds to their land grant 35 miles northeast of San Antonio. Their new settlement eventually was called New Braunfels, named after their



Newspaper ad promoting their seasonal release of bock beer, March 4, 1916. All newspaper ads are from the collection of Charlie Staats.

hometown of Braunfels, in western Germany.

That first group of immigrants included Julius Rennert, recognized as the first brewer in Texas. Julius started his small eponymous brewery in New Braunfels in 1850, running it until he retired from brewing in 1879. He then became the local agent for Anheuser-Busch until his death in 1886.

Over the next 35 years, five other breweries opened and closed in New Braunfels. These were typically very small, only producing enough beer for the town, which had grown to a population of



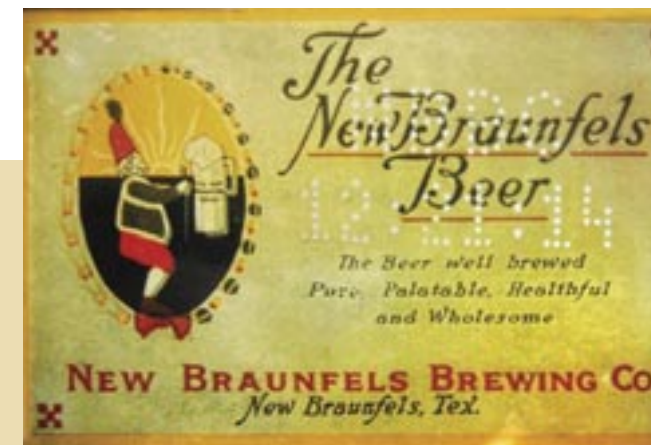
Wood case for (36) 12-ounce bottles with end branding, c. 1920. Collection of John Rightmire.

about 2,000. The last of these breweries was Konrad Schumacher's, which closed in 1884. In 1880, the rail-road had come to New Braunfels, and with it came beer from St. Louis and Milwaukee. And there was local competition from two large breweries in San Antonio; Lone Star and City Brewery, which would later become Pearl.

A new brewery for New Braunfels

Unbelievably, 30 years passed before New Braunfels had another brewery, and it had the bad luck of starting up just before Prohibition. On June 4, 1908 a meeting was held at the courthouse to once again build a brewery in New Braunfels. The plan was to erect a brewery at a cost of about \$40,000 that could produce five barrels of beer per day.

Continued on page 46

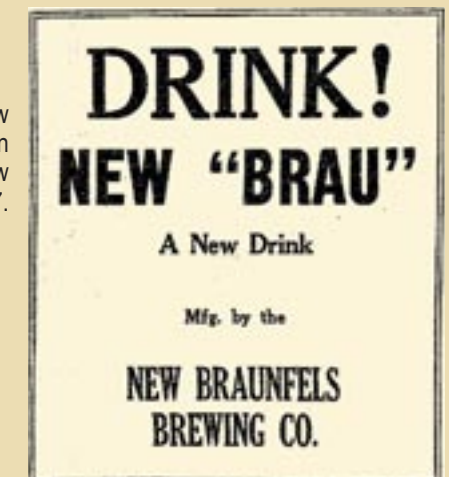


Labels for New Braunfels beer. The size is not indicated, but New Braunfels only used 12 oz. bottles. The label at top has a punch code date of 12-21-14. The label on the bottom communicates a similar message that was used by many brewers in hopes of warding off Prohibition—that their beers were "healthful and wholesome." The visual of the child sitting on a keg holding a beer stein seems to suggest that the product is even suited for family use—another message sometimes seen by breweries prior to Prohibition. Collection of John Rightmire.



Newspaper ad for Gold Medal and Busto near beers. This ad provides assurance that Gold Medal will taste "just like old times," an obvious reference to the taste of "real" beer before Prohibition, c. 1922.

Newspaper ad for New "Brau" near beers, and an apparent play on the New Braunfels name, c. 1927.





Early photo of the brewery., c. 1921. Collection of John Rightmire.

It wasn't until more than five years later that the New Braunfels Brewing Company officially opened on February 8, 1914. The plant was strategically located on the Missouri, Kansas and Texas Railway, with private sidings. It was built and equipped at a cost of approximately \$100,000 (2½ times the original plan) with an annual capacity of 18,000 barrels (10 times the original plan). Demand for the product was so great that the directors decided just nine months later to add \$25,000 of capital to almost double annual capacity to 35,000 barrels.

The new brewery was a substantial brick structure standing four stories high. It was equipped with the innovative new "Nathan" brewing system, created in Zürich Switzerland and was promoted as revolutionizing the brewing industry in Europe.

The Nathan system of fermentation allows absolute purity to be obtained by blanketing the tanks with CO2 gas. The excess CO2 (a fermentation byproduct) is also collected in tanks and liquefied after purifying the beer. The CO2 proved to be a profitable by-product of the brewing process as it was sold for use in soda fountains.



Rare bottle crown, c. 1920. Collection of John Rightmire.

This enabled the New Braunfels Brewing Co. to sell its product at lower cost, and also to offset some of the costs of building the brewery. Andre Naval served his head brewmaster and superintendent and it was his equipment that was used in the brewery. The local newspaper reported that "the beer once placed on the market was received with positive appreciative favor, and demand had been such that the brewery could not keep up with supply."

Like many breweries of that time, New Braunfels Brewing also manufactured ice, having bought the Landa Ice Company and moving the ice production equipment to the brewery site.

The brewery made various types of beer over the years, packaged in both bottles and kegs. The brewery shipped their bottles in wooden crates and also 'bottle kegs'. These were shipping kegs filled with many dozens of bottles, each wrapped in a heavy paper pouch between layers of excelsior. In 1914 the brands produced were Bock, New Braunfels, Comal Brew, Busto Special, and Busto Bock.

Prohibition comes early

In 1917, the U.S. entered World War I, and in the spring of 1918, the War Department began creating "dry zones" near military installations to prevent drunkenness of soldiers. The rule was that "no saloons can operate, or beer sold, or given to soldiers within 5 miles of a military camp" or within "½ of a mile if a camp is located within a city." This was in effect the start of Prohibition in Texas. All major cities in Texas had a military base within half a mile. Very quickly, most of Texas went dry, including New Braunfels, much to the dismay of its citizens, which reportedly had only 18 votes for "Dry" in a town with a population of 5000.

Total statewide Prohibition officially began in Texas on June 26, 1918. The state's breweries switched to producing near beer. New Braunfels Brewing's entry into the cereal beverage market was Busto Near Beer and Gold Medal Near Beer.



Painted tin plaque for a bottle case of Busto Near Beer, 4 x 6 in., from Crown Cork & Seal Co., Baltimore, c. 1920. This is the only known example. Collection of John Rightmire.

And then a plane crash

In what was an incredible act of adding insult to injury, an airplane crashed into the New Braunfels brewery on October 12, 1920. The military plane was on a training mission and was flying low when the pilot appeared to lose control of the plane and crashed into the brewery,

creating a gaping hole and a fire, killing the pilot and injuring the brewery's bookkeeper. A second passenger in the plane survived, and the brewery was likely spared from complete incineration due to the speedy response of the local fire department.

Repairs

In the Spring of 1921 extensive repairs were made from the plane crash. New, improved equipment was installed to increase production of both near beer and ice. Also, insulation was upgraded which reduced refrigeration load, allowing more room for additional cold storage and holding a reserve stock of ice.

Continued on page 48



Wire loop opener, 3-1/8 in. long, c. 1920. The pictures show both sides of this only known example. From the collection of the late Jeb Burruss.



Bottle with paper label for Gold Medal cereal beverage, c. 1920. Collection of Charlie. Staats.



Combination corkscrew/bottle opener for Gold Medal near beer, 3 in. long, c. 1920. From the collection of the late Jeb Burruss.



Flat stamped opener with Prestolite key for Gold Medal Near Beer. 3 in. long, c. 1920. Collection of John Rightmire.

Meanwhile the San Antonio warehouse/distributorship of the New Braunfels Brewery was operating as The Busto Company. It distributed Busto near beer from New Braunfels, as well as a half dozen other cereal beverages from as far away as Milwaukee and Minneapolis.



Real photo postcard showing worker on scaffold making repairs after the plane crash, c. 1921. Collection of John Rightmire.

On May 25, 1926, 5½ years after the plane crash, the U.S. government finally paid \$6000 to the New Braunfels Brewing Company as reparations for damage to the brewery.

Brewery bust

On August 25, 1926, Government Prohibition agents conducted raids on the New Braunfels brewery and its warehouse in San Antonio. About 6,000 bottles of beer, supposed to be near beer, were seized for analysis. But the beer was not 'near'. The next day, the brewery's president and two officers were arraigned on charges of conspiracy to violate the Volstead Act.

On September 3 a federal judge issued an order to padlock the New Braunfels Brewing Company for one year for violating the Volstead Act. The following week, Deputy U.S. Marshals returned to the brewery, padlocked the brewery, destroyed the contents of 500 barrels, and seized bottles, kegs, a truck, seven tons of barley, and over a ton of hops. The ice plant which operated in conjunction with the brewery was permitted to

remain open to serve the city with ice.

Closed, reopened, and then gone

In January 1927 the seized property was sold by the U.S. Marshals Service. But only three months later, a federal judge granted an order to unlock, unseal and permit the brewery to function again.

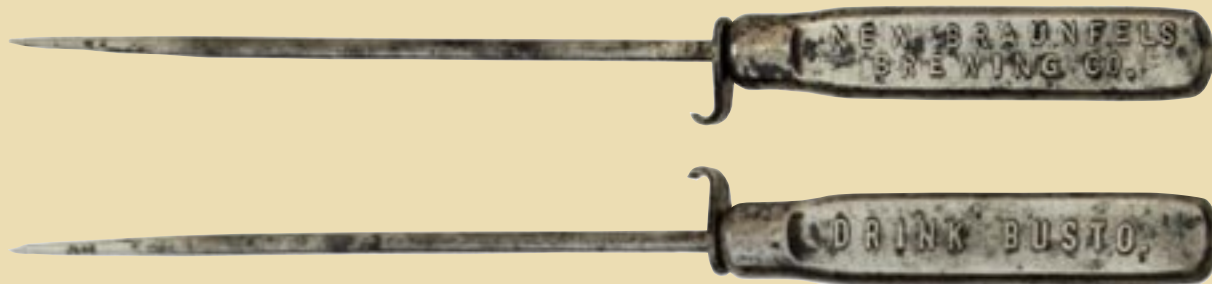
By April 10, the Brewery was back to selling near beer. New "Brau" Busto was again sold in kegs and Gold Medal in bottles.

Sadly, the raid had financially crippled the brewery. On November 18, 1927 New Braunfels Brewing Company filed for involuntary bankruptcy in Federal Court.

The company never brewed again, but its ice plant and cold storage facility continued to operate under new ownership as the South Texas Ice Company. It was later used as a meat storage facility for ranchers and farmers, and eventually a smoke house was added. The New Braunfels Smoke House and its products are still available today.

Meanwhile, New Braunfels did not have another brewery after the repeal of Prohibition until 1998. It now has several craft breweries, including one called, appropriately, The New Braunfels Brewing Company.

About the Author: NABA Director Charlie Staats of Seguin, TX can be reached at Lonepearl63@gmail.com



Ice pick for Busto Near Beer, 8½ in. long, c. 1920. Pictures show both sides of this only known example with an opener. From the collection of the late Jeb Burruss.

Brewing in Oshkosh

A quintessential American beer town celebrates its 175th year of brewing beer



Reverse-on-glass lighted sign in metal case on wooden base, for Chief Oshkosh Special Old Lager, Oshkosh Brewing Co., 11 in. diameter, by The Brunhoff Mfg. Co., Cincinnati, OH, c. early 1930s. Shown lit (left) and unlit (above). Collection of Jim Welytok.

by Lee Reiherzer
with Special thanks to John Steiner,
Jared Sanchez, and Ken Quaas.

All breweriana pictured is from the collection of the late Ron Akin, unless otherwise indicated. Labels were provided by John Steiner.

When collectors think of Wisconsin breweries, they tend to focus on Milwaukee. But the great breweries of the "Beer Capital" like Schlitz, Pabst, and Miller were really more representative of the "big national" sector of the beer business. If you are looking for a place that best represents the Badger State's brewing history, then take a look at Oshkosh. This past year, Oshkosh celebrated its 175th year of beer making. In that time, the city has been home to 21 licensed breweries and at least a dozen black-market wildcat breweries. Their combined history reads like a digest of the typical American beer story.



Wooden cases from the three great breweries of Oshkosh, c. Pre-Prohibition. Collection of Jared Sanchez.

Continued on page 50



Oshkosh Brewing Co.

1894-1972 In 1894, three local breweries merged to form the Oshkosh Brewing Co. These were Kuenzl's Gambrinus Brewery, the John Glatz & Son Brewery, and Horn & Schwalm's Brooklyn Brewery.

It started with the Germans

The City of Oshkosh was incorporated in 1853. By then, the town of 2,800 people was already home to three breweries. And over the next 15 years, seven more were launched—all initiated by German immigrants. Most of these brewers followed a similar path. They'd land in New York and head to Milwaukee for an American orientation. They'd find work at upstart breweries that eventually grew into behemoths, such as Blatz and Pabst. And then they went north to Oshkosh. At least two of those brewers, brothers George and Frederick Loescher, made the 90-mile journey on foot.

The breweries they built and the beer they made reflected their German heritage. The early Oshkosh breweries were small, producing less than 1,000 barrels of beer annually. They ran on hand and horsepower, producing lager beer from locally grown barley and hops. Their beer was typically consumed within a few miles of their brewhouse. This was craft beer more than a century before any such denomination existed. The same scenario was played out in almost every town across Wisconsin.



J. Glatz & Son dated to 1869. Shown here are the elaborate Glatz letterhead with its logo framed by barley and hops, a wagon delivery team carrying barrels of Glatz and a photo of the brewery, all c. 1890s.



Horn and Schwalm's Brooklyn Brewery, founded 1866, shown here in the 1880s and featured in the ad from 1886.

Locals battle to survive

Keeping the hometown breweries in business became a favored pastime of Oshkosh residents. Their thirsty habits caught the attention of "shipping" breweries that had more extended distribution geographies. Anheuser-Busch, Christian Moerlein, Miller, Pabst, Schlitz, and others built distribution centers in Oshkosh; some with bottling houses attached. The local breweries began collapsing under the weight of the competition. By 1890, Oshkosh was down to four breweries battling to stay alive.

Rahr Brewing, the smallest of the local survivors, took an independent route to longevity. Rahr persevered by establishing a network of tied-house saloons where no beer but their own was permitted to be served. Within that curated sphere, competition was non-existent. The others pooled their resources in preparation for a slugfest with the heavyweights. In the spring of 1894, Kuenzl's

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Workers pose in front of Kuenzl's Gambrinus Brewery at left. The brewery, founded in 1875 is shown above.



Who was Chief Oshkosh?

Chief Oshkosh (c. 1795–1858) was a Native American chief of the Menominee tribe. He was involved in treaty negotiations as the United States acquired over 10 million acres of land from the tribe. Oshkosh, which means “claw,” resisted government pressure to relocate the tribe to northern Minnesota. He played a key role in an 1848 treaty that secured the 235,000 acre Menominee Indian Reservation on ancestral land in northeastern Wisconsin.

When there came to be a brewery named Oshkosh, the symbol that would identify it seemed preordained. On April 15, 1894, the brewery began using an already familiar rendering of Chief Oshkosh that was based on an 1855 daguerreotype.



Chief Oshkosh in an 1855 photograph. This was the basis for the Brewery's trademark.



Porcelain corner sign, 17.5 in. diameter, by Veribrite Signs, Chicago, IL, c. Pre-Prohibition.



Brewery lithograph, c. 1908. This shows all three of the breweries that combined to make OBC. They were actually not this close together.



Chief Oshkosh signs at Leonard Michels saloon on North Main Street, circa 1909. The building is flanked by two porcelain corner signs while two large reverse-on-glass signs are in the front display windows. These signs all prominently feature the trademarked image of the Chief.



Advertising card with the Chief Oshkosh trademark, c. 1894. The newly-formed company included its officers who had the same last names as those from the three united breweries: Horn, Glatz and Kuenzl.



c. 1894
First Oshkosh
Brewing Co.
label



c. 1912
This label promotes Oshkosh Special Old Lager as being brewed by the “Old German Process.” References to Germany were often dropped by breweries across the country after World War I began.



c. 1914
The brewery celebrated 50 years in 1914 with this label that prominently featured its Chief Oshkosh icon. This “50 years” part is puzzling because none of the three breweries that combined to form it began in that year.



This rendering of the two Oshkosh brands at the time shows the sturdy, brown-bottled Oshkosh Export in contrast with the more elegantly-packaged Gilt Edge, c. 1900.

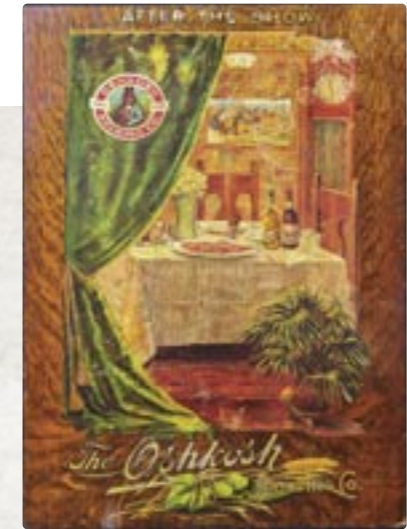
Gilt Edge: Modern and upscale for a new century

Introduced in 1900, Gilt Edge was designed to raise the profile of the brewery. It was intended to deviate from the traditional German style beers made by the brewery and was purposefully formulated and packaged to be an overtly modern American beer.

Gilt Edge was a light, pale lager that was just over 4% ABV. The packaging was elegant—clear bottles that were sealed with a porcelain stopper on a wire hinge. A yellow ribbon was tied at the neck of each bottle.

The intention was to produce a beer that could be sold in upscale establishments and stand on the same shelf as the pricier, nationally distributed brands, like Pabst Blue Ribbon, Budweiser, and Miller.

Gilt Edge became OBC's premium lager and most expensive beer. The target customers were the young, affluent offspring of German and Bohemian immigrants. Although it made a variety of claims about being a stimulant and a healthful tonic, the brand never took off and was finally discontinued in 1913. By then, the dainty beer with the fancy name had replaced the porcelain stoppers with metal crowns and dropped the yellow ribbons.



Water decal on wood, 16 x 24 in., by the Meyercord Co., Chicago, IL, c. Pre-Prohibition. The visual depicts both Oshkosh Export and Gilt Edge brands.



Gilt Edge bottle with label still affixed, with wire hinge and porcelain stopper in place, c. early 1900s.



Prohibition

The brewery survived by making near beers, soft drinks and malt syrup. The Chief Oshkosh brand of beer was actually introduced in 1928 as Chief Oshkosh Special, a near beer.

c. 1920s

This near beer label resembles the 1914 version, but without the reference to "50 years"



c. 1928-1932



Print ad for Select Malt Syrup, c. 1920s. This pre-hopped malt syrup that could be used by bootlegging home brewers to produce real beer. Malt syrup was key to the brewery's survival and continued being produced by OBC until beer was legalized in 1933.

Post-Prohibition

When Repeal came in 1933, the non-alcoholic Chief Oshkosh Special was reformulated and made into a real beer, Special Old Lager. Chief Oshkosh ultimately became the most popular beer ever produced by an Oshkosh brewery.



4-in. coaster, c. 1934.



c. 1933
The first label after Prohibition.



Oshkosh brewery, c. early 1930s.

Oshkosh Brewing Co. takes control

By 1900, the outside breweries were in full retreat. OBC was now responsible for 75% of all of the beer sold in Oshkosh and controlled the local beer market to the extent that it dictated the wholesale price of beer in the city. The dominance created tension between OBC and the Oshkosh saloon

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The "Chief" motif

Reverse-on-glass lighted sign, 8 x 8 in., by Cincinnati Advertising Products, Cincinnati, OH, c. mid-1940s.



Ball knob, chrome with porcelain insert, c. 1930s.



Tin-over-cardboard "Prismatic" sign, 12 7/8 x 8 7/8 in., Donaldson Art Sign Co., Covington, KY c. 1930s. The first use of the "B'gosh" tagline was in 1932, when it was used in advertising for the non-alcoholic Chief Oshkosh just before the end of Prohibition. The phrase was officially copyrighted in 1938.

Reverse-on-glass that is illuminated and mounted on a pressed wood base, 12 x 16 in., no mfg. mark, c. 1940s.



Tin-over-cardboard sign, 11 1/2 x 7 1/2 in., by Bastian Brothers, Rochester, NY, c. 1930s. The sign uses the slogan, "One of America's Great Regional Beers."

The "Chief" in neon



Neon sign, 20 x 17 in., c. 1940s.



Neon-on-porcelain outdoor sign, 48 x 21 1/2 in., by Wisconsin Sign Service, c. 1940s.

Neon-on-porcelain in metal case and hung by iron scrollwork, 32 x 30 in., no mfg. mark, c. 1930s. This spectacular sign once adorned the outside of a tavern in Borth, WI, 22 miles northwest of Oshkosh.



Neon sign, 22 x 19 in., c. 1930s.

Gambrinus Brewery, the John Glatz and Son Brewery, and Horn & Schwalm's Brooklyn Brewery merged to form the Oshkosh Brewing Company (OBC).

Over the next five years, Oshkosh was the battleground for a beer war pitting OBC against all comers. The brewery's most effective weapon was its ability to leverage the inherited preference of local drinkers for local beer. And when the foam settled, OBC had come out on top.



1940s

Ball knob, Bakelite with porcelain insert, c. 1940s



Chalk back bar bottle glorifier, 11½ in. tall. c. late 1940s.



Gordy's Bar, pictured here, c. late 1940s, was once a tied house for Oshkosh Brewing Co.



Linen postcard with brewery scene, c. 1940.

1950-1960s



c. 1940



c. 1940



Cardstock poster, 16 x 22 in. c. early 1940s. Quarts were heavily marketed during World War II as there was a metal shortage for crowns.



In June of 1949, OBC became the first Oshkosh brewery to package its beer in cans. The 1949 canned version of Chief Oshkosh Beer came in a silver Crown-tainer.

c. 1935

c. 1950s

Tin-over-cardboard sign, 12 x 9 in., no mfg. mark. Collection of Al Kell.

A brew for the holidays

Oshkosh Brewing introduced its "Holiday Brew" in 1935. It was described as a strong pilsener "brewed from an old, original, German formula." It was stronger, maltier and hoppier than ordinary Chief Oshkosh beer. The beer was usually released a few days before Thanksgiving and was often sold out by January.

Holiday Brew remained an annual tradition until the last batch hit the market in November 1968. By then, OBC was trapped in a downward spiral that would eventually result in the brewery closing in 1971.

keepers. They bristled over the brewery's increasingly hard-nosed terms and its meddling on their side of the fence. OBC had begun acquiring saloons and converting them into tied houses that competed directly with some of the brewery's best customers. OBC went too far when it betrayed Joseph Nigl.

Nigl was a Southside alderman and political fixer who conducted his affairs from his saloon. He'd been faithfully selling OBC beer there since the brewery's founding. OBC returned the favor by building a tied house on the corner opposite Nigl's bar. Nigl immediately began rallying other disgruntled Oshkosh saloon keepers. Finding them was easy. In 1900, the city of 28,000 was home to more than 130 saloons. The vast majority of them sold OBC beer. Nigl approached them with a

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1950s-1960s



Tray, American Can Co., c. late 1950s. Note the "Chief Oshkosh" icon was given a more "modern" makeover.



c. Early 1950s



c. Late 1950s



c. 1960s



Peoples Brewing Co.

1913-1972 People's became the second largest brewery in Oshkosh. It was the last of the "Big 3" to both open and close.

Pre-Prohibition

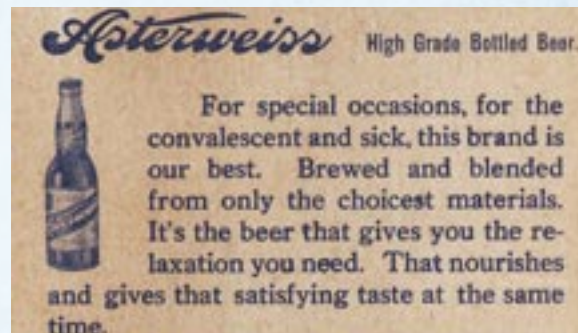
Asterweiss was Peoples' premium flagship brand and was packaged in clear bottles that were pasteurized at the end of the bottling line. Each bottle was then individually wrapped in tissue paper for an upscale presentation and was one of the most expensive local brands.

The beer was a classic, American-style pilsner, brewed with artesian water and Bohemian hops. It was a fully-aged lager with a light, golden color.

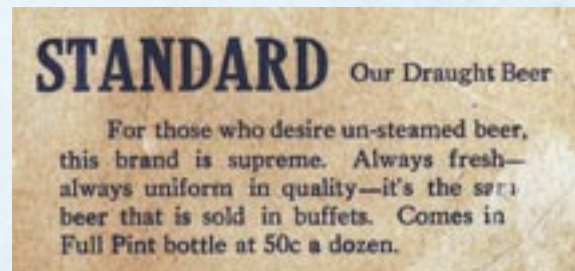
Originally called "Asterweiss" when it was introduced in 1913, the brand was renamed "Asterwite" with the advent of World War I as German names became increasingly less popular. "Weiss" means "white" in German.



Asterweiss tray, by Chas. W. Shonk Litho Co., Chicago, IL, c. 1913.



Advertising card for Asterweiss (before it was renamed Asterwite), c. 1913.



Advertising card, c. 1913. Standard was an unpasteurized budget lager and was the low-priced draught beer. It was packaged in brown, pint bottles and wooden kegs and there are no known labels for this beer.



Peoples promotional order card, dated 1914, shows the company's three offerings: Asterweiss, Aristo, and Standard, the low-priced brand. Collection of John Steiner.



c. 1915 Name change during World War I.



c. 1915 Aristo was the budget beer in Peoples' line-up. It was introduced in the spring of 1914. It was among the cheapest beers then available in Oshkosh.

scheme that was simple in theory but complex in execution. He wanted to build a cooperative brewery that could supply Oshkosh saloons with beer and free them from the clutches of OBC. The plan took more than a decade to come to fruition.

The birth of Peoples

Peoples Brewing Company of Oshkosh opened in 1913 with Joseph Nigl as president. The shareholders were primarily composed of Oshkosh saloon keepers motivated to ensure the brewery's success. OBC stumbled but quickly rebounded, and Oshkosh was soon flooded with local beer. By 1916, the combined production of the three breweries approached 60,000 barrels annually. Most of that beer was consumed within the city limits. The rapacious thirst would not abide an ill-conceived law like the Volstead Act. So when Prohibition arrived in 1920, happy hour in Oshkosh went from communal to criminal. And "real" beer never stopped flowing.

Wildcat breweries sprang up in almost every ward. At least a dozen breweries made bootleg beer in Oshkosh during the so-called dry years. The vast majority of the city's saloons were recast as

speakeasies. The three breweries provided them with non-alcoholic beer that was served side by side with the wildcat brew. The "near beer" was often needled back to life with an injection of moonshine. One of the N.A. beers was a brand that became synonymous with the city. Chief Oshkosh was introduced by OBC in 1928 as a non-intoxicating brew. The Chief found its strength after the Prohibition charade finally ended in 1933.

Roaring back after Repeal—except Rahr's

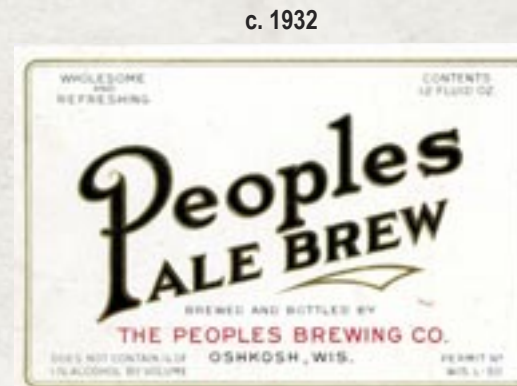
The three Oshkosh breweries came roaring back with beers that promised all the zest, fullness, and flavor of old. But this was a new world. Among the changes was a law that made tied houses illegal. The regulation worked to the detriment of small firms like Rahr Brewing. Evicted from its tied-house haven, Rahr was forced to compete directly with the two larger breweries on the other side of town. The outcome was unavoidable. In 1956, after 91 years as a family-owned brewery, Rahr Brewing closed.

But the good times kept rolling for OBC and Peoples Brewing. The 1950s saw each brewery reach its peak. OBC's Chief Oshkosh Beer grew

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Prohibition

Like many breweries, Peoples survived Prohibition by making soft drinks in addition to malt tonics and near beers.



c. 1932



c. 1928-1932



c. 1920s



c. 1928-1932



1930s-1940s Würtzer drops from Peoples name

In April 1933, Peoples Brewing Company celebrated its 20th Anniversary. And they were starting over. National Prohibition had kept them from brewing for the previous 14 years and was coming to an end. At Peoples, they decided the time was right to make a break from the beers they had been producing before Prohibition, Aristo and Asterwite. A new beer was introduced that harkened further back to the German heritage of the brewery's founders.

The recipe for this new beer was developed by long-time Peoples brewmaster Joseph Stier, who was educated at Chicago's famed Siebel Institute, the first American facility dedicated to brewing instruction and research. Stier was a modern, American brewer with a penchant for making German-style brews. He turned to Germany for inspiration for People's new Post-Prohibition beer. The original name, Würtzer Brew, was indicative of what Stier was aiming for.

The traditional beer of the city of Würzburg in the Franconia region of Northern Bavaria was malty, full-bodied, and slightly sweet with a subdued hop character. Stier's Würtzer Brew was an American take on the style; perhaps drier and

lighter in body but still defined by its malt character. The Würtzer branding used a bright green color to stand apart.

Joseph Stier died in 1941, but the brewers who followed at Peoples appear to have held true to the original conception of his beer. The name, though, had to go. Adolph Hitler's coming to power in Germany coupled with the rise of Americanism in



Württemberg tray, c. 1935.

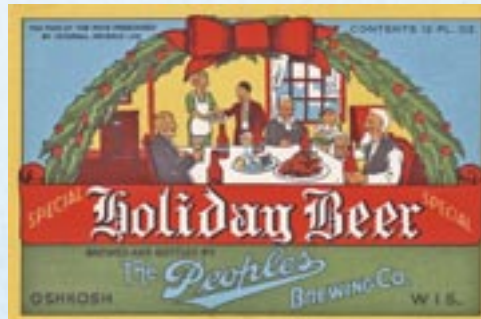
the 1930s rendered associations to the Old World less appealing. At Peoples, the first tentative steps towards altering the name of their brew began in 1935, when the labels were changed to read American Würtzer. Over the coming decade, the prominence of the word Würtzer was diminished until it finally disappeared completely. By 1945, it was known simply as Peoples Beer. And so, it would remain until the brewery closed in 1972.



Newspaper ad, 1937



Bock on: Peoples Bock was introduced in 1914. When Prohibition arrived, it went on hiatus until Repeal in 1933. A 1934 ad described this beer as "dark and delicious" with a "deeply mellow, rich flavor." Peoples made its Bock beer until 1940 and then started it up again from 1959 until 1963.



On Holiday: "Holiday" beers, like that from Peoples, were generally made stronger from a heavier grist of malt and a corresponding increase in hops.



Neon sign, c. late 1940s.



c.1933



c.1936



c.1940

In an effort to Americanize the Germanic sounding Würtzer Beer, Peoples subtly changed its label descriptor from "Old Time" to "American." By the 1940s, the Würtzer name had disappeared in favor of simply, "Peoples."



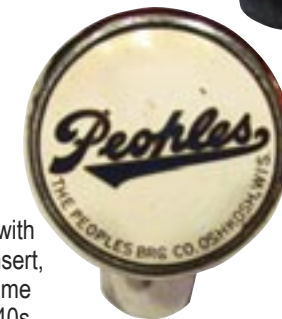
Württemberg porcelain sign, by The Burdick Co., Chicago, IL, 27 x 36 in., c. 1930s.



Ball knob chrome with porcelain enamel insert, c. late 1930s.



Dakaware ball knob (brass on bakelite), c. 1930s.



Ball knob chrome with porcelain enamel insert, (Württemberg brand name phased out), c. 1940s.



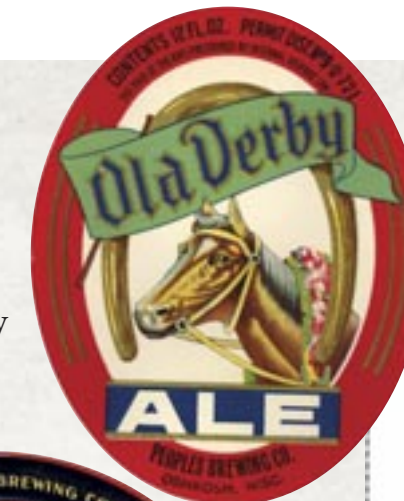
4-in. coaster promoting Würtzer beer, c. mid 1930s.

The only ale from Oshkosh

In 1937, the Old Derby Ale brand was purchased from the defunct Ripon Brewing Co. of Ripon WI. It was the only ale made after Prohibition in Oshkosh and was similar in style to the popular East Coast pale ales—and slightly stronger and hoppier than the local lagers. It also was about 25% more expensive.

Like most ales in the Midwest, Old Derby was more of a niche product, as the taste for lighter lagers increased even more after World War II. Old Derby survived for a while after that but was finally discontinued in 1951.

Tray that coupled People's Beer and Old Derby, c. early 1940s. The Würtzer name was phased out in favor of Peoples.



Newspaper ad, 1937. Old Derby Ale became the companion brand to flagship Würtzer Beer.





1951 "Hits the Spot"

Peoples redesigned its logo in 1951. Aiming for something more modern and sleek, the "Peoples" lettering went from script to block letters. An arrow and bullseye icon was introduced which visually reinforced the new tagline of "Hits the spot!"



Tray, no mfg. mark, c. 1950s



c. 1951



Celluloid over cardboard, 12 x 8 in., no mfg. mark, c. early 1950s.



Extremely rare lighted backbar sign, backlit plastic on wooden base with chrome trim, 7 1/2 x 6 3/4, in., no mfg. mark, c. early 1950s. Collection of Jim Welytok.

into a regional favorite sold throughout Wisconsin, with distribution extending into Minnesota and Michigan. By the close of the 1950s, production at OBC had spiked to over 63,000 barrels annually. Meanwhile, the output at #2 Peoples had climbed to over 30,000 barrels a year. An impressive amount for a brewery that sold nearly all of its beer within a 25-mile radius of a mid-sized town.

Losing local focus

Despite these successes in the first two decades after Prohibition, the two remaining Oshkosh breweries began to suffer in the 1960s. So what went wrong? Why did two thriving breweries fail? The short answer is that both lost their focus on their local market.

At OBC, the trouble began when David Uihlein purchased the brewery in 1961. Uihlein was part of the Milwaukee family that owned a controlling interest in Schlitz, the second-largest brewery in America at that time. In Oshkosh, news of Uihlein's

arrival was met with suspicion. Why would an heir to the Schlitz empire want a regional brewery in Oshkosh? Uihlein said it had been a boyhood dream to own such a brewery. His explanation was as evasive as it was deceptive.

Immediately after purchasing OBC, Uihlein attempted to sell the brewery to Schlitz; for a handsome profit, one supposes. He was just as quickly rebuffed by the board of directors at Schlitz. Things only went downhill from there. Uihlein changed the recipe and label for Chief Oshkosh, leading to a sharp decline in local sales. To compensate for the loss, Uihlein leaned into distribution, offering Chief Oshkosh at bargain prices in distant markets. That worked initially, but there were few return customers for the degraded beer.

By the close of the 1960s, OBC was in shambles. Production had fallen by more than 40 percent, and the reputation of its flagship brand, Chief Oshkosh, had been ruined. Uihlein sold OBC in 1969 to a group of longtime brewery employees. But there

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1959 From red to blue

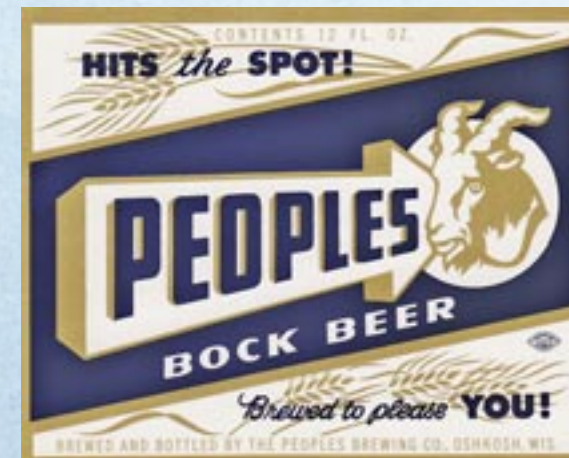
Peoples Beer moved from using red as its prominent branding color to blue by about 1959. This may have been to better distinguish it from key rival Chief Oshkosh Beer, which used a predominantly red branding scheme.



Illuminated sign with clock, metal case and clock hands with plastic ad panel, 12.5 x 8 in. by Tel-a-sign, Inc., Chicago, IL, c. 1960.



Photo of People's Brewery, c. early 1960s.



c. 1959 Peoples' 1959 Bock Beer arrived 45 years to the day after the brewery had released its very first bock on February 20, 1914. But it was also after a 19-year gap, as the last previous Bock issuing was in 1940. The longstanding popularity of bock beer in Oshkosh was a result of the strong German immigrant community there.



Celluloid-over-cardboard, with three plastic signs hanging by metal chain, 12 x 15 in., no mfg. mark, c. 1960.



Plastic and metal tap knob, c. 1960s.



Tray, by American Can Co., Chicago, IL, 1960.



Newspaper ad from Oshkosh Daily Northwestern, February 20, 1959.



Targeting the African American market, c. 1971

In 1969, African American entrepreneur Ted Mack formed a business group of fellow black businessmen called United Black Enterprise. Their intention was to purchase the Blatz Brewing Company of Milwaukee, WI.

Mack understood the beer business as a former head of production and industrial relations at Pabst Brewing in Milwaukee. The effort to acquire Blatz failed, but a year later in 1970, Mack successfully purchased the Peoples Brewing Co., making it the only black-owned brewery in the United States at the time.

Mack recognized that as a Black-owned business in an industry that was dominated by whites, he would face a variety of challenges, especially as Peoples was already struggling.

Mack hoped to grow the brewery by expanding Peoples' distribution and appealing to Black consumers, as seen by the point-of-sale pieces shown here. Mack achieved some success. But in 1972 the company ultimately succumbed to financial pressures and the difficulties of being a regional brewer in a business dominated by the "big nationals."



Ted Mack



Cardstock sign, 12 x 15 in.



Paper poster

was no fixing this mess. In 1971, the Oshkosh Brewing Company closed.

Across the street, Peoples Brewing continued to hold steady. In 1970, the brewery was sold to a group of Milwaukee investors led by Theodore "Ted" Mack, making Peoples the first black-owned brewery in Wisconsin. Mack's dream for Peoples was to transform it into a nationally distributed brand targeted at urban audiences that might be more inclined to supporting a black-owned business. Had Mack's ambitious plan worked, Peoples Brewing might still exist. But Mack had gone so deeply into debt to purchase Peoples that he could never summon the resources required to effectively execute his strategy. The brewery failed in 1972.

A brewing revival

For the first time since 1849, Oshkosh was without a brewery. The inevitable revival coincided with the rise of the microbrew movement. In 1995, Fox River Brewing Company opened in Oshkosh and has since been joined by Bare Bones Brewery and Fifth Ward Brewing. Last year, each of the breweries released a bock beer in a commemorative can, to celebrate the 175th anniversary of the start of brewing in Oshkosh. The city's homebrew club, the Society of Oshkosh Brewers, observed the anniversary by releasing a booklet of recipes for historical beers brewed in Oshkosh from 1849 to 2024.

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Rahr Brewing Co.

1864-1956 Rahr was the smallest of the three significant breweries of Oshkosh and so had less point-of-sale advertising.

Pre-Prohibition

1916: Elk's Head is introduced



Lithographed tin corner sign, by the Tuscarora Advertising Co., Coshocton, OH, c. 1890s. The brewery was called the Chas. Rahr City Brewery from 1882-1904.



Porcelain over metal curved corner sign, 17 x 14 in., by the Burdick Co., Chicago, IL, c. Pre-Prohibition.



Rahr released its beer under the Elk's Head label in the summer of 1916. Previously, the beer had been known as Rahr's Special Brew.



Newspaper Ad for Elk's Head Beer with patriotic imagery, showing a bottle using label at left, October 1916.

Prohibition: Making lemonade out of a lemon

Rahr managed to survive Prohibition by producing and bottling fruit juices, soda, and malted milk, as well as near beer, which was rumored to be more than just "near" at times. They also kept the elk head icon alive.



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Once a tied house named for the brewery, the Rahr's tavern is seen here in the 1930s, with an ad for its flagship Elk's Head Beer prominently painted on the side brick wall of this 3-story building. Smaller than local rivals Oshkosh Brewing Co. and Peoples Brewing Co., Rahr's persevered by establishing a network of tied-house saloons where no beer but their own was permitted to be served.



This newspaper ad ran in the local Oshkosh newspapers in March of 1933—just as “real beer” was going to be imminently available. This was even before the reintroduction of the Elk's Head brand as the brewery's flagship.

Rahr Brewery, c. 1890s.



Post-Prohibition: Elk's Head returns

When Prohibition ended, Elk's Head had a new beginning. Rahr's reintroduced its flagship beer, using the same Pre-Prohibition recipe. Meanwhile, the beers of both local competitors—Oshkosh Brewing and Peoples Brewing—became increasingly lighter in both body and color as the years wore on. Not surprisingly, Elk's Head remained the favorite of the old timers.



Ball knob, chrome with porcelain enamel, c. 1930s.



Dakaware ball knob (brass on bakelite), c. mid-1930s.



Round aluminum sign, 10 in., by Leyse Aluminum Co., Kewaunee, WI, c. 1930s. Curiously, the sign says “Elk Head” instead of the brand's correct name of Elk's Head. Collection of Dave Freimark.



4 in. coaster, c. late 1930s.



c. 1939



c.1933-35



Composite sign made from pressed wood pulp sign, 8 x 10 in. by Kirby-Cogeshall-Steinau Co., Milwaukee, WI, c. early 1940s.



c. 1945-1950



c. 1952



Tap knob, early 1950s.



Die-cut cardboard sign with easel back, 17 x 25 in., c. early 1950s. Collection of Dave Freimark.



A sad day: Double-sided neon on porcelain sign being removed from Jerry's Bar in Oshkosh in late summer of 1956, following the brewery's closure.

This local emphasis on brewery history is a trait that, perhaps, sets Oshkosh apart. Breweriana collectors deserve much of the credit. Their preservation efforts led to a wider interest in the city's history as a brewing center. The late Ron Akin, a longtime NABA member, was central to the awakening. Before passing in 2022, Akin built an astounding collection of Oshkosh-related breweriana, much of which is pictured in this article.

Like any good steward, Ron passed on his love for that legacy. NABA member Jared Sanchez is one of those whom Akin mentored. Sanchez now organizes the bi-annual “B’Gosh It’s Good” Breweriana Show at Fifth Ward Brewing in Oshkosh, of which NABA is a proud sponsor.

It is yet another expression of what, for Oshkosh, remains a living history.

About the Author: NABA member Lee Reiherzer has been writing about Oshkosh's beer and saloon culture since 2010 when he launched the Oshkosh Beer Blog. His work has since appeared in numerous print and online publications, including this magazine. In 2012, he co-authored the book “Breweries of Oshkosh” with Ron Akin. Lee's book, “Winnebago County Beer” was released in 2019. He published a booklet of historic beer recipes, *Oshkosh Classics*, in 2024. In his spare time, Lee brews beer, grows hops, and visits as many vintage taverns as he can.

The end for OBC, Peoples, and Rahr



OBC, once the largest brewery in Oshkosh, closed in 1971. Its brands were purchased by local rival Peoples Brewing Co. The brewery was shuttered and demolished in 1986 after years of neglect.

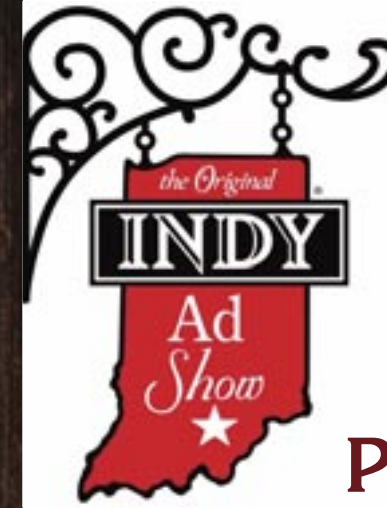


Rahr Brewery as it looked in 1964, the year it was demolished. Rahr was the smallest of Oshkosh's three famed breweries and the first to close when it shut down operations in 1956.



When the Peoples Brewing Co. closed in November 1972 (around the time this photo was taken) it marked the first time in more than 120 years that the city of Oshkosh was without a brewery.

NABA is now being served at the Indy Ad Show



A New Partnership!

NABA and its IBC Chapter have partnered with the nationally-renowned Indy Antique Advertising Show. It all begins at the big Fall show on **September 26** (NABA sellers) and **September 27** (both NABA sellers and general public),

Deep discount for NABA members: NABA members can now set up at this legendary show which has thousands of attendees for just \$40 per selling table—a fraction of the regular cost. **This offer is limited to 100 tables.**

Details and Early Access: NABA sellers who purchase a table will be in the RMC Hall, which is adjacent to the main building. They also get early access to the main building on Friday, September 26 at 1:00 PM, prior to the show's opening to the public on Saturday, September 27 from 9:00AM -3:00 PM.

There will be a "Happy Hour" for all dealers in the RMC Hall after setup on Friday, from 3:00 – 5:00 PM. This gives the dealers a prime opportunity to shop the NABA tables prior to the public show on Saturday.

Reserve your table online at www.nababrew.com. If you need further details contact Mike at therunningwaiter@yahoo.com



Jared Sanchez with his daughter Emmalynn and his good friend, the late Ron Akin, at Ron's last breweriana show in November 2021. Ron, who passed away in March 2022 amassed an extraordinary collection of breweriana from Oshkosh. Ron's son, David, is also a longtime NABA member.



Fortunately, the iconic, six-foot wide, 800-pound terra cotta emblem of Chief Oshkosh that adorned the face of the brewery for 75 years was saved. It now resides at the Oshkosh Public Museum.



The embossed metal "Brewery" sign, that was once mounted below the Chief's emblem on the brewery, measures 72 1/4 x 14 1/4. Like the emblem this sign also was salvaged and was in the collection of NABA member Ron Akin for many years. After Ron passed away, his widow Kenlynn gave the sign to avid Oshkosh collector and Ron's close friend Jared Sanchez, who is part of NABA's Membership Committee.



In The Wild

by Pietro Raimondi

Pietrojr@me.com

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

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

This article was created with the assistance of Dave Unwin, Gary Flynn, and Ken Quaas. All pictures are from the collection of Dave Unwin.

It's the Water: The story of Olympia Beer

The famed Olympia beer brand has had quite a ride since its founding 129 years ago, when it first gained prominence with a simple, but confident slogan that would endure for decades: "It's the Water."

Olympia's founder, Leopold F. Schmidt had been an owner of the Centennial Brewing Company of Butte, MT, that state's largest and most successful brewery. But Schmidt wanted to live along the Pacific Coast, so in 1896, he opened the Capital

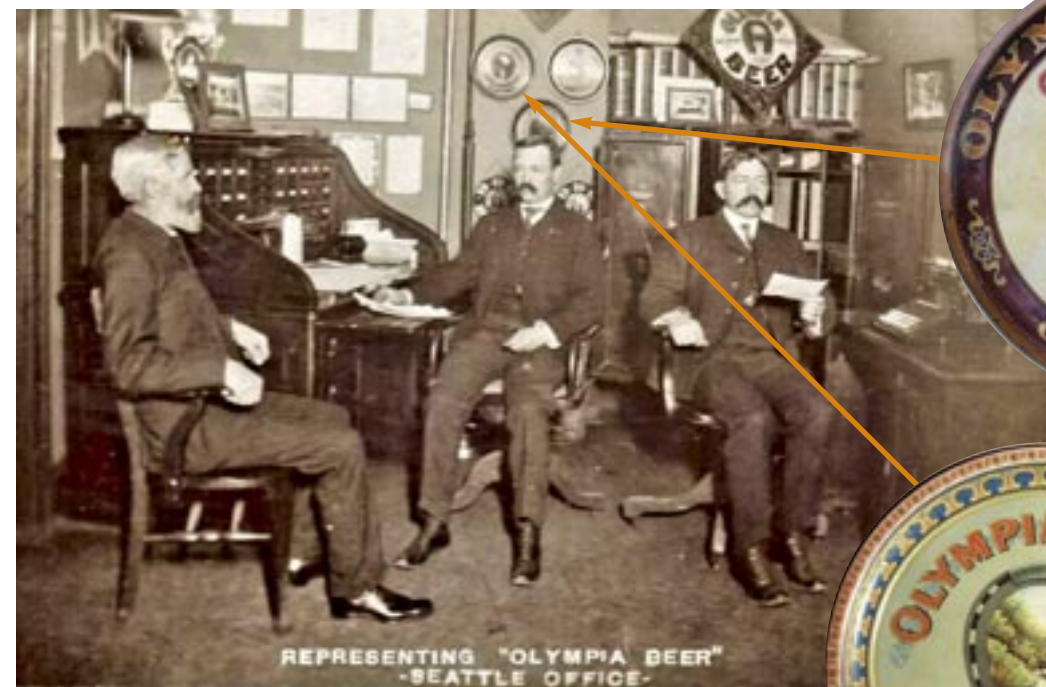
Brewing Co. in Tumwater, less than five miles from Olympia, the capital city of Washington, which had become America's 42nd state in November 1889.

The Tumwater location was chosen for its artesian wells, ideal for brewing delicious lager beer, and Capital Brewing's continued on page 72



Concave metal charger, 17 in. diameter, by Chas. W. Shonk Litho., Chicago, IL, c. 1905.

Unknown tavern in Spokane, WA, c. 1915.



The Olympia Beer office in Seattle had its walls heavily adorned with the brand's breweriana, as seen in this 1905 photograph. The man sitting in the middle is George Robison, the manager of the office.



Pie-plate shaped serving tray by Chas. W. Shonk Litho, Chicago, IL, c. 1902-1905.



Pie plate-shaped serving tray by Meek & Beach Co., Coshocton, OH, c. 1901.



A colorfully lithographed, 15-in paper label. c. 1906.

Labels like the one on the upper left were glued to the lids of wooden shipping barrels that may have been destined for Hawaii. These barrels contained bottles of Olympia Beer, packed with straw and sawdust to prevent breakage on the long voyage.

Interestingly, what was billed as "quart bottles" in their shipping slip from the distributor, Henry Seiffert, at right, were actually 22-ounce bottles and not the traditional 32-ounce quart bottle. Information courtesy of Gary Flynn.



flagship Olympia Beer became popular. In 1902, the company name was changed to Olympia.

Multiple brewery concept

Leopold Schmidt was a pioneer of the multiple breweries concept. Once the Tumwater plant was well established, he began to aggressively expand both in and out of state. In 1902, he constructed the Bellingham Bay Brewery, in Bellingham, WA.

He then set his sights on Oregon, establishing the Salem Brewery Association by acquiring the Capital Brewery of Salem, OR in 1903. And in 1907 he went to San Francisco, CA after its devastating earthquake and subsequent fires to start a new brewery, called the Acme Brewing Company.

Finally, returning to Washington, he purchased the Port Townsend Brewing Company in Port Townsend, WA in 1909.

Schmidt died in 1914 and his brewing operations were left to his eldest son Peter. Prohibition came to Oregon in 1915 and Washington in 1916— four years prior to national Prohibition.

The Schmidt family still had its Acme plant in San Francisco producing beer—but not Olympia—which could only be brewed using Tumwater’s famed artesian water.

Prohibition: hotels and a bus line

With the advent of national Prohibition in 1920, the Schmidt family pursued other business ventures, the most significant of which was their hotels. At that time, many brewers had acquired saloons and hotels as outlets for their beer.

By the early 1920s, the Schmidt family controlled a large number of luxury hotels in all of the major northwestern cities. The family sold their inactive breweries and beverage operations to concentrate on their Western Hotels chain, which became the basis for today’s Westin Hotels.

The Schmidt’s also started a successful bus transport business that later became part of the Greyhound Bus Lines.

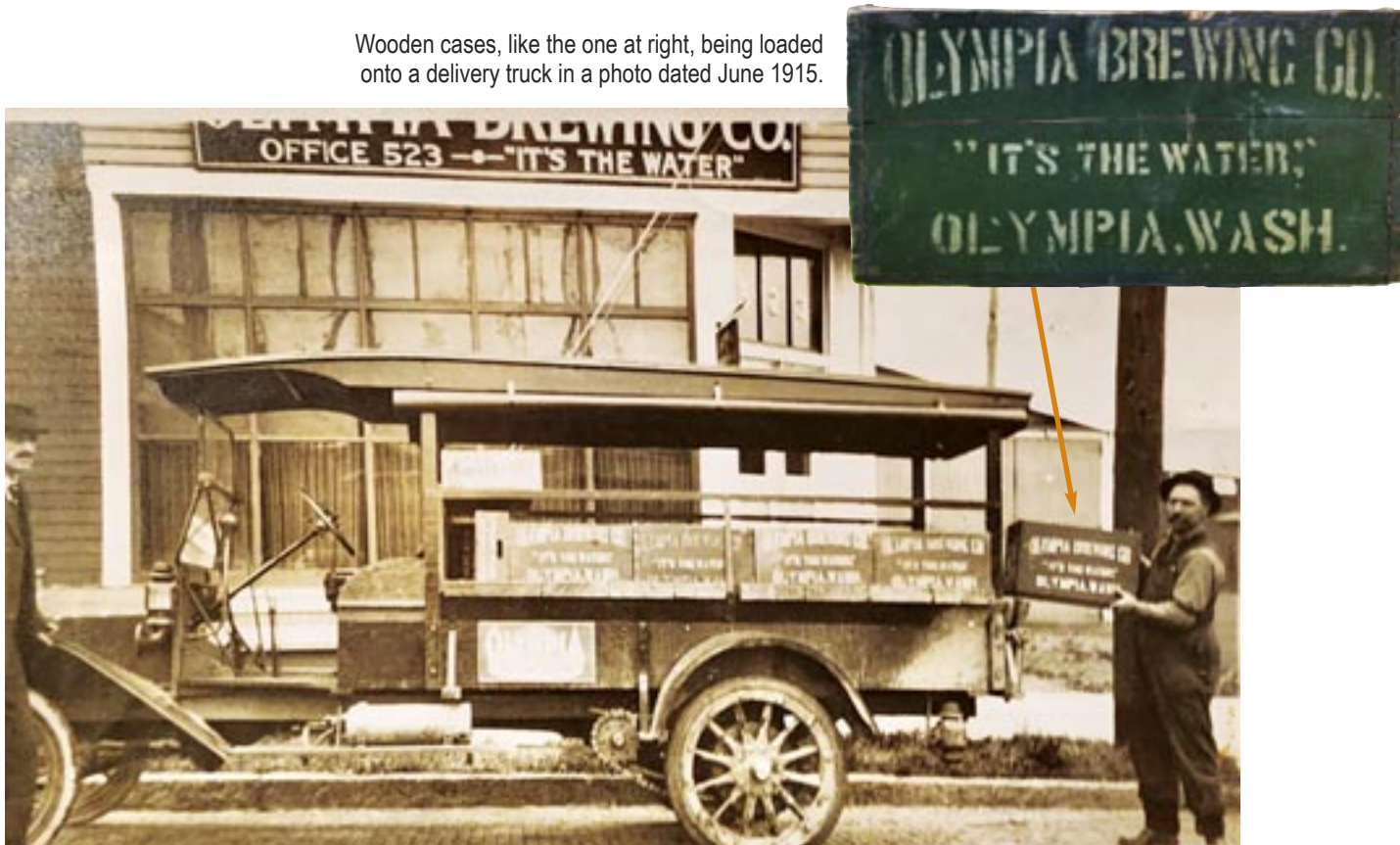
Repeal and back to beer

With the Repeal of Prohibition in 1933, Peter Schmidt had only the Tumwater property and no brewery. Instead of trying to reacquire and remodel the old brewhouse, he decided to build a new, modern plant on a hill above the original site.

Because new legislation did not allow brewers to own a business that sold beer, Schmidt sold his hotels in order to focus on making beer.

continued on page 74

Wooden cases, like the one at right, being loaded onto a delivery truck in a photo dated June 1915.



The photo at left was taken in 1934 of the interior of Ben Paris' establishment in Seattle's historic, 1904 Eitel Building (also shown here in a modern rendering), close to the famed Pike Place Market. Ben Paris (1884-1950) was an entrepreneur and sportsman who established his first restaurant in Seattle in 1930. It featured more than just food and drink, with a barber shop and various shops catering to men where they could get clothes, as well as fishing and hunting equipment.



Newspaper ad from the Seattle Times, January 1934, touts that Olympia Beer, "The Pride of the West" is on tap at all three Ben Paris locations in Seattle. Ben himself is pictured in the ad.



This rare, simple paper pennant, 11 x 19 in. touted the return of Olympia after Prohibition, c. 1934.



The Eitel building had been mostly vacant since the 1970s but was renovated in 2019 and now houses a luxury hotel that yes, features a new Ben Paris restaurant.



Cardboard sign, 22 x 10 in., c. 1936. This scene shows two men enjoying a beer, presumably after fishing, as the man is kneeling by a fishing rod and there is a catch basket next to him. Both are wearing lace-up fishing boots.



The illustration is signed by Willard Cox (1902-1974) an American illustrator and watercolor artist known for his commercial art career in the Bay area and the Pacific Northwest. Interestingly, this same artwork was used in a parade float in 1936 (at left), perhaps celebrating the 40th anniversary of the Olympia Brewing Co., which began as the Capital Brewing Co. in 1896 and became Olympia in 1902. The float's "California to Alaska" sign may indicate the stretch of the brewery's distribution.

Window-hanging neon sign featuring ruby red glass, 32 x 17 in., c. early 1950s. The "It's in the Water" slogan originated in 1902.



Interior photo of The Cave Tavern, dated February 1957.



The Cave Tavern in Everett, WA shown here in 1952, still stands today and is called The Vintage Café.

The new Olympia plant was completed in January 1934 and Olympia Beer was back. Sales were robust, and the brand was soon available in all of the western states. By 1940, Olympia had surpassed its Pre-Prohibition production and continued to thrive into the 1960s.

Expanding to compete

Revenues began to flatten by the 1970s, and Olympia Brewing sought to expand through acquisition, trying to stay viable amidst the competitive pressure of the large national breweries.

Olympia's first big move came in 1975, when it acquired Midwest powerhouse Theo. Hamm Brewing Co. of St. Paul, MN.

This was followed in 1976, with the purchase of the Lone Star Brewing Co. of San Antonio, TX, which included its widely distributed, bargain-priced Buckhorn Beer brand. In 1977, Olympia ranked as the sixth largest brewery in the United States.

The "roller coaster" years: 1980s-1990s

By 1980, Olympia's plan to sustain its business through expansion was failing. In 1982 the Pabst Brewing Co. of Milwaukee, WI initiated a hostile takeover, ultimately forcing a sale. The brand changed hands during those tumultuous years with Heileman and then Stroh and the collapse of their respective empires. Stroh bought Heileman in 1996

and collapsed in 1999. Most of the former Heileman labels acquired by Stroh—including Olympia—were then purchased by Pabst.

Miller brews Olympia

Olympia's Tumwater brewery was eventually acquired by Miller Brewing Co., Milwaukee, WI. For a time, the Tumwater brewery took over the brewing of other Pacific Northwest brands as their original breweries had closed. These included one-time Washington State competitors Rainier of Seattle, Lucky Lager of Vancouver, and Henry Weinhard of Portland, OR.

In 2002, South African Breweries (SAB) bought Miller Brewing and subsequently closed the Tumwater facility in mid-2003, citing its unprofitability.

The Pabst labels—which included Olympia—were then purchased in 2014 by a group led by beer industry veteran Eugene Kashper. Olympia Beer was then brewed under contract by Miller-Coors (created in 2008 to consolidate the production and distribution of Miller and Coors products in the U.S.) at its brewery in Irwindale, CA.

The once famed brewery that boasted of its artesian well water was now being contract brewed in Southern California.

From Southern California to Canada

The Irwindale contract brewing continued until January 2021 when Pabst announced that it was "temporarily pausing production" of Olympia Beer because of a lack of demand.

Currently, Olympia Beer is being brewed by a Canadian firm, Great Western Brewing Co. of Saskatoon, Saskatchewan.



Die-cut cardboard sign, 12 x 13 in., c. 1956.



This sign was one of many pieces of local breweriana on display at the Firwood Roadhouse Tavern in Fife, WA (a suburb of Tacoma) when these interior and exterior photos were taken in August 1958.

The Firwood was originally built in 1923 as a gas station and had been a tavern since the 1930s. It was expanded and featured a large stage for live music and a dance floor that could handle up to 500 people. Sadly, the historic gathering spot burned down in 2008. The cause was determined to be arson.



Upcoming Shows

Want to make sure your show is listed here? Please contact Rusty Long at Firecat959@gmail.com

July 2025

Date: July 11-12
Time: 9:00 AM
Event: **50th Annual Ohio Mini-CANvention**
Sponsor: *Miami Valley Chapter*
Address: Greene County Expo Center
120 Fairground Rd., Xenia, OH
Contact: Teri Galford, (937) 831-0046

Date: July 11-12
Time: 9:00 AM (11th) - 12:00 PM (12th)
Event: **Nordlager & North Star Chapter's Annual Show**
Sponsor: *Nordlager & North Star Chapters*
Address: Northeastern Saloon & Hotel
115 St. Louis Ave., Cloquet, MN
Contact: Bert Whittington, (218) 393-0657

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

Date: July 27
Time: 9:00 AM - 2:00 PM
Event: **Hartog Memorial Picnic & Beer Show**
Sponsor: *Prison City Chapter*
Address: Belmont Athletic Club
651 Highland Pkwy., Joliet, IL
Contact: Willy Novak, (630) 291-7943

Date: July 27
Time: 9:00 AM - 1:00 PM
Event: **Beer, Soda, & Bottle Collectibles MEGA SHOW**
Sponsor: *Hawkeye Chapter*
Address: Courtyard by Marriott Des Moines Ankeny
24405 S.E. Creekview Dr., Ankeny, IA
Contact: Mike Englund, (515) 360-3586

August 2025

Date: Aug 2
Time: 9:00 AM - 1:00 PM
Event: **Simon Pure Summer Show**
Sponsor: *Simon Pure Chapter*
Address: Fraternal Order of Eagles No. 2692
4569 Broadway, Depew, NY
Contact: Jeff Murbach, (716) 713-7236

Date: Aug 8-9
Time: 8:00 AM (8th) - 2:00 PM (9th)
Event: **31st Annual Monticello Extravaganza**
Sponsor: *Richbrau & Rusty Bunch Chapters*
Address: Best Western Plus Inn & Suites
135 Wood Ridge Ter Zion, Crossroads, VA
Contact: Chris Eib, (804) 647-8197

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

Date: Aug 9
Time: 8:00 AM - 2:00 PM
Event: **1st Annual Grace Bros. Beer Can & Breweriana Show**
Sponsor: *49er & Rusty Bunch Chapters*
Address: Bennett Valley Grange
4145 Grange Rd., Santa Rosa, CA
Contact: Ed Scoglietti, (505) 319-7746

Date: Aug 16
Time: 9:00 AM - 1:00 PM
Event: **Canstravaganza X**
Sponsor: *Rainier Chapter*
Address: Inland Ale Works Brewing Co
505 1st St., Cheney, WA
Contact: Nick Johnson, (509) 251-4247

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

September 2025

Date: Sep 6
Time: 9:00 AM - 2:30 PM
Event: **Dakota Chapter/North Star Chapter Breweriana Show**
Sponsor: *Dakota & North Star Chapters*
Address: American Legion Ward E. Bullis Post #841
17 Wiley Ave. N., Lidgerwood, ND
Contact: Aric Lee, (701) 721-5326

Date: Sep 14
Time: 9:00 AM - 2:00 PM
Event: **Monarch Fest**
Sponsor: *Monarch Chapter*
Address: American Legion Post 76
570 S. Gary Ave., Carol Stream, IL
Contact: Paul Cervenka, (630) 379-1522

Date: Sep 19 - 20
Time: 8:00 AM
Event: **Bago Beer Bash**
Sponsor: *Schell's Border Batch*
Address: The Birds Nest
34410 180th St., Winnebago, MN
Contact: Dave Bullock, (952) 500-3845

Date: Sep 27
Time: 8:00 AM - 1:30 PM
Event: **OctoBEERfest Swap meet**
Sponsor: *Cascade Breweriana Association*
Address: American Legion Post #180
2146 S.E. Monroe St., Milwaukie, OR
Contact: Michael Boardman, (503) 880-8252

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

Date: Sep 28
Time: 9:00 AM - 2:00 PM
Event: **31st Annual Jerry Trowbridge Memorial Show**
Sponsor: *Carrie Nation Chapter*
Address: Crestview Shelter House
44901 S.W. Shunga Dr., Topeka, KS
Contact: Marc Milner, (785) 273-8447

October 2025

Date: Oct 4
Time: 12:00 PM - 4:00 PM
Event: **B'Gosh It's Good Bi-Annual Breweriana Show**
Sponsor: *NABA*
Address: Fifth Ward Brewing Company
1009 S. Main St., Oshkosh, WI
Contact: Jared Sanchez, (920) 410-7073



Date: Oct 5
Time: 8:00 AM - 1:00 PM
Event: **Westmont Stroh's Oktoberfest Show**
Sponsor: *Westmont Stroh's Chapter*
Address: Elk Grove Village VFW Hall
400 E. Devon Ave., Elk Grove Village, IL
Contact: John Nelson, (630) 431-3164

Date: Oct 5
Time: 8:30 AM - 2:00 PM
Event: **47th Anniversary Show**
Sponsor: *Jersey Shore Chapter*
Address: American Legion Joyce Kilmer Post #25, 4 JF Kennedy Dr., Milltown, NJ
Contact: Joe Radman, (732) 946-3416

Date: Oct 5
Time: 9:00 AM - 2:00 PM
Event: **1st Annual Twin Lakes ARKtooberfest**
Sponsor: *AR-CAN-SAS Brewery Collectibles Club*
Address: Ramada by Wyndham Mountain Home
1127 Hwy. 62 E, Mountain Home, AR
Contact: Bob Renforth, (636) 451-2160

Date: Oct 11
Time: 9:00 AM - 2:00 PM
Event: **2nd Annual Buckeye Beer Collectibles Fall Show**
Sponsor: *Buckeye Chapter*
Address: UAW Local 14
5411 Jackman Rd., Toledo, OH
Contact: John Huff, (419) 367-9713

Date: Oct 11
Time: 9:00 AM - 3:00 PM
Event: **51st Annual Guzzle 'n Twirl**
Sponsor: *North Star Chapter*
Address: Aldrich Arena
1850 White Bear Ave., Maplewood, MN
Contact: Paul Schmidt, (651) 343-8244

Date: Oct 12
Time: 9:00 AM - 2:00 PM
Event: **Prison City Chapter Trade Session**
Sponsor: *Prison City Chapter*
Address: Knights of Columbus Hall
1813 E. Cass St., Joliet, IL
Contact: Willy Novak, (630) 291-7943

Date: Oct 18
Time: 11:00 AM
Event: **Octoberfest**
Sponsor: *Rainier Chapter*
Address: Des Moines Masonic Lodge
2208 S. 223rd St., Des Moines, WA
Contact: Tim Hoffman, (206) 371-3119

Date: Oct 19
Time: 9:00 AM - 1:00 PM
Event: **Newton 180 Beer Collectibles Show**
Sponsor: *Hawkeye Chapter*
Address: Legacy Plaza
403 W. 4th St. N., Newton, IA
Contact: Tony Stice, (641) 831-9725

Date: Oct 26
Time: 10:00 AM - 3:00 PM
Event: **Oktoberfest Breweriana Show**
Sponsor: *Garden State Chapter*
Address: Polish Cultural Foundation
177 Broadway, Clark, NJ
Contact: Steve Pawlowski, 732-734-9038

Date: Oct 26
Time: 9:00 AM - 2:00 PM
Event: **Spooktacular Beer Can and Breweriana Show**
Sponsor: *Lake Erie Chapter*
Address: Blue Heron Brewery Event Center
3227 Blue Heron Trace, Medina, OH
Contact: Bill Leach, (216) 272-3735

Date: Oct 26
Time: 8:00 AM - 2:00 PM
Event: **2nd Annual Spooky Trick or Trade Breweriana Show**
Sponsor: *KC's Best Chapter*
Address: Bishop O'Hara Event Hall
5111 E. 112th Terr., Kansas City, MO
Contact: Cheryl Boyles, (816) 674-3124

Date: Oct 26
Time: 8:00 AM - 2:00 PM
Event: **CBS Fall Buy-Sell and Trade Show**
Sponsor: *Chicagoland Breweriana Society*
Address: VFW Post #9284
400 E. Devon Ave Elk Grove Village, IL
Contact: Greg Aue, (630) 673-0673

November 2025

Date: Nov 1
Time: 8:00 AM - 1:00 PM
Event: **51st Annual Fort Wayne Brewery Collectibles Show**
Sponsor: *Three Rivers Chapter*
Address: Classic Cafe Catering & Event Center
4832 Hillegas Rd., Fort Wayne, IN
Contact: Don Cuney, (260) 229-1556

Date: Nov 2
Time: 8:00 AM - 1:00 PM
Event: **Badger Bunch Fall Show**
Sponsor: *Badger Bunch Chapter*
Address: Delafield Brewhaus
3832 Hillside Dr., Delafield, WI
Contact: Mike Scheffler, (414) 750 3469

Date: Nov 2
Time: 10:00 AM - 2:00 PM
Event: **The Brew City Advertising Show**
Sponsor: *Unique Events*
Address: Waukesha Expo Center
1000 Northview Rd., Waukesha, WI
Contact: Jim Welytok, (262) 366 1314

Date: Nov 8
Time: 9:00 AM - 12:00 PM
Event: **Simon Pure Fall Show**
Sponsor: *Simon Pure Chapter*
Address: Fraternal Order of Eagles # 2692
4569 Broadway, Depew, NY
Contact: Jeff Murbach, (716) 713-7236

Date: Nov 8
Time: 9:00 AM - 2:00 PM
Event: **Eastside Spectacular #18**
Sponsor: *Gateway Chapter*
Address: Belleclair Fairgrounds
200 S. Belt East, Belleville, IL
Contact: Kevin Kious, (618) 346-2634

Date: Nov 15
Time: 8:00 AM - 1:30 PM
Event: **Turkey Pluck-Off Swap Meet**
Sponsor: *Cascade Breweriana Association*
Address: American Legion Post 180
21476 S.E. Monroe St., Milwaukie, OR
Contact: Michael Boardman, (503) 880-8252

Date: Nov 22
Time: 8:00 AM - 2:00 PM
Event: **Windy City Pre-Thanksgiving Trade**
Sponsor: *Windy City Chapter*
Address: American Legion Post #76
570 S. Gary Ave., Carol Stream, IL
Contact: Ed Harker, (312) 927-9329



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◆Buy◆Sell◆Trade◆Buy◆Sell◆

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

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

WANTED: two Mini Mugs advertising RIB (Rock Island Brewing) and Faultless Lager Chattanooga Brewing. Bill Arber, 11162 Broadway St, Alden NY 14004, (716) 681-4833, wrabra@aol.com. i199

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

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BREWERIANA COLLECTOR Magazine

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Issue	Materials Receipt	Publish Date
Spring	February 20	April
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