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# BREWERIANA COLLECTOR



Spring 2026

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Volume 213

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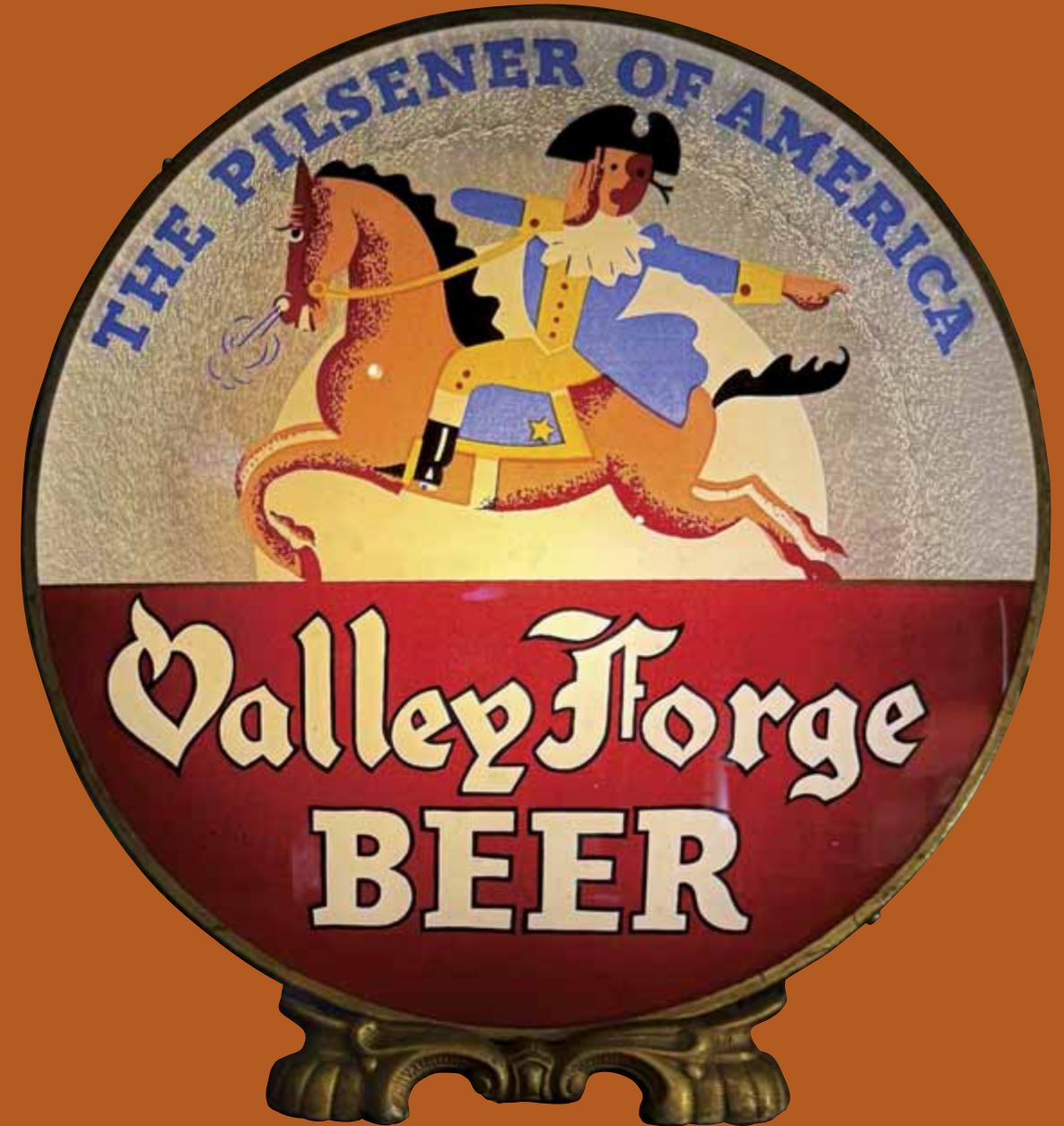


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# BREWERIANA COLLECTOR

"Ours is a hobby of stories"

Spring 2026

#213

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**Cover image:**

Lighted sign of reverse enameled convex glass with metal ring, 11 in. diameter, mounted on an ornate metal base. Made for Valley Forge Beer, Adam Scheidt Brewing Co, Norristown, PA, by the Gill Glass Co. (Gillco) of Philadelphia, PA, c. 1930s. Collection of Keith Belcher.

Norristown is just 20 miles from Philadelphia, the epicenter of America's 250th Anniversary celebration. It also is a mere four miles from King of Prussia, PA, where NABA will hold its **55th Annual Convention, July 27-August 1.**

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** © 2026 content developed by NABA, authors and photographers, all rights reserved.

# President's Message



The Greater Delaware Valley Chapter, met at the home of Greg Evans on January 10. Greg's collection will be one of the seven Home Collection Tours during the NABA Convention.

**Standing:** Rich Rossi, Craig Pursel, Chad Campbell, Jen Steely, Eric Zekanis, Kyler Gretz, Don Fink, Len Chylack, John Ahrens, Dale Van Wieren, Jay Von Czoernig, Larry Handy, Alex Wilson, John Reinertson, Rick Barth.

**Kneeling:** Mike Pentz, Tadd Steely, Jack Gallagher, Bob Powell, Dave Doxie, Greg Evans, Michael Phillips, Mark Newman.

## Lots of Love for Philadelphia

This issue of the magazine gives “The City of Brotherly Love” a lot of love in the stories presented. We are quite excited about our 55th NABA Convention in Philadelphia, as we have not gone this far east for our national meeting since 1999, in Rochester, NY.

The primary reason we haven't been to the East Coast is because historically, NABA's membership has been very Midwest centric. Our member surveys tell us that most prefer to drive to the convention as they are transporting precious breweriana. And they would like the location to be within a five-hour drive.

Yes, our two largest states in terms of members are Wisconsin and Illinois. But Pennsylvania recently surpassed Michigan as #3, despite a big growth spurt in new Michigan members corresponding to last year's convention in Kalamazoo. Meanwhile, NABA has also experienced significant growth in other Eastern states, like New York, New Jersey, and Maryland.

Because of this, the NABA Board anticipated significant interest in a convention in Philadelphia. But the level of enthusiasm has been unprecedented. When convention hotel reservations opened in November, we sold out in a record 10 days. In March, we opened convention registration and within three weeks, all 110 seats on the Bus Tour of historic and craft breweries were sold and we started a wait list. We also needed to add more seats for the Brewmaster's Dinner.

But the best thing about bringing a NABA convention to Philadelphia has been the tremendous

support we have received from local members — especially the Greater Delaware Valley Chapter. These members have been wonderfully generous in volunteering. There are a record seven home collection tours scheduled—and there could have been more. The GDV Chapter is not only hosting a “Taste of Philadelphia” food event, but also co-hosting the After Party, following the Friday Banquet.

As far as the stories about Philadelphia's historic breweries and breweriana in this issue, we received invaluable information and a myriad of outstanding photos from the many Philadelphia area collectors named in the articles. These collectors readily answered the call. And there is much more to come in the next, summer issue of the *Breweriana Collector* magazine.

The NABA Board of Directors are extremely grateful for all the love NABA has received from our members who live near the City of Brotherly Love. While there are too many to name here, we'd like to give a special thanks to **Larry Handy**, whose extensive efforts and extraordinary expertise have been indispensable, and **Greg Evans**, President of the GDV Chapter and part of NABA's Membership Committee. Greg's leadership and cheerleading for both this convention and NABA are unmatched.

We greatly look forward to holding NABA's convention in the Philadelphia area. Because of all the reasons mentioned above, we anticipate it won't be long before we come back.

*Ken Quaas, President*  
Ken@consumertruth.com

# Executive Secretary's Report *by John Stanley*

## NABA Membership Report

Thank you to everyone (especially Dennis Morgan) who helped recruit new members and rejoins.

Total Members	Needing to Renew 9/30/2025	3/31/2026	3-year Members	New & Rejoined Members	Your renewal date is on mailing label. If date matches below, please renew!
1,619	35	46	917	47	12/31/2025 or 3/31 or 6/30 2026

## 3 ways to renew your membership (dues are \$35/one year or \$90/three years):

1. Pay by Check    Check payable to NABA and mail to: 4711 Hope Valley Rd Ste 4F-331 Durham, NC 27707
2. Pay by Paypal    Send to naba@mindspring.com
3. Credit card online
  1. Go to [www.nababrew.com](http://www.nababrew.com) and log in using your username and password.
  2. Click on your name, which appears on the right side below the top banner.
  3. Choose “Renew to New Date,” fourth bullet down under your Membership Card.
  4. Manually enter credit card field even if your credit card info automatically prefills.
  5. Online transaction is secure.

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

Update online    [www.nababrew.com](http://www.nababrew.com)  
For assistance    John Stanley at 919-824-3046 / [naba@mindspring.com](mailto:naba@mindspring.com)

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**Questions? Email auction Chair Matthew Olszewski at [mattski323@gmail.com](mailto:mattski323@gmail.com)**



# Welcome to our 47 new or rejoined members!

**Jeffrey Amering (Sarah)**  
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jamering@gmail.com  
Rochester NY

**Adam Babcock**  
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MN Breweries, Coffee and Advertising Signs. Gluek, Fingers, Duluth, Montgomery, Jordan and Kato

**Mark Barren (Carol)**  
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Western New York Breweriana—all

**Brice Baumgarten**  
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Breweriana from Gipps Brewing and other defunct Peoria Area Breweries.

**Mike Bettis (Tiffany)**  
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**Danny R. Lyons**  
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**The Ballantine Girls, Purity, Body, and Flavor, welcome all of the new members to NABA.** Promotional photo for P. Ballantine & Sons, Newark, NJ, dates from 1960 and is courtesy Keith Kerschner, colorized by Joe Gula.

**Bill Smith**  
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CT Beer Trays & Signs

**Bryan Soukup (Angie)**  
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Hamm's—Coors—Budweiser—Tap Handles of All Kinds

**Scott Spaid (Karen)**  
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**Jeff Weisenburger (Myrtle)**  
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Alcohol and Cigars



## Serving up local shows with the Handsome Waiter

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

Send us your Handsome Waiter pictures! Email them to [Ken@consumertruth.com](mailto:Ken@consumertruth.com) with the names of the folks in them.



January 31 at the A-1 Chapter's "Way Out West" show in Surprise, AZ.

This group includes: Mark Crane, Tom Ward, Kelly Thomle, Kevin Kramer, Claude "Turkey" Lardinois, Ben Smith, Mark Jeffrey, Brian Wolf, Dan Utter, Patrick Santinello, Kent Grant, Steve Vanderburg, Don Van Hook, Dan Scoglietti, Dan Jeziorski, Dewey Algaard, Bill Boyles, Bruce Gregg, Alicia Fox, Bill Fox, Ron Jones, Richard Schoene, Tom Secrist, Darrel Bednarik, Eric Linden, NABA President Ken Quaas, Marcia Butterbaugh, Rich La Susa, John Bussey, June Jeziorski, Ed Sipos, Greg Nelson, Pat Stambaugh, John Jaminet.



February 2 at the Olde Frothingslosh Winter Blast in Aliquippa, PA.

From Left: Bill Leach, Mark Chandler, Ron McDonald, Dick Ober, Rick DeVito, Jeff Murbach, Rick Ebie, Doreen Brane, Rodger Brane, Steve Michalik, Bill McClelland, Ray Barber, Mike Cunningham.



**February 13 at the Blue & Gray Show in Herndon, VA.**

**Standing:** NABA Director Matt Olszewski, Pietro Raimondi, Les Jones, Jr., Les Jones, Sr., Ray Barbour, NABA Vice President Mike Michalik, Mark Porambo, NABA Recording Secretary Dave Alsgaard, John Bain, John Reinertson, Ken Ostrow, Kevin McGrath, NABA Director Emeritus Larry Moter, Daryl Ziegler.

**Kneeling:** Greg Evans of NABA's Membership Committee, John Demczyszyn, NABA Director Scott Brown, Smoky Jeff "Yuengling Guy" Schneider, NABA President Ken Quaas, Dick Ober.



**February 21 at the Rainier Chapter's 45th Annual Rustfest in Des Moines, WA.**

Mark Brooks, Pat Franco, Todd Gerhardt, Kyle Anderson, Patricia McNamee, Josh Jones, Nick Johnson, Tom Stover, Daria Gordon, David Printz, Stan Warzecha, Amber Jackson, Zeek Warzecha, Carl Scheurman, Taylor Miller, Mike Scherer, John Lynch, Frank Dwight, Steve O'Neil, Rick Nelson, Brad Morse.



**February 28 at Hoosier Chapter's Cabin Fever Reliever show in Mishawaka, IN.**

**Kneeling:** Eric Heitzer, Andrew Miner, Jeff Sanderson, Beer Dave Gausepohl, Joe Olsen, Heather Grebeck.

**Standing:** Mary Kreilkamp, Brad Pelton, Reif Denlinger, Jamie Grebeck, Tom Rutledge, Mike Walbert, Tom Philport, Sarah Klawitter, Mark Klawitter, Greg Gerke, Jeff Murbach, Robert Malawy, Don Hardy and Jim TenEyck.



**February 21 at the Columbine Chapter's "Kick the Winter Doldrums" show at the Hoffbrau Colorado in Westminster, CO.**

**From Left:** John Artzberger, Brian Artzberger, Mark Rollert, Kevin Hedstrom, Todd Schroeder, Tim Wallert, Lonnie Smith, Tim Hill, Dwayne Sutton, Steve Gagnon, Mark Rodgers, Scott Butterfield, Doug Shonk, Mark Lembeck, Mike Albrecht, Cooper Mikel, Mark Tylicki, Jim McCoy, Rob Porzycki, Jim Stille, Mike Barden, Ed Besfer, Steve Steigerwald, Mike Logan, Gordon Bragg, Carl Glass, Jamie Johnson, Lisa Steigerwald, Larry Weaver, Scott Steigerwald, Brett Dusek.



**March 7 at North Star Chapter's Annual Springfest Beer Collectibles Show in Bloomington, MN**

**From Left:** Reed Grunseth, Mark Kasella, Sheryl Kasella, Stevan Miner of NABA's Membership Committee, Clint Retterath, Linda Schaefer, Willis Schaefer, Mike Mullaly, John Kottemann, Bob Jackson, Bob Pirie, NABA Creative Director Barry Travis, Tim Hornseth, John Smith, Josh Ramaker, Ross Reno, Mari Reno, Aston Rennaker, Dave Hahn, Randy Rennaker.

continued on page 8

March 21 at Queen City Chapter's Luck of the Irish show in Covington, KY.

**Standing:** Doug Groth, Scott Blevins, Tom Waller, Art Treinen, Ken Stidham, Rife Denlinger, Warren Terry.

**Kneeling:** Tim Holian, Jeff Murbach, Steve Kirschner, Bill Leach.



March 21 at the Port of Potosi show in Potosi, WI.

**First row:** Scott Schessow, George Mateja, Jared Sanchez, Roy Mayfield, Chris Hoelz, Jeff Sandstrom, Skylar Edwards, Jeff De Geal, Bob McNeill.

**Second row:** Bret Blizzard, Ward Haessler, Gary Papas, Cliff Olson, Mike Mullally, Tony Steffen, Mark Otto, Merle Vastine, Greg Meyer, Tom Grindey.

**Third row:** Paul Cervenka, Robert Brune, Bob Jackson, Mike England, Jim Hall, Tom Curran, Rich Yahr, Tim Piche, Ken Kreie, Jeff Simarski, Jim Schmalz, Jim Searle, Troye Shanks.



March 21 at the Miss Columbia Chapter show in Marcy, NY.

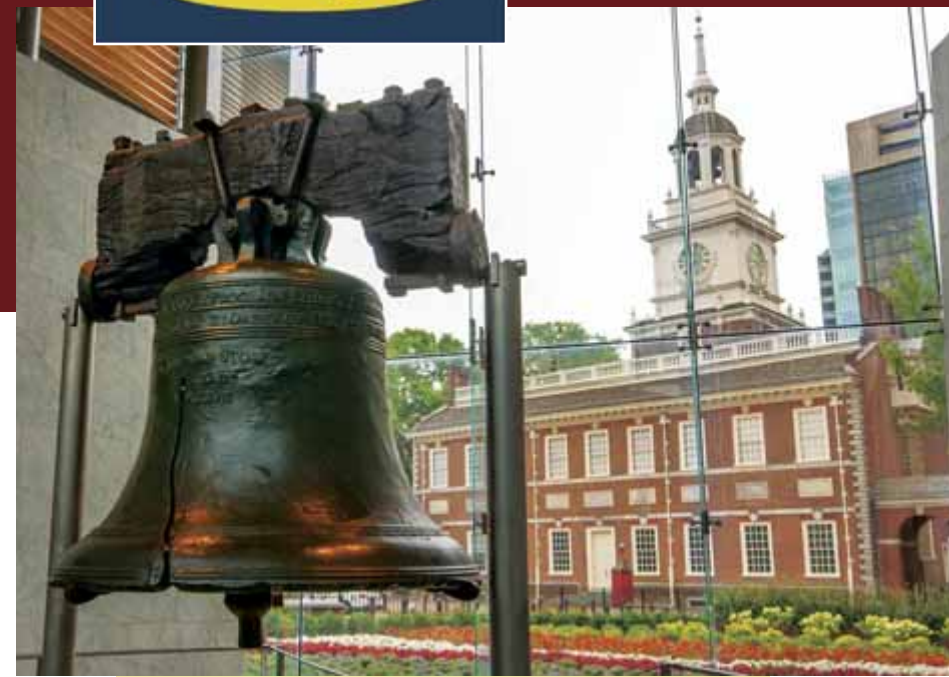
**Standing:** Jim Devolder, Matt Caton, Jason Thompson, Brian Coughlin, Steve Adydan, Anthony & Cindy Franco, Scott Smith, Nicole Smith.

**Kneeling:** Jack Conlon, John Devolder.



# NABA is coming to Philadelphia!

July 27-Aug 1



by Mike Michalik,  
NABA Vice President  
and Convention Chair



This summer not only marks NABA's 55th convention, but our very first in historic Philadelphia.

Pictured at top: The Liberty Bell and Independence Hall will host celebrations commemorating America's 250th anniversary.

Pictured above: The famous painting of General George Washington at Valley Forge by Eric Glaser. Valley Forge National Historical Park is a short 10-minute ride from the convention hotel.

**T**his year is an especially notable one for the Philadelphia area. The city is celebrating our nation's 250th anniversary—the place where the Declaration of Independence was signed. Philadelphia also is hosting six different FIFA World Cup matches. And last, but certainly not least, The City of Brotherly Love is also hosting its first NABA Convention!

It is hard to believe that in NABA's 50+ year existence, we have never visited this city, with its rich brewing heritage and so many historic breweries. In past decades, NABA's membership has skewed to the Midwest. But Pennsylvania is now our third largest state in number of members and overall, we have had a surge of East Coast collectors joining our organization.

continued on page 10

# Convention Highlights

## HOME COLLECTION TOURS

### CONVENTION HOTEL



The Alloy—Doubletree Hotel in King of Prussia, PA will be the site of NABA's 55th convention.

### The Alloy—Doubletree Hotel

Our host hotel, The Alloy—Doubletree, is conveniently located in the Philadelphia suburb of King of Prussia, just northwest of the city. NABA members will occupy much of the hotel, and our rooms will be grouped together to maximize the room-to-room trading experience.

King of Prussia offers a wide range of premium shopping, upscale dining establishments, and of course, several fine breweries! Von C Brewing, a convention partner, is located in nearby Norristown, while Bald Birds Brewing is a just few minutes away.

Perhaps King of Prussia is best known for its namesake mall. It boasts six major department stores and more than 450 shops, boutiques and restaurants, and is the third-largest mall in America.

American History buffs will want to check out Valley Forge National Historical Park. The place where George Washington and his Continental Army took refuge during the winter of 1777-1778 is less than 10 minutes from the convention hotel.

From a spectacular slate of a record seven home collection tours to absolutely one of the best historical brewery bus tours we've ever been able to provide, the 55th NABA convention promises to be the place for breweriana collectors to meet this summer!

### SEVEN SPECTACULAR HOME COLLECTION TOURS

Seven house tours is a NABA record and with so many outstanding collections in the Philadelphia area, we could easily have had even more!

### MONDAY, JULY 27

#### Jeff Lebo: 10:00 AM – 4:00 PM

Jeff had a house built specifically to house his massive beer can and sign collection. With over 99,000 cans, his collection is considered the largest in the world and is truly a sight to behold. His custom collection house is well-known in the breweriana collecting hobby and has been featured in magazines and on television. Don't miss your chance to enjoy this amazing assemblage of breweriana in person!



Jeff Lebo Home Tour



Greg Evans Home Tour



Dave Doxie Home Tour

#### Dave Doxie: 10:00 AM – 4:00 PM

Dave's robust collection focuses on his hometown of Reading, but he also has many outstanding signs from a wide variety of historic Eastern Pennsylvania breweries.

A visit to Dave's house is a memorable feast for the eyes. One of many prized pieces is a Poth's lighted "bubbler" sign, which took first place at NABA's Backbar Competition at the Pittsburgh convention in 2022.

#### Greg Evans: 2:00 PM – 5:00 PM

The "Evans Historic Corner Bar" is Greg's very fitting name for his home collection. Greg is on NABA's Membership Committee, and his collection is indeed historic—presenting both quality and quantity—including perhaps the finest assemblage of Philadelphia Pre-Prohibition lithographs in existence.

The Evans collection is varied, but chiefly focuses on the historic breweries of Philadelphia as well as the Adam Scheidt brewery that was in nearby Norristown.

### TUESDAY, JULY 28

#### Larry Handy: 9:00 AM – Noon

A renowned collection from a renowned collector. Larry's impressive assemblage of Philadelphia area breweriana has been carefully curated over his 50+ years of collecting.

A visit to his home presents a rare opportunity to see many exceptional and unique pieces, including an unmatched array of Horlacher breweriana from nearby Allentown.

#### Chris Watt: 11:00 AM – 2:00 PM

A member of NABA's Board of Directors, Chris Watt is a second-generation collector and NABA member with an outstanding display of beautiful breweriana, ranging from the Pre-Prohibition era through the 1950s. This includes many rare and highly sought after lighted signs made by Gillco—the Gill Glass Company of Philadelphia.

Chris and his late uncle Gerald Watt have spent many years meticulously building an outstanding collection that is focused primarily on Eastern Pennsylvania breweries.

continued on page 12

## HOME COLLECTION TOURS

### Mark Zeppenfelt: 1:00 PM – 4:00 PM

Mark's love for breweriana is evident in his elegant, newly-completed lower level, which is artfully adorned with some of the finest pieces from Eastern Pennsylvania (and other East Coast breweries) that you'll ever see.

Mark also is a second-generation NABA member, having inherited an appreciation for fine breweriana from his late father, Henry. Mark's home is a must-see on any collection tour.



Larry Handy Home Tour



Chris Watt Home Tour

### Daryl Ziegler: 3:00 PM – 6:00 PM

"Legendary" is a word that is often overused and in reality, typically an exaggeration. The same is true of the word "incredible." But it is no exaggeration to say that Daryl has an absolutely legendary tray collection that is nothing less than incredible.

If you collect breweriana, a visit to the "Tin Tunnel"—Daryl's fitting nickname for his extensive tray collection—is a must. The Tunnel, profiled in the Fall 2017 issue of this magazine, often overshadows Daryl's broad collection of Pennsylvania breweriana, which alone is worth the visit.



Mark Zeppenfelt Home Tour



Daryl Ziegler Home Tour

## BUS TOUR

### WEDNESDAY, JULY 29

**SOLD OUT! GET ON THE WAIT LIST.**

### Historical Brewery Architecture and Craft Beer Bus Tour! 9:00 AM – 5:00 PM

*Note: This is an optional event with a \$69 charge to cover costs of transportation, lunch, and refreshments.*

One of the things that makes Philadelphia so special is that many of its historical brewery buildings are still standing. Local brewery expert Larry Handy has carefully curated a tour that makes the most of past and present.

Tour participants will also get the chance to see famous former breweries **Class & Nachod, Gretz, Ortlieb's, Esslinger's, Bergdoll, Poth, the Bergner & Engel stables, Adam Scheidt, and C. Schmidt's.**

The tour includes a visit to two craft breweries (**Human Robot and Philadelphia Brewing**) now housed in the historical brewery buildings of Finkenauer and Weisbrod & Hess.

A lunch at the popular **Yards Brewery** is included, and we'll also visit **Von C**, one of our partner breweries, run by descendants of C. Schmidt & Son, once Philadelphia's leading brewery.

This tour promises to be both highly memorable and entertaining, and with a limit of two buses and 110 participants.

continued on page 14



Breweriana Collector



These former **Weisbrod & Hess** brewery buildings now house the **Philadelphia Brewing Co.**, a craft brewery stop on the bus tour.



The classic **Bergdoll** brewery is a stop on the bus tour.



**Human Robot**, a craft brewery stop on the tour, now occupies the historic Finkenauer brewery.



**Von C Brewing Co.** is one of the partners in the NABA convention and its spacious taproom will be a featured stop for refreshments.

The stately, historic **Class & Nachod** brewery building will be seen on the tour.

The massive former **Gretz** brewery complex is in the midst of a major transformation.



## SEMINARS

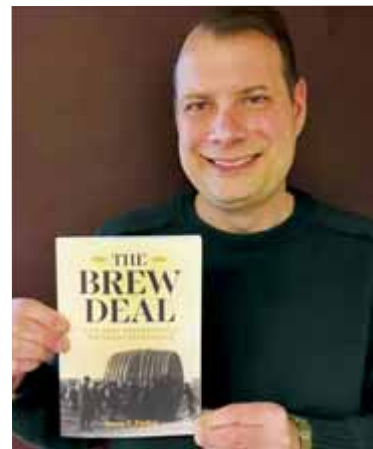
### THURSDAY, JULY 30

**Seminars: A NABA convention tradition providing education and entertainment.**

*Note: There is no cost to attend these programs.*

#### Seminar #1. Beer & The Great Depression 9:15 AM – 10:15 AM

Author and NABA member Jason Taylor, an economist and professor at Central Michigan University, will discuss his new book, *The Brew Deal: How Beer Helped Battle the Great Depression*. This talk will explore how beer became a symbol of renewed hope and optimism during one of America's darkest periods. *The Brew Deal* shares stories of breweries, people, politics, perseverance, and 3.2 beer's long-term impact on the evolving American beer scene.



Author and NABA member Jason Taylor will discuss his new book.

#### Seminar #2. Philadelphia Breweries after Prohibition 10:30 AM – 11:30 AM

Before Prohibition, Philadelphia was a brewing powerhouse. After Repeal in 1933, there were 19 breweries that emerged in the city. But within just 20 years, only four remained. NABA members and local experts Greg Evans and Dale Van Wieren, author of *American Breweries II*, will detail the unfortunate fate of Philadelphia's Post-Prohibition breweries.



Just 20 years after Repeal, these four breweries remained in business in Philadelphia.

#### Seminar #3. The Art of Paper Restoration and Preservation 11:45 AM – 12:45 PM

ACA Paper Restoration is located in Devon, PA, just five miles west of King of Prussia. For more than 40 years, the company has been restoring and preserving works on paper, including lithographs, prints, documents, posters, paintings, photographs, drawings, and maps. In addition, the company provides art sale/purchase consultation and insurance claim related services. ACA has been used successfully by many NABA members.

Company representatives will discuss the art and science of paper restoration and conservation and show before and after examples. Following the seminar, company representatives will answer questions and provide evaluations and cost estimates to NABA members who bring their pieces for potential restoration.

## HOSPITALITY

### A Taste of Philadelphia 12:30 PM – 1:30 PM

The Greater Delaware Valley Chapter, our local host chapter, welcomes you to their suite to sample local cuisine (did someone say cheesesteaks?), refreshments and fun! There is no cost to registered convention attendees as this event is generously sponsored by Morphy Auctions.

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

There's nothing like your first time—especially when it comes to a NABA convention!

A NABA tradition is to provide a Happy Hour for "First Timers" to come and meet the Board of Directors and hear news about our great club—all over a beer or two. And we'll also have a small gift to give everyone who is attending their inaugural convention.



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

**Note: This is an optional event—a gourmet meal with beer pairings: \$66.**

This affair has become an annual NABA convention highlight. This year's dinner features four sumptuous courses and a dual entrée of both filet mignon and chicken. Each of these will be thoughtfully paired with outstanding local beer varieties.

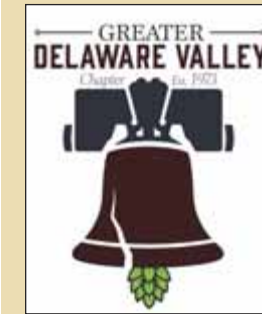
This year's host/presenter is local beer expert Brian Love. A seasoned beer professional and engaging presenter, Brian has a passion for



Local beer expert Brian Love will be our dinner host/presenter.



The beer selection at last year's dinner.



creating memorable dining experiences through thoughtful beer pairings.

Brian has spent many years working with Eastern Pennsylvania breweries including Imprint Beer Co. and most recently, Well Crafted Beer Co. and looks forward to partnering with the hotel's chef to plan a distinctive duet of food and beer.

Seating is limited and this dinner will sell out.

### FRIDAY, JULY 31

#### Cornhusker Chapter Bloody Brunch 9:00 AM–Noon

Last year's Cornhusker Chapter's "Bloody Brunch" was such a hit that by popular demand, we are reprising it again this year, led by Bill and Laurie Baburek.

The chapter's suite will be stocked with all of the ingredients for made-to-order Bloody Marys, accompanied by craft beer, and a plentiful assortment of snacks, meats and cheeses. There is no cost to registered convention attendees as this event is generously sponsored by Morean Auctions.



## HOSPITALITY

### Annual NABA Celebration Banquet 5:30 PM -7:30 PM

The NABA Presentation Banquet has been a mainstay of our conventions for more than 50 years and is our biggest single event of the year. Enjoy a sumptuous buffet style dinner in the Alloy-Hilton's elegant ballroom. And importantly, see and hear all of the exciting developments happening in NABA.

Join 500 of your closest friends in this festive time and enjoy the camaraderie of our vibrant organization. Old friends reunite and new friends are made. Don't miss this great event, especially because **the cost is included as part of your registration fee.**

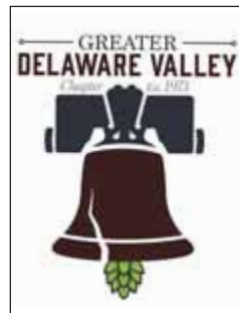


### After Party & Craft Beer Tasting 8:30 PM - 11:30 PM

Following the Banquet, the night is still young—especially for our After Party—which this year features a full slate of local craft beer to taste.

In a change, we are moving the craft beer tasting event to *after* the Banquet, so there is more time to sip, savor, and enjoy Philadelphia's finest brews while the evening's socializing continues.

The 55th convention's After Party will be graciously co-hosted by the Jersey Shore and Greater Delaware Valley Chapters.



## SATURDAY, AUGUST 1

### Trade Show, Open Free to Public 9:00 AM - 1:00 PM



Our big trade show—open FREE to the public—will feature over 200 tables of convention attendee sellers spread across two large ballrooms.

This show will be heavily promoted locally, and we have even secured a billboard to advertise the public show nearby on the heavily-traveled Pennsylvania Turnpike. Dealer setup begins at 7am.

**Note:** For those staying over Saturday night who might be interested in catching a minor league baseball game, the Lehigh Valley Iron Pigs and The Reading Fightin' Phils (both Phillies affiliates) are about an hour's drive from the hotel.



Cut out and return form to NABA to register for the NABA 55th Convention

	<p><b>NABA 55th Convention Registration Form</b> Alloy King of Prussia - by Hilton 301 W. Dekalb Pike King of Prussia, PA 19406 Phone: (610) 337-1200 <b>July 27 – August 1, 2026</b></p>	
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Visit [www.nababrew.com](http://www.nababrew.com) & *The Breweriana Collector* magazine for convention details and schedule.

**Register before April 30<sup>th</sup>, 2026 to receive a free Philadelphia Convention TOC Sign!**

Member Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ E-mail address \_\_\_\_\_ Phone \_\_\_\_\_

Registration is required for all members and guests to participate in the convention. Convention attendees must wear their badges as proof of registration. The Registration Fee includes refreshments in the Hospitality Room, Room-to-Room Trading, Seminars, Craft Beer Tasting Event, Friday Buffet Banquet, and early admission to the Saturday Public Show.

#### MEMBER AND GUEST REGISTRATION

- Registration fee Member/Guest: \$95 each Prior to July 1 / \$115 after \_\_\_\_\_ @ \$95/\$115 p/p \$ \_\_\_\_\_

Spouse/Non-Member Guest Full Name \_\_\_\_\_

Children pre-registration fee: Under 12 free. Age 12-18: Prior to July 1 - \$35 per child (\$55 after) \$ \_\_\_\_\_

Children's Names \_\_\_\_\_

- **Wed, July 29, Bus Trip to Historic & Current Philly Breweries** Tickets \_\_\_ @ \$69 p/p \$ \_\_\_\_\_
- **Thu, July 30, Brew Master's Dinner (craft beer and food pairings)** Tickets \_\_\_ @ \$66 p/p \$ \_\_\_\_\_
- **Sat, August 1, Public Show Tables** – Qty & Location based on availability. 1st come, 1st served.  
\$20 per CENTER table: Quantity \_\_\_\_\_ \$30 per WALL/POWER table: Quantity \_\_\_\_\_ \$ \_\_\_\_\_
- **NABA Annual Dues \$35 or \$90/3 years** - Membership must be current to attend \$ \_\_\_\_\_
- **Convention T-shirt order total from the other side of this form:** \$ \_\_\_\_\_

**TOTAL ENCLOSED:** \$ \_\_\_\_\_

Enclose check payable to: NABA 2026 CONVENTION. Mail this pre-registration form and check to:

**NABA 2026 Convention 55**  
577 E. Chippewa River Rd., Midland MI 48640-8363

Cell/text: 989-631-7239  
email: dalsgaard@charter.net

#### VERY IMPORTANT - - PLEASE FILL OUT!

#### Please circle YES or NO for all items!

I would like a room near elevators: YES/NO

I plan to sell out of my room: YES/NO

I will attend the Fri Banquet (included w/registration): YES/NO

I want to be in a quiet area: YES/NO

This is my first NABA convention: YES/NO

Are you sharing a room: YES/NO

Will you be staying at the Convention Hotel? YES/NO

With who? \_\_\_\_\_

NABA Convention Refund Policy - If the cancellation is received two weeks prior to the convention week a full refund will be issued - no questions asked. Any merchandise ordered will be shipped to you after the convention, and the cost of the merchandise and shipping will be subtracted from your refund.

Within two weeks of convention start, certain cost commitments have been made. Therefore, in general, no refunds will be issued within two weeks of convention start, except in the case of a death or illness. Other cancellation requests received within two weeks of convention start will be reviewed by the Convention Committee in the week following the convention, who will determine if a refund is applicable.



# 2026 Convention T-shirt Order Form

Orders must be received by April 30, 2026



## Convention T-shirt

Our 2026 Convention T-shirt is a classic in dark blue with bright-colored graphics. The front left chest area features the NABA logo. The back showcases our Philadelphia 2026 Convention logo. This is a high quality, softstyle cotton blend T-shirt.

**ORDERS MUST BE RECEIVED BY April 30, 2026**

T-shirts must be pre-ordered and pre-paid and are for pick up at Convention only. Sorry, no shipping.

Sm. \_\_\_ Med. \_\_\_ Large \_\_\_ XL \_\_\_ \$20 ea.

2XL \_\_\_ 3XL \_\_\_ 4XL \_\_\_ \$23 ea. TOTAL \_\_\_\_\_



## Get this FREE TOC!

NABA members who register online by April 30, 2026 at [www.nababrew.com](http://www.nababrew.com) or via this Registration Form will receive this beautiful commemorative TOC sign FREE.

This TOC draws its inspiration from the iconic "Little Man" character used by Esslinger's, Inc., Philadelphia PA, from 1929-1960. The design is by NABA Creative Director Barry Travis.

Cut out here



SOLD \$144,000

## Quality Collections

FRESH TO THE MARKET

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SOLD \$36,000



SOLD \$54,120



SOLD \$72,000



SOLD \$26,400



SOLD \$44,400



SOLD \$456,000

SOLD \$102,000



SOLD \$43,200

## NABA MEMBERS,

STOP BY AND SEE US AT THE CONVENTION AND LEARN ABOUT ALL THE CATEGORIES MORPHY AUCTIONS SPECIALIZES IN



SOLD \$39,600



SOLD \$34,440



SOLD \$156,000



SOLD \$180,000



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SOLD \$102,000



SOLD \$233,700



SOLD \$44,400

## CONSIGNMENTS WANTED FOR OUR JULY 15 & 16 AUCTION

Featuring Petroliana, Automobilia, Breweriana, Soda & General Advertising  
(Consignment Deadline: April 24, 2026)

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

[MORPHYAUCTIONS.COM](http://MORPHYAUCTIONS.COM) | 877-968-8880



by Ken Quaas

## New Cone Top Museum exhibit brings this celebration to life through breweriana

Note: All breweriana pictured here is part of the Cone Top Brewery Museum Collection.

Cloth chef's hat and apron, styled for outdoor barbecuing and labeled with Drewrys Beer, c. 1960.



# Picnic beer and the joys of summer



Print ad for Drewrys Beer, Drewrys Limited USA, Inc., South Bend, IN. This exuberant print ad featuring a distinctive picnic scene appeared in *Look Magazine* on August 6, 1960.

Metal cooler for Drewrys Beer, c. late 1950s.



Summer is so much more than just a season. It's the time to slow down the tempo of life and take a break from school or work. The sun is shining, the weather is warm, and the great outdoors is beckoning. It is a time when you can feel the thrilling sense of freedom and enjoy life to the fullest.

One of the time-honored ways to celebrate summer and experience the outdoors is by eating outside—having a barbecue or going on a picnic. The term “picnic” originates from the 17th-century French word *pique-nique*, which describes a less formal, social, potluck-style meal where people came together and brought food and wine. It combines the words *piquer* (to pick or peck) with *nique* (a small or insignificant thing). Initially, a pique-nique was characterized by having a variety of small bites to pick at and savor.

The idea caught on through Western Europe and evolved into an outdoor eating event in summertime. The Germans called



Self-framed tin sign, Potosi Beer, Potosi Brewing Co., Potosi, WI, 31 x 21 in., by the Meek Co., Coshocton, OH, c. 1901-1909.

This beautiful scene of men and women enjoying a summer picnic is titled “Camping on the Mississippi.”

Acquired from the Haydock Collection.

it a “picknick” and of course, their accompanying beverage of choice was beer.

### Picnics in America

The British and Americans were also early adopters of what they came to term a “picnic.” In the U.S., the picnic grew in popularity and practice in the late 1800s. This was a time when Americans lived in an increasingly industrialized society and had grown accustomed to working long, tedious hours, often cooped up indoors in factories or offices.

When leisure time finally came and the weather was warm enough, time spent in the fresh air and sunshine became a highly coveted respite.

Continued on page 22

Cardboard sign in original wood frame for Kato Beer, Mankato Brewing Co., Mankato, MN, 18 x 14 in., no mfg. mark, c. 1940.

The artwork is titled “A Typical Minnesota Scene” and features men at a traditional wooden picnic table who are playing poker while they take a break from fishing.

It was created by noted artist George Hinke, (1883-1953) a German-born painter who came to the United States in 1923. Hinke was commissioned by *Ideals Magazine* to create works depicting American small-town life, religious scenes and Christmas themes in his classic, nostalgic style.



In the meantime, labor unions fought to regulate these poor working conditions and in 1884, a national holiday to honor workers was instituted and named, "Labor Day." Not surprisingly, that holiday became closely associated with picnics.

As the 1900s progressed, automobiles became more affordable, and correspondingly, new roads and highways were created. This allowed an easier escape from crowded cities to parks, lakes, and the countryside to enjoy time with family and friends. Picnics became a natural activity for these kinds of short escapes.

### Changes in lifestyle and technology

In the 1930s, the five-day work week became a standard, and the resulting "weekends" were more focused on family, friends, and leisure time. The Federal Government—and many cities—invested in creating parks, which often included picnic facilities like tables, grills, and shelters.

After the trauma of World War II, Americans often sought solace and tranquility in nature—actively pursuing outdoor enjoyment through activities like camping, fishing, hunting, and of course, picnicking. America also experienced



Print ad for Pabst Blue Ribbon Beer, Pabst Brewing Co., Milwaukee, WI. This 1952 Labor Day-themed magazine ad promotes Pabst as a part of outdoor-themed meals like picnics and backyard barbecues.

huge geographic shifts in population, with the development of the suburbs. These suburbs typically had more readily accessible backyards, green spaces, and parks than urban living. The myriad of outdoor recreation facilities provided by suburbs were inviting settings for picnics.

By the 1950s, advancements in technologies and new products like outdoor cooking equipment and pre-packaged foods made the ability to prepare and transport food and beverages to picnics even easier.

A simple, but important improvement in keeping food fresher and beverages colder was the introduction of modern, portable coolers in the early 1950s. These were first made from durable, galvanized steel and later, from lightweight soft vinyl, plastic, or insulated foam. These often replaced the old school wicker baskets that had been traditionally associated with picnics.

### The central role of beer

Beer played a central—and evolving—role in American picnics throughout the 20th century. This is clearly evident in the considerable variety and quantity of picnic-themed beer advertising. In the early 1900s before Prohibition, beer was a common and socially accepted picnic beverage, especially among working-class and immigrant (especially German) communities.

Breweries often had beer gardens, where families and friends gathered to relax together with food, music, and beer—the cultural social lubricant. There were even "picnic" labeled beers and those which came in "picnic sized" bottles that were as large as 64 ounces and meant to serve many.

Continued on page 24



Cardboard transit ad with outdoor barbecue theme for Falls City Beer, Falls City Brewing Co., Louisville, KY, no mfg. mark, 28 x 11, c. 1960.

## The Gingham tablecloth



Paper, folded retailer brochure with a summer-theme for Falstaff Beer, Falstaff Brewing Co., St. Louis, MO and other locations, c. 1965.



Die-cut cardboard sign for Red Top Beer and Ale, Red Top Brewing Co., Cincinnati, OH, 21 3/4 x 26 1/2 in., dated 1950.



Lighted sign, plastic in metal frame for Ballantine Beer, P. Ballantine Brewing Co., Newark, NJ, 9.5 x 25 in., by Neon Products Inc., Lima, OH, dated 1964.



Plastic-over-cardboard sign for Wiedemann Beer, Wiedemann Brewing Co., Newport, KY, 18 3/4 x 12 1/4 in., by Embosograph Display Mfg. Co., Chicago, IL, c. 1970.

The visuals on these artifacts portray classic picnic scenes using the iconic red checkered, gingham tablecloth. This checked pattern became synonymous with the classic, All-American picnic.

Traditionally, gingham was a cotton weave made with dyed yarn woven to form a two-color checked pattern, most often red and white.

Gingham is believed to have originated in Southeast Asia. It later gained popularity in

often in natural outdoor settings.

The red and white gingham pattern fit a similar cultural image in the U.S.. It became associated with rural life, homemade food, informal outdoor dining, and of course, picnics.

It became a staple fabric for tablecloths because it was durable, easy to clean, and its pattern hid stains well—perfect for picnics.

Europe—especially in France and Italy, where it was associated with rustic, simple meals,

During Prohibition, soft drinks, near beers and other low-alcohol malt beverages had to suffice when picnicking. But after Repeal, beer once again became pivotal to picnics. The introduction of canned beer in the mid-1930s proved especially valuable—it made transport easier with packaging that was both lighter in weight and less breakable than glass bottles.

By the 1950s, beer continued its strong link with casual, outdoor dining—both via backyard barbecues and away-from-home picnics. Beer advertising of this era was—and still is today—rife with images of people enjoying food, socializing, and having fun while outside.

Today, picnics have cemented their association with fundamental American values—family bonding, relaxation, and experiencing the great outdoors. And always, there is cool, refreshing beer that is an integral part of the picnic and the joys of summer.

### Cone Top Celebration

The Cone Top Brewery Museum is celebrating “Picnic Beer and the Joys of Summer” in its newest exhibition. This will be an immersive experience—like the “Northern Lights” show of 2024—that will bring to life the imagery depicted in the picnic-themed beer advertising and breweriana of the past.

This memorable exhibit will invoke the exhilarating, nostalgic feeling of freedom that comes when relaxing with savory food and cold beer in the summer outdoors.

**NABA members can experience the “Picnic beer and the joys of summer” exhibit exclusively at the Cone Top Brewery Museum in Vicksburg, MI on June 12-13, and at the NABA Convention in King of Prussia, PA from July 27-August 1.**

### The cooler



Painted metal cooler for Gettelman Milwaukee Beer, A. Gettelman Brewing Co., Milwaukee, WI, 13 ¼ x 12 ¾ in., by H. Sterling Mfg. Co. Inc., Wichita, KS, c. 1950s.



Aluminum cooler for Pfeiffer Famous Beer, Pfeiffer Brewing Co., Detroit, MI, 22 x 13½ in., by Cronstroms Mfg. Inc., Minneapolis, MN, c. late 1950s.



Soft-sided, vinyl cooler called a “Goe-pak” for Goebel Brewing Co., Detroit, MI, 9½ x 7 in., no mfg. mark, c. 1959.

A compelling invention to advance the art of the picnic was the “portable ice chest,” more commonly known as a “cooler.” Some examples from the Cone Top Collection are shown here.

In the U.S., the Coleman Company, of Wichita, KS, famed maker of camping equipment, introduced its first galvanized steel cooler in 1954, and followed that up in 1957 with an insulated foam cooler, which was much more lightweight.

Cronstroms Mfg. Inc. was a Minneapolis, Minnesota-based manufacturer in the 1950s and 1960s that became renowned for producing durable, aluminum coolers and picnic chests. These were often branded with a beer or soft drink name as promotional giveaways.

Later, soft-sided, insulated coolers made of vinyl and nylon were introduced, offering both durability and easy portability.

### The wicker basket



Double-sided cardboard sign for Utica Club Beer, F.X. Matt Brewing Co., Utica, NY, 18½ x 15½ in., no mfg. mark, c. 1950s.



Traditionally, a rectangular wicker basket with a handle came to signify what became widely recognized as a “picnic basket.” These wicker baskets were commonly used from the late 1800s through the 1950s and can be seen here on these brewery pieces.

Wicker is a weaving technique and is typically made from material like willow, rattan, or reeds. Wicker baskets are sturdy, lightweight, and



Serving tray, Erie Brewing Co., Erie, PA, 12 in., no mfg. mark, c. 1915.

Lithograph with calendar for Bavarian Brewing Co., Covington, KY, 16¾ x 24 in. by The Eagle Lithographing Co., Cincinnati, OH, dated 1899.

Acquired from the Haydock Collection.



Cardboard sign for Stroh's Bohemian Beer, The Stroh Brewery Co., Detroit, MI, 17½ x 23 in., c. early 1960s. The “No Deposit/No Return” bottle was introduced in 1961.

breathable, ideal for carrying food. Before modern coolers and plastics, a wicker basket kept items from getting crushed and allowed airflow preventing picnic foods from getting soggy.

Wicker baskets proved a practical way to transport full meals outdoors, to include not only food, but also dishes, glasses, utensils and bottles of beer or wine.

# Rei Ojala “NABA’s Most Loyal Member”

by Doug Hoverson  
with Bryan Ojala



Lithograph, Theo. Hamm  
Excelsior Brewery, 51 x 37 in.,  
c. late 1890s. This is the only  
example known.

Rei stands behind his bar at home with his prized lithograph. It was discovered many years ago in the back room of the barber shop where Rei and his sons—then young boys—got their hair cut. It was acquired in the 1970s after several years of gentle, but persistent purchase requests by Rei to the shop’s owner.



Rei is renowned among NABA members. Most know him from his constant, faithful attendance at conventions, but he has done so much more for the organization. He served a term on NABA’s Board of Directors in the 2000s, worked tirelessly on the committees that brought national conventions to his adopted home state of Minnesota in 1974, 1989, 1997, and 2009, and contributed many articles and photos to the Breweriana Collector throughout the years.

A noteworthy moment in NABA history occurred last July in Kalamazoo, MI. Reino “Rei” Ojala, the only person to have attended every NABA convention since 1972, was unable to attend, ending his streak of 53 straight events. Rei has provided more than a half century of service to NABA, its individual members, and the hobby as a whole. His enthusiasm and friendly nature have made NABA a better organization and breweriana collecting more informed and enjoyable since he joined the ranks.



Rei was joined by sons John (left) and Bryan at NABA’s 50th. All three are proud NABA members and avid collectors.



Rei and his son, Bryan Ojala at the Minneapolis convention in 1979. This photo appeared in this publication.



Serving tray, Red Wing Brewing Co., Red Wing, MN, 12-in., by American Art Works, Coshocton, OH, c. 1909-1920.

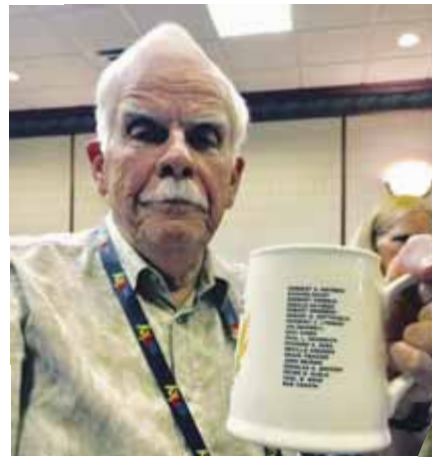
The tray features a stock image of a woman holding a beer glass entitled, “Join Me.”

Not surprisingly, Rei said he “fell in love with this tray the moment he saw it” at an antique gun show sometime around 1970. This was the first piece of breweriana he ever purchased, and it ignited a collecting passion that has surpassed 50 years.

## Humble beginnings

Nothing in Rei’s background suggested he was destined to become a breweriana collector, except perhaps the fact that he was born in the same year that Prohibition was repealed. Born April 20, 1933, Rei grew up in Bergland, on the north shore of Lake Gogebic in the western end of Michigan’s Upper Peninsula. Today, Bergland is a struggling community of a few hundred residents, surviving mostly on hunting and fishing tourism, but for many decades it was a flourishing town where most working residents were employed at the White River Lumber Company mills.

Rei’s father worked at the mill, but Rei wanted something different. After graduating from high school, he joined the Air Force and served as a flight mechanic at Eglin AFB in Florida for four years. After leaving the service, he took further mechanical training at Spartan Aeronautical Academy in Tulsa, OK, and was subsequently offered a job by Northwest Orient Airlines in Minneapolis. He started working the night shifts, which meant that his wife Donna had to keep their three children, John, Bryan, and Senya, quiet when he was sleeping during the day. Continued on page 28



Rei at NABA's 50th Convention in Milwaukee in 2021—which was also his 50th consecutive one. He is holding a commemorative mug from the very first convention in 1972. The mug has his name imprinted on it, along with the 35 other members who attended that inaugural convention.

Rei enjoyed a long career as a commercial pilot. This photo is from the early 1970s; around the time he began to collect breweriana and joined NABA.



In 1965, Rei transitioned to flight engineer and eventually moved up to co-pilot. This was a rare and significant professional achievement in the airline industry. Rei decided against moving from “right seat” to “left seat” to become a pilot because he had built up so much seniority as a co-pilot that it protected him from layoffs and allowed him more liberty to choose his schedule. Of course, this gave him more time to pursue his hobbies and attend shows.

### The collecting bug

Rei's first collecting passion was for vintage ammunition, though he also picked up a few guns when they caught his interest. Rei's children have lots of memories of attending gun shows in local

Most recently, Rei attended his 53rd consecutive NABA convention in St. Louis in 2024. He was joined there by longtime friend Helen Haydock, the “First Lady of NABA,” who along with her husband Herb, was one of the founders of the organization and welcomed Rei as an early member.

Helen tied Rei's record of 53 conventions attended when she participated in NABA's 54th convention in Kalamazoo in 2024.



Rei and his wife Liisa, in a recent photo.

armories. It was at one of these shows when he saw a Pre-Prohibition tray from the Red Wing Brewing Co. of Red Wing, MN. The tray was in excellent condition, and something about it just caught his eye. So that became his first piece of breweriana—and it is still part of his collection today.

Eventually Rei's passion for adding to his ammunition collection waned as he got more interested in breweriana. Rei discovered NABA through early encounters that pre-dated NABA's formation in 1972 with the club's eventual founders, Herb and Helen Haydock, John Murray, and Dick Bucht. These meetings occurred at the famed Indianapolis Advertising Show in the early 1970s. Once involved with these early pioneers of breweriana collecting, Rei was hooked, as history will attest.

Rei said he doesn't have any favorite conventions or cities—he has enjoyed all 53 he has attended because he loves to see other collections and learn from his fellow collectors. Helen Haydock has fond memories of the way Rei always included his family at NABA conventions and how they were an active part of the group in an era when there were many more children at the conventions Rei's son Bryan remembers going to the convention in Milwaukee in 1977—

and especially the memorable dinner at early member Howard



### Favorites from Rei's collection



Lithograph in original ornate, gesso frame for The Buckeye Brewing Co., Toledo, OH. 30 x 36 in., by The Calvert Litho. Co., Detroit, MI, c. 1886-1919.



Self-framed tin sign for Jung Bräu and Cardinal, Jung Brewing Co., Milwaukee, WI, 23 x 33 in., no mfg. mark. The artwork is titled, “Serves you right.” c. early 1900s.



Lithograph in contemporary frame for Golden Grain Belt Beer, Minneapolis Brewing Co., Minneapolis, MN, no mfg. mark, 20 x 25 in., c. 1900.

Kalt's restaurant—the site of the first NABA convention in 1972. Bryan was awed by the vast array of historic breweriana Howard had on display. Bryan had started his own collection of beer cans and his dad helped by bringing cans back from cities he had visited on his flights.

### Appreciation of craft beer

As craft breweries grew in importance and number, Rei enjoyed going to as many of these small breweries as possible, whether as part of organized trips with the convention or with a traveling partner or small group. Interestingly, Rei had not grown up in a beer-drinking family—he did not start drinking beer until he was in the Air Force. But over the years he became an enthusiast of all types of beers and enjoyed making new discoveries. Sometimes it was a beer with a name that struck him as funny—like the one called “Dirty Hippie” he discovered at

Triptych Brewing in Savoy, IL, on the way home from the NABA convention in Cincinnati in 2019.

Rei embraced his Finnish heritage and was especially happy when he found a brewery that made a sahti, a rare style native to Finland. At home, Rei enjoyed setting up blind beer tastings for groups of six to ten friends—sometimes fellow collectors but also people he or his second wife, Liisa, knew from other activities. Rei would stand behind the bar, bottles out of sight, and pour samples for each guest, who had slips of paper to write down their guesses as to what style or brand each sample was. (Your author was always happy to get any more than half right because Rei always picked a few beers just to stump the experienced tasters).

### The thrill of the hunt

More important than stopping at breweries was stopping at antique stores. Rei's kids have many memories of these stops (as does your author). While he would

Continued on page 30



Self-framed tin sign for A.B.C. Bohemian Beer, American Brewing Co., St. Louis, MO. 25 x 21 in., by Meek & Beach, Coshocton OH. c.1906.



Pie plate tray for Diogenes Lager Beer, Diogenes Brewing Co., Brooklyn, NY, 12 in., by Tuscarora Advertising Co., Coshocton, OH, c. late 1890s. Rei acquired this amazing artifact at a NABA convention, around 1983. It is the only known example.



Pie plate tray promoting five varieties of Hamm's beers, Theodore Hamm Brewing Co., St. Paul, MN, 12 in., by Chas. W. Shonk Co. Litho., Chicago, IL, c. 1902. Hamm's Velvet Beer was introduced in January 1902.



Round rim tray for Moose Brand Beer, Duluth Brewing & Malting Co., Duluth, MN., 13 in., by Standard Advertising Co., Coshocton, OH, c. late 1890s.



Rectangular tray for Husa Beer and Crystalline Beer, Husa Brewing Co., Bangor, WI, 12 x 17 in., by The Meek & Beach Co., Coshocton, OH, c. early 1900s.

occasionally find something of interest, many times the answer to "Have you got any old beer items?" was "You should have been here last week. I just sold a beer piece from [name of brewery]."

But, as with most collectors, the pursuit was important to the story behind the piece. His very favorite artifact is his beloved and probably unique Theo. Hamm Excelsior Brewing Co. lithograph. In the early 1970s, Rei and his sons Bryan and John went to get their hair cut by "Jack the Barber" on Lake Street in South Minneapolis. One day, Jack mentioned that he had an old brewery item with Hamm's name on it. It was in the back of his shop. Rei asked to see it and was amazed by its condition.

During every visit to the barber shop he asked Jack if he was ready to sell it, but the answer was still no. After several years of polite but persistent questioning, Jack relented and decided Rei should be its next owner. That Hamm's Excelsior litho is still a cherished part of the Ojala collection.

Another favorite is his Pre-Prohibition tray from Diogenes Brewing Co. of Brooklyn. He found

this treasure at a NABA convention, possibly in 1983 at Utica, NY. Bryan recalls that Rei and the seller took until nearly the end of the Saturday trade session to agree on a price, and that as his dad wrote the check he shook his head and said, "I've never paid this much money for one beer tray."

As happens with collecting, there always were the "ones that got away." In his early days of collecting, Rei often put ads in newspapers to find items. One time, a woman near Duluth responded that she had some beer glasses available. Rei and Bryan drove north the next weekend and discovered she had a collection of nice Royal 58 glasses from Duluth Brewing & Malting Co. But to their dismay, the woman mentioned that just one week earlier, she had sold a few Royal 57 glasses to someone else. Royal 57 was an extremely short-lived beer. Local legend has it that the management pulled it after customers started referring to it as "that ketchup beer"). To this day they haven't found another Royal 57 glass.



Gold-rim oval tray for Hauenstein Export Beer, Hauenstein Brewing Co., New Ulm, MN, 13 1/2 x 16 1/2 in., by American Art Works, Coshocton, OH, c. 1909-1920.

### A helping hand

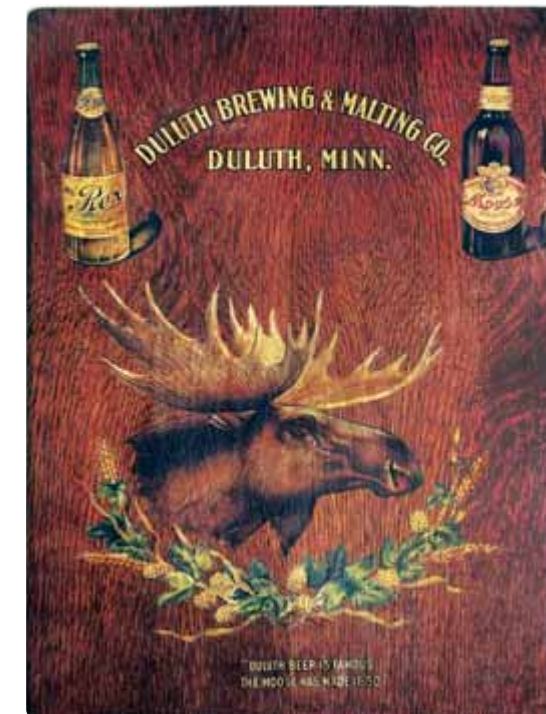
Rei is known for his willingness to help other collectors. Fellow Minnesota collector Barry Travis remembers Rei's stories about collecting and how Rei introduced him to people like NABA member and Coshocton companies expert Bill Carlisle. The first time Rei was mentioned in this publication (it was then simply called the "NABA Newsletter") was in April 1973. He was called out as a member who was "always there to help out newcomers."

It was in that spirit that Rei published his book *20 Years of American Beers: The 30's & 40's*. In those days before the internet made research much easier, Rei's book was one of the first to link each brand of beer to the brewery that produced it, along with a list of breweries licensed to operate in 1935 and a few color images of classic labels from the era.

Rei viewed his book as a conversation starter rather than the end of the story and was happy to hear from people who had updates. Former NABA

President Larry Moter still has a note that Rei wrote him in 1987 in response to a question Larry had about Old Time Hopfheiser Beer. Larry had found an old paper bag with this obscure brand's advertising and Rei helped him identify that the beer was made by the Globe Brewing Company of Baltimore, MD for a Washington D.C. grocery store chain. Larry was fairly new to the breweriana hobby at the time and was impressed that a knowledgeable, veteran collector like Rei would take time to help out a "newbie" like he was at that time. "Rei liked a challenge and enjoyed tracking down a missing brand not in his book," Larry noted.

When NABA was formed in 1972, Rei Ojala was one of the organization's first members. Today, he is known as a long-standing pillar of NABA and recognized as a friend and mentor by many of our members. Appropriately, he was named "NABA's Most Loyal Member" and not surprisingly received a standing ovation when he attended his 50th consecutive convention in 2021 in Milwaukee. For more than 50 years, Rei has been a collector who is always happy to share a beer, a story, his expertise, and his love of the world of breweriana.



Decal on wood sign for Rex and Moose brands, Duluth Brewing & Malting Co., Duluth, MN., by The Meyercord Co., Chicago, IL, c. 1900.

# Here comes Little Man

## The evolution of Esslinger's iconic character

by Larry Handy

In 1868, George Esslinger began brewing lager beer at a small brewery in North Philadelphia. Just 11 years later in 1879, he constructed a larger plant located on the edge of central Philadelphia. George's son entered the business in 1893, and the firm was appropriately named George Esslinger & Son. The firm's key brands were Adonis and Columbian Export, with Ale and Porter rounding out the offerings.

In 1919 with Prohibition imminent, Esslinger was sold to brothers Michael, James and Louis Brown. The George Esslinger & Son name was maintained until at least 1929, after which the brewery re-incorporated as Esslinger's, Inc. The company stayed open during the "dry years" by marketing a variety of de-alcoholized malt beverages.

It was during this challenging period that the company introduced an advertising character called the "Esslinger's Kid," who evolved into "Little Man"—an enduring icon used in various forms for the next 30 years.



The "Esslinger's Kid" as he appeared on company letterhead, about 1930. Collection of Larry Handy.

This new character was rendered as a smiling hotel bellhop short in stature. He is knowingly winking at his viewer as he carries a bottle of beer and glasses. This character was briefly known as "Esslinger's Kid."



Die-cut tin toy with moving arm that "pours" the beer bottle, 2.5 x 2 in., c. 1929. Collection of Jim Lawley.

Another early representation—that is more fully illustrated—shows Little Man as a comical figure on a tin, spinner-type toy pouring a bottle of Esslinger's Old Style Lager, a near beer of just half of 1% alcohol by volume.



Newspaper ad, October 10, 1929, *Philadelphia Inquirer*. Two versions of Little Man appear in the same ad.

#3

This 1929 newspaper ad for the Old Style Lager near beer shows two versions of Little Man. The bottle label shows him holding the tray perched on one hand. But he appears on the right side of the ad holding the tray with both hands.



Label, c. 1933. Collection of Larry Handy.

#4

The non-winking version of the character, although short-lived, was also used on early Post-Prohibition bottle labels, like this one for Repeal Beer.



Wooden crates. Collection of Larry Handy.

#5

The version where Little Man holds the tray with two hands had some overlap between Prohibition and Repeal. As seen here, he appears on wood crates for both George Esslinger & Son (Prohibition era), and Esslinger's Inc. (The name was changed in 1933).

#6

The character also appears on a 1933 ink blotter for Repeal Beer. He is still called the "Esslinger's Kid."

Ink blotter, 6 1/4 x 3 3/8 in., c. 1933. Collection of Pete Friderici.



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# #7



March 16, 1934. The color of the waiter's suit and hat is red—an essential feature of the mark. Applicant disclaims any right to the exclusive use of the name "Esslinger's" except in the association shown in the drawing.

Trademark notice from U.S. Patent Office. Collection of Larry Handy.

When Prohibition finally ended in 1933, Esslinger filed for a federal trademark for what it termed "The Waiter," which was granted on March 16, 1934. This version solidified his stance as balancing the tray with a bottle and two tall pilsner glasses in one hand.



Tin-over-cardboard sign for Repeal Beer, 13 1/2 x 9 1/2 in., by Electro Chemical Engraving Co., New York, NY, c. 1930s. Collection of Dave Doxie.

# #8

This Little Man version appears on a variety of early 1930s Esslinger advertising like the Repeal Beer tin-over-cardboard sign.



Tin-over-cardboard signs for Beer and Ale, each 13 1/2 x 9 1/2 in., by Electro Chemical Engraving Co., New York, NY, c. mid-1930s. Collection of Dave Doxie.



# #9

A slight variation was the "Toasting Little Man"—shown at left on mid-1930s Beer and Ale signs. Interestingly, there appears to have been some license in early renderings of Little Man, as three different versions of the character appear on the "Beer" TOC sign.

# #10

When Esslinger introduced its beer in cans circa 1937-38, a new Little Man appeared that would become the most familiar. Instead of appearing to walk straight toward his viewer, we get a fuller, sideways look at him, walking in full stride. This version of Little Man became the most used and was featured on packaging and advertising through the 1940s.



Newspaper ad introducing Esslinger's beer in cans, 1937.



Newspaper ad promoting Esslinger's in Central Pennsylvania, 1938.

# #11

This 1940 postcard introduced a live-actor Little Man, portrayed at various functions and venues by a little person, most often actor Martin Needleman, in the signature red bellhop uniform (at left). The Little Man was even given a small, Esslinger's-branded American Bantam Roadster for promotional appearances in the 1940s (below).



Postcard, 1940. Collection of Larry Handy.



Early 1940s photo of actor Martin Needleman as Little Man, driving his Esslinger's-branded promotional roadster.



Large porcelain sign, 72 in. x 48 in., no mfg. mark, c. 1950. By the 1940s, the Little Man had evolved to his final form.



Rare tin-over-cardboard sign, 13 x 9 in., c. early 1960s. Esslinger's swapped the venerable Little Man for a swashbuckling character called the "Buccaneer."

# #12

By the late 1940s the character evolved into his final appearance. His free hand was raised in a beckoning gesture, or a "one-finger wave." This Little Man version lasted until about 1960.

# #13

In the 1960s, the little bellhop character was unceremoniously retired. In his place came a new mascot, a strapping, macho pirate figure called "The Buccaneer," in a new ad campaign intended to reinvigorate declining sales.

Continued on page 36

After Prohibition, Esslinger mostly ranked third in sales behind Philadelphia neighbors C. Schmidt & Sons and Henry F. Ortlieb. But the 1960s brought three consecutive years of sales losses. It would have taken more than a swashbuckling spokescharacter to rebuild sales. The brewery closed in 1964, and the brand was acquired by Jacob Ruppert, Inc. of New York, NY.

Today, Little Man is a highly recognizable and popular character among breweriana collectors that

is indelibly linked with Esslinger's and Philadelphia, thanks to impressive durability with more than 30 years of service in advertising and packaging for the brand. He was versatile, appearing in a variety of settings and situations in both his cartoon form and on occasion, brought to life by an actor.

Interestingly, although the Little Man is depicted in advertising as engaging in all sorts of activities and situations, he has only been seen serving a beer—and never actually *drinking one!*

# Little Man was Big in breweriana!

Esslinger's endearing and enduring character was a Philadelphia fixture



"Little Man" appeared in an expansive array of packaging, promotional materials, and advertising for more than 30 years. Collection of Dave Doxie.

Die cut cardboard menu sign, 24 x 11 in. no mfg. mark, c. 1930s. Collection of Dave Doxie.



Embossed tin sign, 27 x 19 in. by Novelty Advertising Co. Coshocton, OH, c. 1933. Collection of Dave Doxie.



Paper poster, 22 x 11 in., by Bradley Co., Philadelphia, PA, c.1941. Collection of Chris Watt.

The Little Man did his part during World War II when U.S. defense bonds were issued to finance the war effort. The first series of "war bonds" were available on May 1, 1941.



Tin door-push sign, 20 x 3 in., by Novelty Advertising Co., Coshocton, OH, c. Prohibition. Old Style Lager was a near beer. Collection of Jim Lawley.



Tap knob for porter beer. Collection of Jim Lawley. By the late 1930s, Little Man appeared on packaging and promotions for a wide range of Esslinger's varieties, including beer, ale, porter, brown stout, and half & half.



A pair of coasters, both 4 in., c. 1930s. The square version is the inspiration for NABA's 55th Convention commemorative tin-over-cardboard sign. Collection of Dave Doxie.

Continued on page 38

Both King Pin Lager Beer and Repeal Beer were short-lived brands from Esslinger's that were introduced following Repeal in 1933.



Rare chalk statue, 19 in. tall, c.1933. Collection of Larry Handy.



Bottle label, 4 x 3 in., c. 1933. Collection of Larry Handy.



These two trays differ only by the name of the beer and corresponding bottle label on the tray that Little Man is carrying, by Novelty Advertising Co., Coshocton, OH, c.1933. Collection of Mark Rogers.

# He's here, he's there, Little Man is Everywhere!

Esslinger's commissioned a wide range of small backbar signs—some made from pressed board and some from composite material—by Kirby-Cogeshall-Steinau Co. of Milwaukee, WI. The signs date from the 1940s and depict Little Man—and sometimes more than one of him—in amusing situations.

These examples were provided by Dave Doxie, unless otherwise noted. Dave's terrific collection will be part of the home tours during the upcoming NABA convention.



Carrying a barrel, 7½ x 7 in, on a wood stand.



Hoisting a keg, 7½ x 8½ in. mounted on a wooden base with cut out for a bottle. Shown front, at left and back, at right.



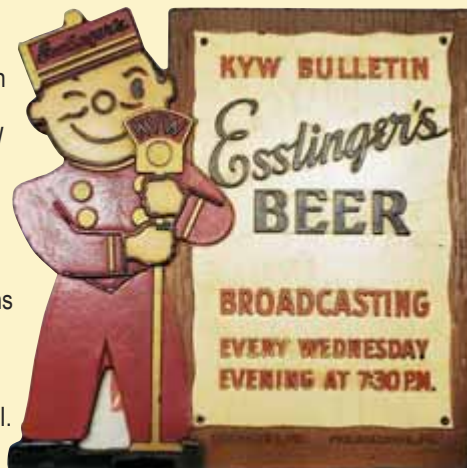
Sitting atop a keg, 8 x 9 in.



**On the radio:** Little Man promotes Esslinger's sponsorship of the KYW Bulletin. Collection of Tom Caselenuovo. KYW was and still is a news radio station in Philadelphia. Its bulletins were highly valued by local listeners as they brought news from the front during World War II.



Tending bar, 6 x 7 in.



At the "19th hole", 7 x 7 in.



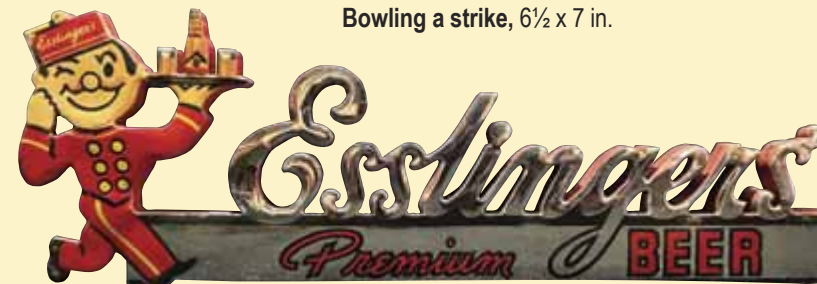
Driving the beer truck, 14 x 5½ in.



Bowling a strike, 6½ x 7 in.



Presenting the brewery, 10 x 8 in.



Shelf talker, die cut foil over pressed board, 13 x 4 in.



Staying cool: Decal on wood, 10 x 10 in. Collection of Jim Lawley.

This sports-themed set of three is made from decals on pressed wood, which sit on a wood mounting. They present a 3-D effect. Each one is 8 x 7 inches.



Broadcasting the football game.



Calling balls and strikes.



Watching the races.

Continued on page 40

# 1930-40s



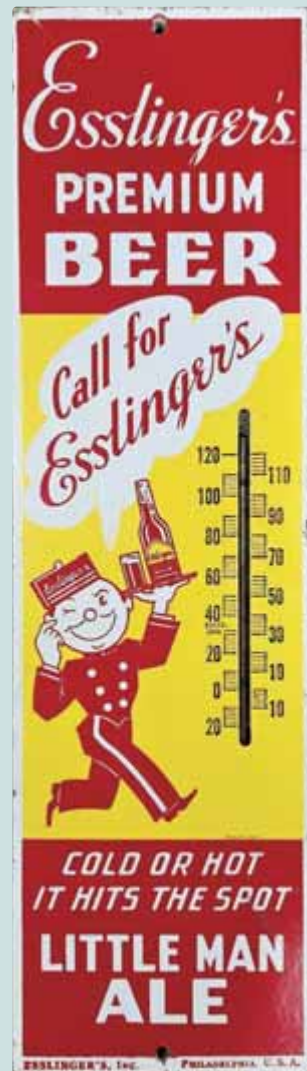
Lighted "bubbler" sign made of wood and glass, 10 x 14 in. by Biolite, Inc., New York, NY, c. 1940. Photo courtesy of John Bain.



Lighted sign, glass in metal frame, 18 x 14 in. by the Gill Glass Co. (Gillco), Philadelphia, PA, c. mid 1930s. May be only existing example. This piece was on the cover of the Breweriana Collector's Fall, 2025 issue. Collection of Larry Handy.



Time for Little Man. Two different clocks, both 18 inches, made by Gill Glass Co. (Gillco) and dating from the 1930s. Collection of Greg Evans.



Fiberboard thermometer, 4½ x 16 in., no mfg. mark. c. 1940s. Collection of Jim Lawley.



Neon sign, 17 x 19 in., Collection of Greg Evans. About this sign, Greg said: "This is the only copy of a unique sign that Larry Handy found in an old bar in the Kensington neighborhood of Philadelphia".

# 1950s



Self-framed tin sign, 53½ x 17½ in., by Allen-Morrison Sign Co., Lynchburg, VA, c. 1956. Collection of John Reinertson.

Three lighted "Little Men" by The Ohio Advertising Display Co., Cincinnati, OH.



Convex, reverse-on-glass, spinning "Color in Motion" sign, c. early 1950s. Collection of Ken Quaas.



Reverse-on-glass ad panel in metal case with teardrop-shaped clock, 26 x 14 in., c. early 1950s. Collection of Greg Evans.



Lighted sign, vacuum formed plastic on metal, 15 in., by Edward Nassan Displays, Philadelphia, PA, c. 1958. Collection of The Cone Top Brewery Museum.



Reverse glass in metal case sign, 17 x 19 in., a "Fire Ball Model Streamliner" c. 1950. Collection of Jim Lawley.



Foil-over-cardboard sign, 32½ x 18 in., by Edward Nassan Displays, Philadelphia, PA, c. 1955. Collection of John Reinertson.

# Hitting the bullseye

## How Ortlieb's lit the target

by Ken Quaas

with Bill Ortlieb and Larry Handy



Ortlieb's Beer lighted sign, 24 x 6 in., no mfg. mark, c. early 1970s. This was the last in a long series of glass advertising panels made for this style of lighted sign, specially designed to illuminate dartboards.

**Editor's Note:** The signs pictured here are all owned by Bill Ortlieb, except for the Malt Liquor version. These 16 different ad panels are the only ones known among Philadelphia collectors. Bill has used old newspaper files and other dated breweriana to track the evolution of the many advertising campaigns that Ortlieb's used from the early 1950s through the early 1970s to help date the signs. Bill's assistance was invaluable to this article.

This article updates one that originally appeared in 2015 in "The Keg," the magazine of the Eastern Coast Breweriana Association. It was written by Larry Handy, who provided valuable collaboration on this article.

The Henry F. Ortlieb Company of Philadelphia, PA was one of Philadelphia's longest-lived breweries (1869 – 1981) and at its peak, was the city's second largest in sales behind C. Schmidt & Sons.

Among breweriana collectors, Ortlieb's is known in part for the uniquely-designed series of lighted signs that it produced during a period of about 20 years, beginning in the early 1950s through the early 1970s. These signs had an unusual triangular profile with a front glass ad panel but no bottom. This allowed the fluorescent light to provide the dual functionality of illuminating not only the ad panel, but also anything hanging underneath it.

And with a 24-inch span, these fixtures made ideal spotlights when they were mounted above the standard-sized dartboards, which had the same width. Ortlieb's deployed at least 16 known different interchangeable ad panels—to accommodate a myriad of constantly changing ad campaigns. They also likely needed to accommodate a poorly-thrown dart could which might break the glass surface of the ad panel.

## An illuminating sign design



This style of the dartboard sign is different in that it is 33½ inches, while the other examples are 24 inches wide.

It may have been an early prototype and was made by Ohio Advertising Display Co., Cincinnati, OH. The sign can be dated to the early 1950s by its appearance in the photo dated 1952, at right.

The early, wider version of the dartboard light—is perched above a dartboard inside an unknown tavern in this photo dated 1952



The decal below is on the back of the early sign at left, as well as some later versions, identifying Ohio Advertising Display as the manufacturer.

The decal at right is on the back of some signs with ad panels from the late 1950s and shows that Central Lighting Fixture Co., manufactured some of these before closing in the early 1960s. Central was a sister company to the Gill Glass and Fixture Company (Gillco).



**Back view:** The "L"-shaped brackets to hang the sign flush against a wall can be clearly seen in this view of the back of a 1950s-era sign made by Ohio Advertising Display.



**Bottom view.** This shows the fluorescent light and open bottom.



**Side view:** The unique design of the dartboard lights is a triangular shape, allowing light to come through the front-facing ad panel and out of the bottom to illuminate anything below it—like a dartboard.

## Dating difficulties

As a group, these signs are challenging to date precisely. Although the ad panels can be dated by the messages they carry, the signs were made by two different manufacturers—Ohio Advertising Display, Cincinnati, OH and Central Lighting Fixture Co., Philadelphia, PA. The first signs were made by Ohio Advertising in the early 1950s, then locally made by Central Lighting Fixture in the late 1950s, then produced again by Ohio Advertising. But both companies went out of business in the early 1960s.

It is uncertain which company made the later sign bodies, which do not have a manufacturer's

mark. These newer versions have unpainted metal bodies, unlike earlier versions from both Ohio Advertising and Central Lighting that have a more finished, hammered-paint look. Because the ad panels were frequently changed, this meant that a newer ad panel might be found in an older sign body.

There are other mysteries about these signs: Were there ad panels produced that were different than the 16 different versions identified on the next pages? Was Ortlieb's in the only brewery in America that had these dartboard lights made? And why didn't Ortlieb's also commission branded dartboards to accompany the lights?

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# Constant adjustments in advertising

## The 16 known ad panels for the 24-inch design

### Late 1950s

These two signs were made by Central Lighting Fixture, Co., Philadelphia, PA. They carry ad panels from the late 1950s, when Ortlieb's branding featured the word "premium" and in 1957, when "The Wet Beer" campaign was launched. Ortlieb's repeated its "Wet Beer" effort at various times during the 1960s, as well.



### Early-to-mid 1950s

These two signs, which simply carry the Ortlieb's brand name, are by Ohio Advertising Display Co., Cincinnati, OH. They are believed to be from the mid-to-late 1950s.

### 1960

Ortlieb's continued to talk about being a "Wet Beer," but also used the tagline "The Beer with the Golden Difference."



### 1961

The slogan became "Brewery-Fresh Taste." These two signs both carry labeling on their back sides from Ohio Advertising Display.



### 1962-1963

"Brewery-Fresh" was augmented with the line, "Masters in the Art of Brewing."



### 1964

Ortlieb's Malt Liquor was introduced and promoted with a dedicated ad panel. This sign was purchased on eBay by an unknown buyer in 2017 and is the only one that Bill Ortlieb has seen.



### 1964

The "Philadelphia's Famous Beer" tagline was introduced and would appear through the rest of the 1960s. There are several different designs that carry this slogan.

### 1966

The so-called "Swingin' 60s" became a focus of Ortlieb's short-lived ad campaign that used the line, "Swing to Ortlieb's."



### 1970

The brand was called "The Big O" and someone decided that it should be "The Happiest Beer in Town." The two "Big O" designs differ only by their call-to-actions of "drink" (top) and "take home" (middle).



### Early 1970s

An earlier design was revived, this time to tell tavern patrons that Ortlieb's was "for the man who really knows beer." This appears to have been the last ad panel created.



# Pre-Prohibition Openers from Philadelphia

Philadelphia's rich brewing industry produced a wide variety of promotional bottle openers before Prohibition. Here are a few rare and notable examples. Note: All photos are from the collection of the author unless otherwise noted.

by John Stanley



Brass opener for Philadelphia Brewing Co. This is the only known example. Collection of Bill Arber.



Wire-style opener for Penn Beer, Consumers Brewing Co. One of five examples known.



Cigar-shaped opener. One side reads Hornung Brewery and the other says, White Bock Beer. One of five examples known. The CT&O on the White Bock side stands for Crown Throat & Opener Company, Chicago, IL, the predecessor company to Vaughan Novelty Manufacturing Company.



Two-sided, "lady shaped" openers for Gold Seal Beer, Continental Brewing Co. One of three examples known. This style was made by Crown Throat & Opener Company, Chicago, IL.



A corkscrew shown closed and open. One side reads Bergner & Engel and the other says Tannhauser Export Beer. Only existing example known.



Clough corkscrew, patented in 1881, for Continental Brewing Co. Only known example.



Painted metal opener made for Philadelphia Branch of Adam Scheidt Brewing Co., Valley Forge, PA. This is one of five known examples and promotes Valley Forge Special Beer, which was the company's flagship product.



Two examples that differ slightly of the "lady shaped" openers by The Louis Bergdoll Brewing Co.



An "over-the-top" style opener. J. & P. Baltz Brewing Co. Only three examples are known.



Key-shaped opener. One side reads Continental Brewing Co. and the other says, "This key opens a bottle of sterilized Gold Seal Beer." Only three examples are known. Notice the word "Outing" on the oval end of the opener. This was the name of the style given by the maker of the opener, Vaughan Novelty Mfg. Co., Chicago, IL.

# The Wehle "Cab" comes back to light

by Scott E. Brown

comes back to light



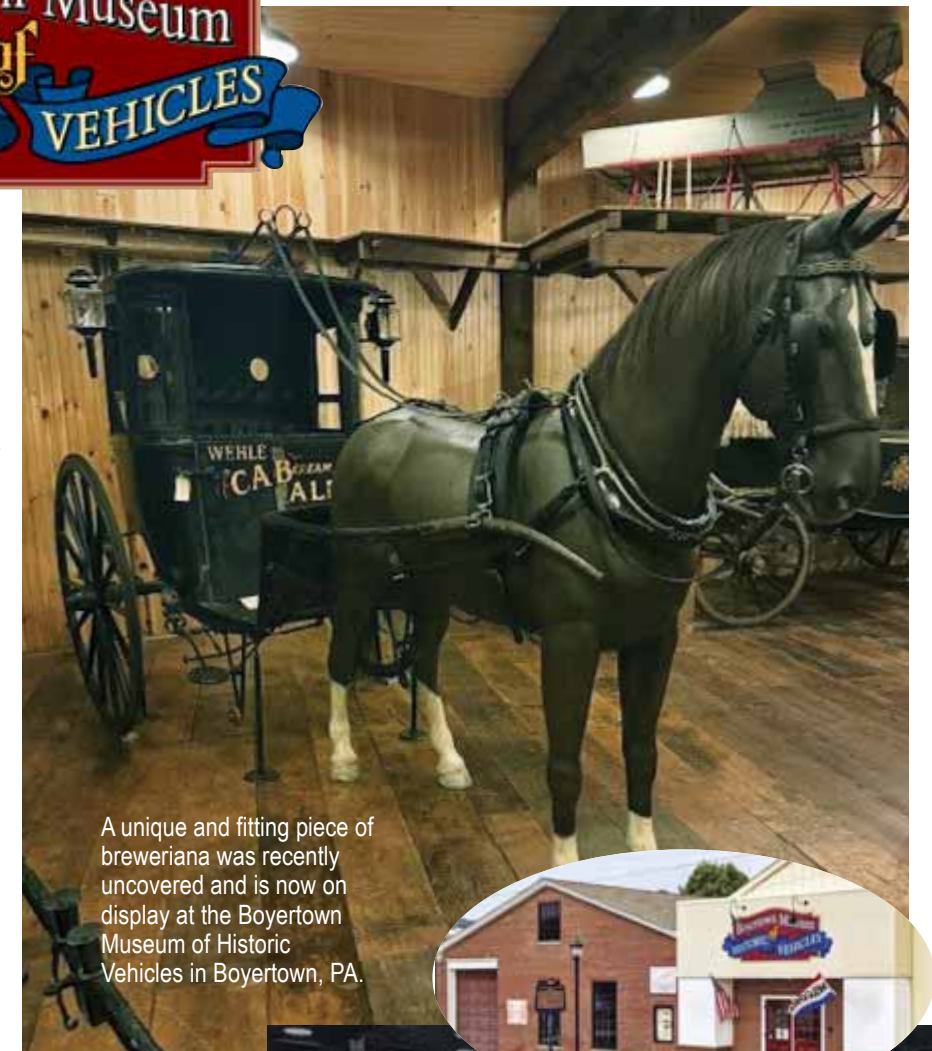
Breweriana comes in all shapes and sizes, with beer branding applied to a wide variety of materials and objects. As breweriana collectors, we might specialize in one category, such as trays or coasters. And if our collection is brewery or geographically focused, we might look to acquire anything from the smallest small to the largest, oversized sign.

Finding that particularly rare or unique item might be our "fairy tale" acquisition. For example, landing a tough "cab light" may be an especially gratifying find. But imagine actually acquiring the cab itself? This is the story of how that recently happened for a Pennsylvania museum.

## Treasure in Boyertown

The Boyertown Museum of Historic Vehicles in Boyertown, PA has the mission of educating people about the history of road transportation in Pennsylvania. The museum's collection includes vehicles of all types: gasoline, electric, and horse-drawn. The horse-drawn vehicles include carriages, wagons, and sleighs.

There also is historical transportation literature, memorabilia and even some local, historic roadside architecture, including an early gas station and a diner. continued on page 48



A unique and fitting piece of breweriana was recently uncovered and is now on display at the Boyertown Museum of Historic Vehicles in Boyertown, PA.



The Boyertown Museum of Historic Vehicles displays all types of vehicles, including gasoline, electric, and horse-drawn. It is one of the top attractions in the Berks County area. Boyertown is only about 30 miles from the NABA convention hotel in King of Prussia.

The Boyertown museum was established in 1965 and was formerly the home of the Boyertown Auto Body Works, which operated from 1872–1990.

The museum retains its factory setting, making it a unique and interesting home for the vehicles. Almost all its vehicles—from cars and trucks to wagons and carriages—were built in Pennsylvania. There is one notable exception: the Wehle-branded hansom cab.

### Hidden lettering

Wehle’s Cab Cream Ale was made by the Wehle Brewing Co. (pronounced WAY-lee) of West Haven, CT from 1936 until 1942, when the brewery closed. But just as Wehle and its Cab Cream Ale vanished from store shelves and taverns, so had its branding been painted over on the carriage—likely for decades.

In 2025, the museum acquired a stunning hansom cab from an historic collection. Upon examining the cab, staffers observed that the words “Wehle Cab Cream Ale” appeared faintly outlined beneath the black paint.

And even though the Boyertown Museum focuses on Pennsylvania transportation and Wehle was a Connecticut brewery, the curators determined that this livery’s historic branding was nonetheless worthy of restoration and preservation.

### Bringing back the lettering

The brand’s advertising and packaging included a fanciful picture of a hansom cab to add a visual association, albeit with what had become an outdated mode of transportation. But Wehle took things a step further when it purchased and added Cab Cream Ale branding to an actual hansom cab as part of their promotional toolbox.

To restore the lettering, Dan Danzenbaker, of Danz Lettering in nearby Perkiomenville, PA, was engaged to determine how to best bring the blackened-out letters back to life. Dan is an artist known for his expertise working with gold leaf, who had established his reputation applying graphics to fire trucks.



### Acquiring the Cab Ale cab

Once the letters were revealed, it could clearly be seen that the hansom cab was adorned with “Wehle Cab Cream Ale” painted in gold lettering on all sides. One can imagine this vehicle making its way through the streets in parades and on holidays with a nattily dressed driver in full costume.

Equestrian and carriage collector Viola T. Winmill acquired the cab after Wehle went out of business. It is likely that she had the beer branding painted over.

## Before

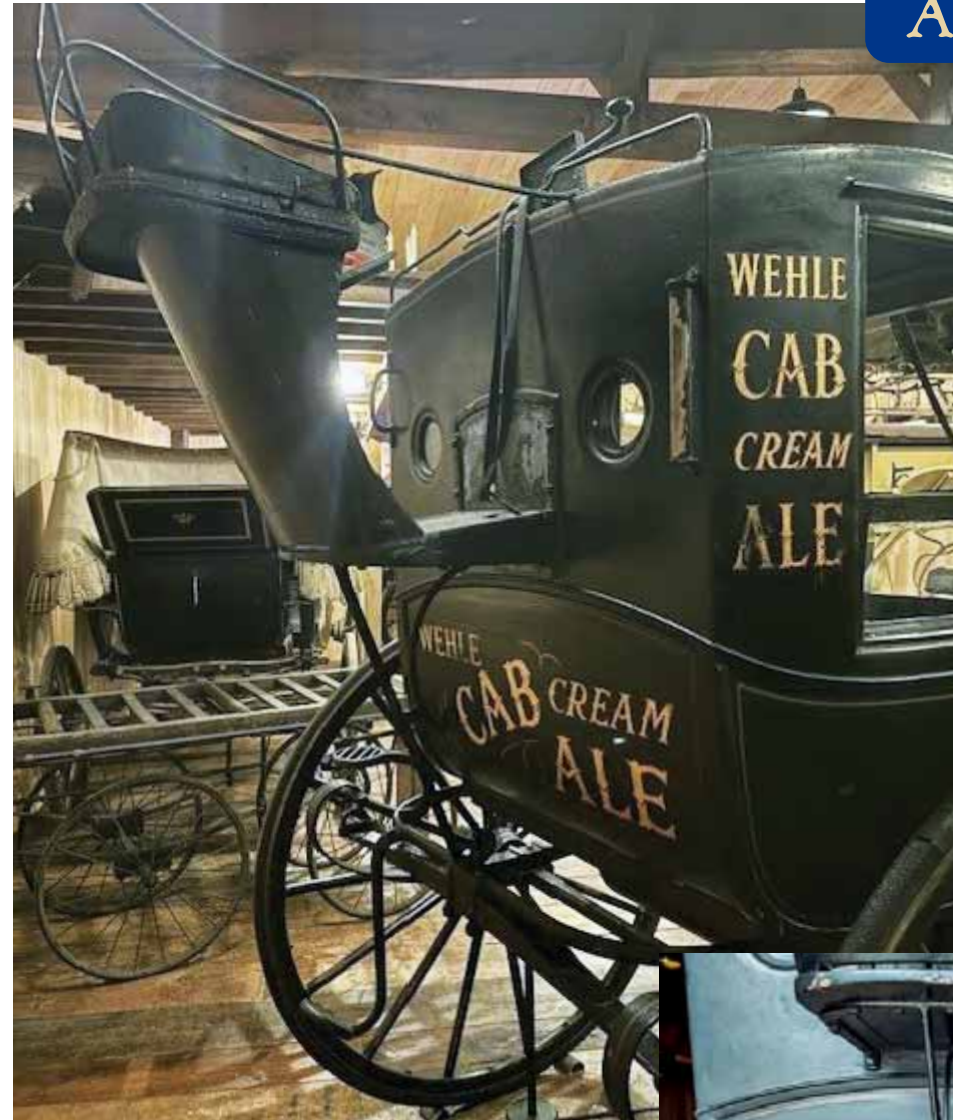


The faint outline of lettering could be seen on the front, back and sides of the carriage beneath a heavy layer of black paint.



Dan felt the most genuine approach was not to simply repaint the lettering, but to use a proprietary method to remove the black paint that concealed the lettering underneath. The result was stunning: the original lettering, in Cab Cream Ale’s vibrant gold and red color scheme, was revealed.

## After



The bold, red-outlined gold letters were uncovered when the black paint was painstakingly removed.



When Wehle went out of business in 1942, the hansom cab—which may have been quite old by then—was miraculously saved by a well-known equestrian and carriage collector named Viola T. Winmill (1891-1975). Between 1927 and 1935, Viola was the master of the famed Warrenton, VA foxhunt.

In 1968, she donated her collection to Morven Park, a sprawling estate that was transformed into a museum in Leesburg, VA. Her desire was to keep the collection accessible to the public. But in 2025, the foundation that runs the museum determined that the collection no longer aligned with their mission.

The foundation subsequently dispersed the collection to carriage museums around the country. One of the recipients of a number of items from the Winmill collection was The Boyertown Museum.

Now the Cab Ale hansom cab has been returned to the time in its history when it became a unique

and fitting promotional vehicle for a different cab—Cab Ale. This life-size, working, embodiment of the brand must certainly be the only existing example—and may have been the only one ever made.

**Author’s Note: Special thanks to Jim Swope of the Boyertown Museum for bringing this story to our attention and to NABA member Jeff Browning for supplying breweriana photos and information.**

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## The hansom cab



At left, Joseph Hansom, inventor of his namesake cab. Below a hansom cab and its horse and driver pose in New York City in 1896.



**P**atented in 1834 by British architect Joseph Hansom, the hansom cab is a fast, two-wheeled, horse-drawn carriage. It was designed to be safely and easily maneuvered on crowded Victorian streets. Hansom cabs were commonly found in cities like New York and London and primarily used as a vehicle for hire to get around the city, much like taxis are used today.

The hansom cab featured an elevated rear driver's seat and a low-slung cabin for easy passenger access. The design was modified over the years but because it was practical and comfortable, the hansom cab became the dominant form of

transportation in London and major U.S. cities in the 1800s.

### Built in Boston

According to Jim Swope, Chairman of Education, Exhibits, & Events at the Boyertown Museum, the Wehle cab was built by Boston's D.P. Nichols & Company, one of the country's largest producers of heavy commercial carriages from the early 1880s until the start of World War I.

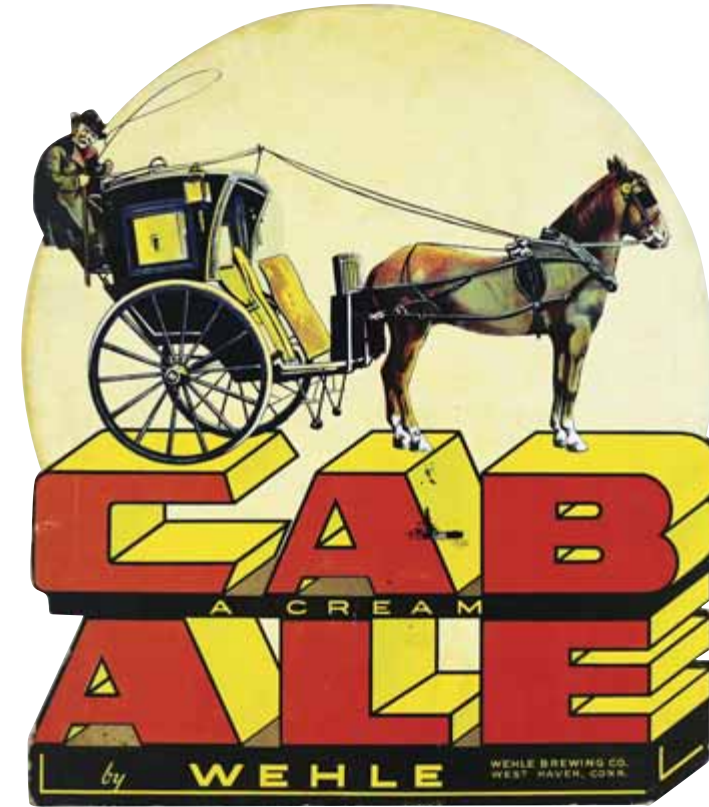
By 1890, Nichols was the nation's largest builder of hansom cabs. By the early 1900s, the motorized taxicab had begun to replace the horse-drawn carriage. D.P. Nichols produced its last hansom cab in 1906.

# Wehle's last call came early

by Scott E. Brown

**B**efore it was Wehle, it was Weidemann. Henry Weidemann established his "Lion Brewery" in West Haven, CT in 1884. It was a lager beer brewery with modest output. He sold it in 1901 and six months later, it burned to the ground but was quickly rebuilt by the new owners. The brewery continued to operate through the start of Prohibition in 1920 until 1929, making near beer and cereal beverages. Prohibition and the stock market crash of 1929 must have been more than the company could bear, and it went bankrupt.

In anticipation of Repeal, brothers Raymond J. and Harold J. Wehle purchased the former Weidemann Brewery out of receivership in July 1932 for \$29,000. Raymond became president of the



Die cut cardboard sign with easel back, 12 x 14 in. Collection of Jeff Browning.

Cab Ale point-of-sale pieces are extremely rare as both the brewery and especially the brand were short lived.

company and also served as secretary of the Connecticut Brewers Association. He spent \$200,000 reconditioning the plant which had been maintained by a skeleton crew for several years to keep the equipment from falling into complete disrepair.

By early 1933, the brewery ordered \$300,000 in raw materials and installed a new bottling plant. The company developed its own artesian wells to provide pure water. Wehle hoped to produce 120,000 bottles per day for sale in groceries, drug stores, and delicatessens.

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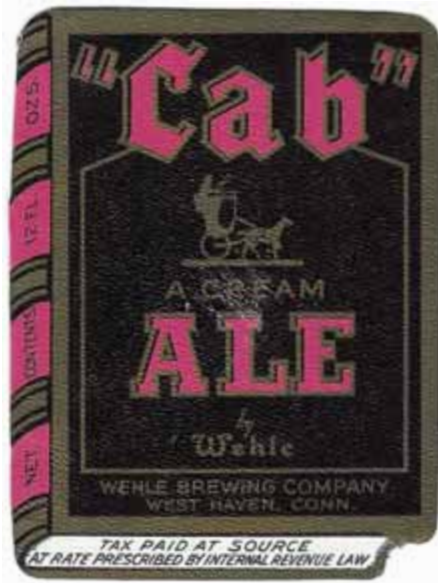


Coaster, 4 1/4 in., Collection of Bill Smith.



Introductory advertising for Cab Ale from *The Hartford Courant*, April 22, 1936

**WEHLE**



Bottle label in the shape of a book, c. late 1930s. Collection of Peter Dickinson.



Die cut cardboard sign with easel back, 8 x 15 in. Collection of Jeff Browning.



Tap knob by Kooler Keg, Novadel-Agene Corp., Belleville, NJ. Collection of Jeff Browning.

This sign highlights the striking black and gold color scheme of Cab Ale's can.



Lighted reverse-on-glass sign, c. late 1930s. Collection of Jeff Browning.

continue operations at the Connecticut brewery. But he instead transferred Wehle's assets like bottle caps and malt—which were in short supply during World War II—to Brooklyn for the benefit of Edelbrau.

The Wehle brewery never reopened, even though five minority stockholders of Wehle sued Hittleman and Edelbrau for \$500,000. Wehle's closing left only six active breweries in Connecticut at that time.

### A new beginning

When Wehle opened shortly after Repeal, it promoted a high-quality product and a supportive business philosophy for the 200 men it employed—who also were unionized. The brewery was the first in the state to install a state-of-the-art alcohol control laboratory to analyze the beer for precise alcohol content between 3.0 and 3.2 alcohol by weight, ensuring they were compliant with the legal limit at that time.

Wehle became a prominent regional brewer. Its leadership was involved in local and state politics, especially regarding laws and regulations on the sale of beer. But ultimately, the brewery did not survive very long, ceasing operations on October 1, 1942.

### Hittleman closes the shop

Edward Hittleman, who owned Edelbrau Brewing Co. of Brooklyn, NY, purchased a controlling interest in Wehle and promised to

## A bounty of brands

In its less than 10 years of operation, Wehle produced a staggering variety of 31 different brands and styles of beverages, including beer, ale, porter, bock, half and half, stout, and cereal beverage.

Along with those brands was a variety of promotional breweriana, featuring icon-oriented branding with Mule Head, Ox Head and Cab.

Sadly, because much of the breweriana is rare from the short-lived Wehle, there are fantasy and counterfeit pieces that have been made.

Here is an assortment of labels from various brands Wehle produced.

Labels are from the collection of Peter Dickinson.



# Serving Up Great Trays

by Peter Bayer and Mark Rogers

Editor's note: NABA has partnered with members Mark Rogers and Peter Bayer to create a comprehensive database of all known Pan-American trays. This visual database, named "Trayman 2.0 Powered by NABA," will organize trays across a wide variety of categories in an engaging, user-friendly way and will be accessible via both the NABA and Cone Top Brewery Museum websites.

This article presents 55 of Philadelphia's greatest trays, honoring the city where NABA's 55th Convention will be held, from July 27-August 1, 2026. Trays shown are from the collection of Mark Rogers unless indicated otherwise.

Authors' Note: Breweries existed in other Philadelphia neighborhoods too, but the density of breweries was far less and were Pre-Prohibition—often pre-dating the use of trays for advertising. These neighborhoods include Frankford, Bridesburg, Germantown, Spring Garden, and South Philadelphia among several others. For simplicity's sake, we've grouped these breweries with the most logical "bigger" neighborhoods to which they are adjacent.



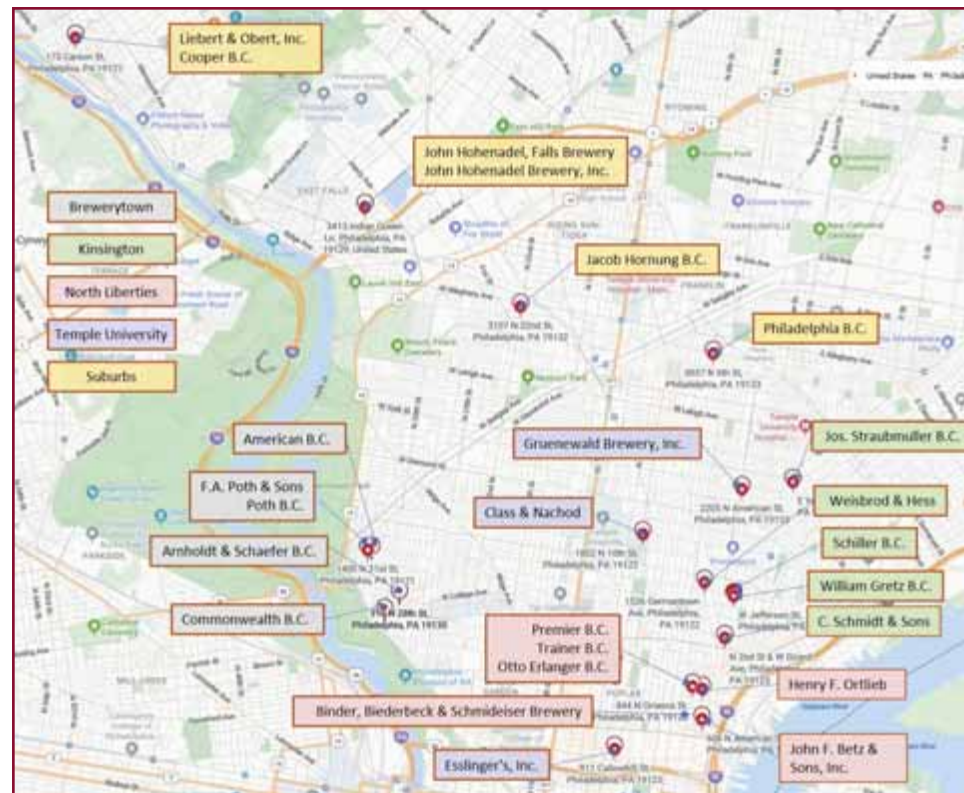
This article is best read listening to Elton John's "Philadelphia Freedom" and drinking a Brotherly Love Hazy IPA from the Victory Brewing Co., Philadelphia, PA.

## 55 Philly favorites, by neighborhood

In honor of 55 years of NABA Conventions, the Trayman 2.0 Team has selected 55 of our favorite Philadelphia trays from various historical brewing neighborhoods.

Philadelphia had many neighborhoods with breweries, but when it comes to trays a few stand out. We relied on Rich Wagner's *Philadelphia Beer: A Heady History of Breweries in the Cradle of Liberty* for identification of Philadelphia neighborhoods with insights from contemporary online sources.

If you have a few spare hours during the this summer's NABA convention, find the addresses of these legacy brewers, and visit what still remains of them!



## Breweries by Neighborhood

### Northern Liberties

Northern Liberties was a major manufacturing area that attracted many European immigrants in the late 19th and early 20th century. Originally outside the city, it is considered Philadelphia's "first suburb" which allowed unfettered growth of mills, tanneries, chemical works, factories, and foundries, resulting in a prime need for breweries to slake the thirst of the workers.

Many breweries came and went over the years with Christian Schmidt & Sons being the largest and last operating brewery (until 1987). To our knowledge, the Henry F. Ortlieb brewery building is the only one still standing today in this neighborhood. Largely redeveloped and gentrified, Northern Liberties today is an enclave of young professionals, students, and design professionals. continued on page 56



John F. Betz & Son, Inc. (1933 – 1939)



John F. Betz & Son, Inc. (1933 – 1939)



G. Binder, C. Biederbeck & H. Schmidheiser (1933 – 1939)



Otto Erlanger Brewing Co. (1937 – 1951)



Otto Erlanger Brewing Co. (1937 – 1951)



Henry F. Ortlieb (1899 – 1944)



Henry F. Ortlieb (1899 – 1944)



Henry F. Ortlieb (1899 – 1944)



Premier Brewing Co. (1913 – 1920)



Trainer Brewing Co. (1933 – 1937)  
Collection of Daryl Ziegler.

## Brewerytown

Largely undeveloped before the 1860s, Brewerytown was popular with breweries due to its proximity to the Schuylkill River for ice harvesting and the numerous ponds and creeks in the area. Many Germans ended up settling there and the architecture of the houses, saloons, and other buildings reflect that. At one point around the turn of the century, Brewerytown's 11 breweries reportedly produced over half of the

beer output of Philadelphia. The Bergdoll and Poth breweries remain (although repurposed). Once the brewing industry collapsed (thanks, Prohibition!) the neighborhood experienced a long and profound decline. Today, Brewerytown is starting to attract some development interest, and some early indications of gentrification have started to appear.



Arnholdt & Schaefer  
Brewing Co.  
(1887 – 1920)  
Collection of Daryl Ziegler.



American Brewing Co.  
(1897 – 1920)  
Collection of Daryl Ziegler.



Commonwealth Brewing Co.  
(1898 – 1916)



Poth Brewing Co., Inc.  
(1933 – 1936)

## Temple University

This neighborhood doesn't have an official name but is in the area of Temple University. Much of this area was redeveloped starting in the 1960s changing the look from the days when this area was graced with active breweries. Most of the breweries here operated before Prohibition and did not have serving trays created to promote them. But this neighborhood is well represented by famed brewers Class & Nachod and Esslinger's Inc, the only Post-Prohibition survivor.



Class & Nachod Brewing Co.  
(1933 – 1936)



Esslinger's, Inc.  
(1933 – 1964)  
Collection of Daryl Ziegler.



Esslinger's, Inc.  
(1933 – 1964)



Esslinger's, Inc.  
(1933 – 1964)



Esslinger's, Inc.  
(1933 – 1964)



Gruenewald Brewery, Inc.  
(1934 – 1935)

## Kensington

Originally a separate town, Kensington was characterized by its working-class and predominantly German population. Although Brewerytown had the name, Kensington's breweries represent best when it comes to trays.

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William Gretz Brewing Co.  
(1933 – 1960)



William Gretz Brewing Co.  
(1933 – 1960)



William Gretz Brewing Co.  
(1933 – 1960)



William Gretz Brewing Co.  
(1933 – 1960)



Schiller Brewing Co.  
(1940 – 1941)



C. Schmidt & Sons, Inc.  
(1933 – 1981)



C. Schmidt & Sons, Inc.  
(1933 – 1981)



C. Schmidt & Sons, Inc.  
(1933 – 1981)  
Courtesy Tavern Trove Auctions.



Joseph Straubmuller & Son  
(1905 – 1920)  
Collection of Daryl Ziegler.



Weisbrod & Hess Brewing Co.  
(1910 – 1920)  
Collection of Daryl Ziegler.



Weisbrod & Hess Brewing Co.  
(1910 – 1920)



Weisbrod & Hess Brewing Co.  
(1910 – 1920)



Weisbrod & Hess Brewing Co.  
(1910 – 1920)



Weisbrod & Hess Brewing Co.  
(1910 – 1920)

## Philadelphia Suburbs

A fair number of breweries existed in further flung suburbs during earlier times (some of which were ultimately annexed by the city) to include areas like East Falls, Roxborough, and Manayunk. Initially these areas might have needed their own breweries due to transportation and refrigeration limitations of the time. Typically, they also offered cheaper land and greater ability to expand than locations within the city. As transportation infrastructure improved, it allowed the better of these (e.g., Hohenadel and Hornung, both of whom operated into the 1950s) to enlarge their markets and sell their beer in the city.



John Hohenadel Brewery, Inc.  
(1935 – 1953)



John Hohenadel Brewery, Inc.  
(1935 – 1953)



John Hohenadel, Falls Brewery  
(1875 – 1935)  
Collection of Daryl Ziegler.



John Hohenadel Brewery, Inc.  
(1935 – 1953)



Cooper Brewing Co., Inc.  
(1946 – 1948)



John Hohenadel Brewery, Inc.  
(1935 – 1953)



John Hohenadel Brewery, Inc.  
(1935 – 1953)



John Hohenadel, Falls Brewery  
(1875 – 1935)  
Internet Auction Image



Jacob Hornung Brewing Co.  
(1933 – 1953)



Jacob Hornung Brewing Co.  
(1933 – 1953)



Jacob Hornung Brewing Co.  
(1933 – 1953)



Jacob Hornung Brewing Co.  
(1933 – 1953)



Jacob Hornung Brewing Co.  
(1933 – 1953)



Jacob Hornung Brewing Co.  
(1933 – 1953)



Jacob Hornung Brewing Co.  
(1933 – 1953)



Philadelphia Brewing Co.  
(1893 – 1949)



Philadelphia Brewing Co.  
(1893 – 1949)  
Collection of Larry Handy.



Philadelphia Brewing Co.  
1893 – 1949



Philadelphia Brewing Co.  
1893 – 1949



Philadelphia Brewing Co.  
(1893 – 1949)



Liebert & Obert, Inc.  
(1933 – 1946)

## A LITTLE BONUS:

### Pre-Prohibition era Philadelphia Beer Drivers Union #132 Trays



# THE CHASE FOR A UNIQUE CORNER SIGN

by Randy Huetsch

All collectors know the thrill of searching and then finding items of interest, many times in unexpected locations that are off the beaten path. Sometimes it can be frustrating however, as I often hear from fellow collectors that nowadays, it seems like all the “good stuff” is already in collections. But for those of us who are searchers, we keep digging deeper into opportunities and leads, hoping that one of them will pay off for us someday.

Many of us have friends who are not breweriana collectors but recognize a quality antique advertising item when they see one. It’s good to have those friends, because as the old adage says, “four eyes are better than two eyes” when it comes to looking for items to build our collections.

## A call from a picker friend

For me, it started with a call one day from a “picker” friend who does not collect breweriana. I had successfully collaborated with him on previous deals, so I was confident in his abilities. When my friend described the item he had seen, I was more than stunned—I knew it was something I wanted to add to my collection.

Being from St. Louis, I love Anheuser-Busch breweriana. Although I hadn’t yet been shown



Tin corner sign in tombstone-type design for Anheuser-Busch Pale Lager Beer, Anheuser-Busch Brewing Association, St. Louis, MO, 39 x 18 in., c. 1890s.

a photo, what was described to me was a tin, tombstone-style corner sign for Anheuser-Busch in colors and a design that I had never seen before.

I could tell that acquiring this outstanding artifact was going to be complicated, as my picker friend was working through a second picker. I asked my friend some key questions: Is it real? What is it made of? What size is it? And critically, is the owner genuinely interested in selling it?

## Patience in the chase

Too often I run into the frustrating situation where someone has inherited a piece from a relative and in the end, decides not to sell it. In this case, however, the family was willing to sell and wanted to know what the second picker would pay. Keep in mind, my offer had to go through both my friend the picker, and then the second picker who had discovered the sign. This left me in the dark as to what was truly being offered to the seller.

But as is often the case, patience was paramount because the deal went into a delay mode. The owner of the A-B corner sign played a bit of a “cat and mouse” game. Because second picker’s initial offer was strong, it may have surprised the owners and prompted them to question just how much this unique treasure was actually worth.

Randy Huetsch also owns this cream-colored tin corner sign for Anheuser-Busch Lager Beer by Meek and Beach Co., Coshocton, OH, c. 1901. It is embossed, and the older signs were not, indicating that his newly-acquired sign for Pale Ale dates from before 1900.



The corner sign at left can be seen in this picture showing the Meek and Beach Company’s Art Department staff, c. 1901. Meek and Beach was only in business under that name between 1901-1905. Photo courtesy of Johnson-Humrickhouse Museum, Coshocton, OH.

I kept in regular contact with my picker friend to make sure this artifact did not get away from the second picker—or me—in this complex maze of communication. A week turned into a month, then a few months. But the deal was finally consummated.

Unfortunately, due to the distance between the two pickers and my travel schedule, it took five months before the item could make its way to within a four-hour drive from where I live. I took the day off to get it, and on the long drive home I thought about how best to frame it.

## The sign’s story

The corner sign has a great backstory. It came from rural Kansas where it once hung in the owner’s family restaurant in the 1960s. The restaurant closed and it was stored in a basement for about 55 years. Unfortunately, the family did not know how the sign was acquired. Their family member who originally owned the restaurant and obtained the sign had passed away.

Randy had the flat corner sign mounted and preserved in a shadow-box style of framing. It now hangs on his wall as part of an impressive collection of corner signs from St. Louis breweries.



The corner sign is 39 inches tall, which matches an Anheuser-Busch cream colored tombstone-style corner sign in my collection. Both signs are tin and have matching nail holes on the edges of the sign. However, unlike my cream-colored sign, this colorful, black, orange, and yellow sign is not embossed like the cream one, indicating it likely is older.

The embossed, cream-colored sign can be dated to at least 1902. A version of it is captured in the background of a photograph of that date depicting the officers of the Meek & Beach Company in Coshocton, OH. That means the flat version of this sign must be older, as A-B made a lot of flat corner signs in the late 1880s and into the 1890s as seen in old cabinet photos of that era.

To search for, find, and finally acquire this sign took diligence, patience, and the help of others. What stands out most for me is its vibrant color scheme, which I have not seen before in an A-B corner sign. When I first showed it to a fellow breweriana collector friend, his reaction was the same as mine: “Wow, those colors are amazing!”

I now have six different A-B corner signs in my collection that are rendered in both tin and glass. And I found a perfect spot to display it—between two other tin tombstone-style corner signs.

# A ton of terrific tin tackers

## Surf the signage scenery shown on the CBCC website

by Dave Witman

The Craft Brewery Collectibles Chapter (CBCC) is a group of breweriana enthusiasts who are, as the name implies, interested in collecting items from craft breweries and brewpubs. This includes signs, cans, bottles, coasters, stickers, openers, and more. CBCC is an at-large chapter affiliated with the three major breweriana collecting organizations, ABA, BCCA, and NABA.

CBCC maintains a website—[cbcc.club](http://cbcc.club). The website contains the usual chapter information; a mission statement, contact form, membership application, and a page of links to other websites related to breweriana. The CBCC website does contain one element that may be unique—a database of tackers from U.S. craft breweries. This can be accessed by selecting the “U.S. Craft Brewery Tackers” tab.

**Above Photo:** Tin tacker for Old Stove Brewing Co., Seattle, WA, Collection of Ryan Metz. This is one of 6200 different craft beer tin tackers that can be viewed in the CBCC website.

Old Stove recently celebrated its 10th anniversary and now has three branches of its brewery in Seattle, along its original in the famed Pike Place Market.

The company is owned by Chris Moore, the creator of the Cone Top Brewery Museum, NABA's partner, in Vicksburg, MI. A branch of the Old Stove Brewing Co. is planned for The Mill complex in Vicksburg, where the Cone Top Museum also will be located.



A “tacker” in this context is a sign that promotes a craft brewery or brand of craft beer. It is a prevalent form of advertising and an industry-wide term in this category. A tacker usually has mounting holes placed at strategic locations on the sign so the sign can be “tacked” to a surface.

Most craft tackers are made of aluminum, but there are steel, plastic, foam board, and wooden tackers as well.

Although most tackers are flat, there are also plenty of three-dimensional examples. There are many manufacturers that produce tackers, both for beer and other kinds of products.

Currently, the CBCC has over 6,200 tackers in the database representing more than 2,200 U.S. craft breweries. The database is limited to U.S. craft breweries and brands but excludes tackers from major national brands. The definition of “craft” is stretched a bit as there are examples from some longstanding regional brewers like August Schell, F.X. Matt, Stevens Point, and Yuengling.

When you open the U.S. Craft Brewery Tackers page, you can select a state and then see the list of breweries that have tackers in the database from that state. Each brewery has at least one gallery of its own tacker(s) in “thumbnail view” which can be enlarged by clicking on it.

There are many intriguing tackers in a variety of designs on the database. The following are just a few.

### The state of craft beer

Tackers made in the shape of a state are always interesting. Some states are easier to portray than others. The two depicted here seem especially challenging

The Latitude 65 tacker from Alaska includes the Aleutian Island chain. The Five Shores tacker shows all of Michigan; the Upper Peninsula as well as the “mitten.” Both of these intricately-shaped signs were produced by TinTackers.com using laser cutting technology.



Latitude 65 Brewing Co., Fairbanks, AK.

Five Shores Brewing, Beulah, MI.

### Guess the brewery?

Some tacker designs feature just an image with no text (see below). It makes you wonder if the sign was intended as advertising or simply as decoration.



Fat Head's Brewery, North Olmstead, OH.



La Cumbre Brewing Co., Albuquerque, NM.



Ursa Minor Brewing, Duluth, MN.



MadTree Brewing, Cincinnati, OH.

### Seen in 3-D

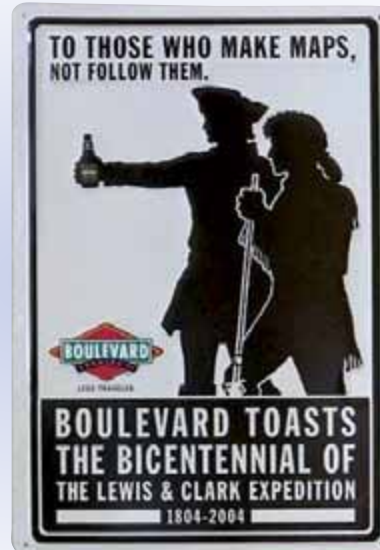
While most tackers are flat, some are three-dimensional. The Fat Head's sign is shaped like a large bottle cap—with an 18-inch diameter. The La Cumbre sign is shaped to appear like a beer can.

Continued on page 64

## The forbidden image

In 2004, Boulevard Brewing Co. of Kansas City, MO, was getting ready to launch an ad campaign to celebrate the bicentennial of the Lewis and Clark Expedition. The proposed signage used the silhouettes of Lewis and Clark that were also used on signs placed by the National Park Service on highways in the states through which the explorers traveled.

Unfortunately, the National Park Service held the copyright to the image and protested when they saw the Boulevard ads. As a result, the signs were pulled from the marketing campaign. A second version of the sign was created and used and is challenging to find. Not surprisingly, the first, disallowed version of the sign is even more rare.



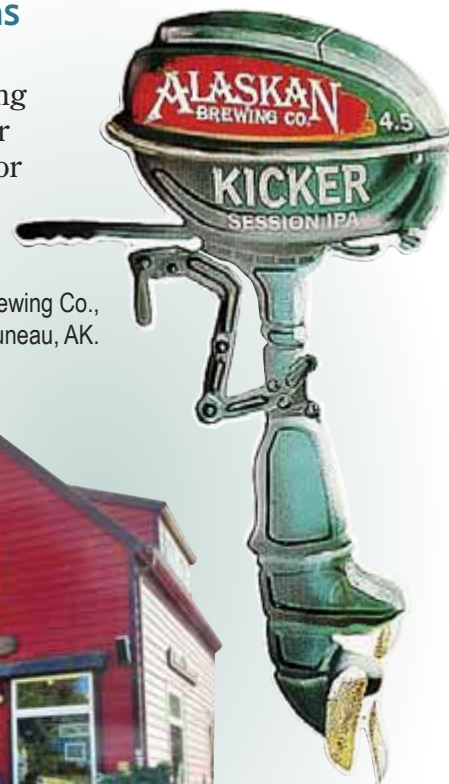
Boulevard Brewing Co., Version 1.



Boulevard Brewing Co., Version 2.

## Not your typical sign designs

Some signs are visually arresting because of their unique design or subject matter.



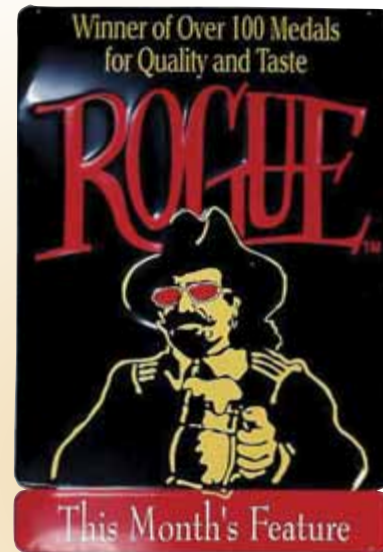
Alaskan Brewing Co., Juneau, AK.



Montauk Brewing Co., Montauk, NY.

## A fond farewell

Given the contraction in the craft brewing industry, some of the tackers in the database include breweries and brands that no longer exist. Here's a "tip of the cap" to a couple of well-established craft breweries that sadly, closed in the past year.

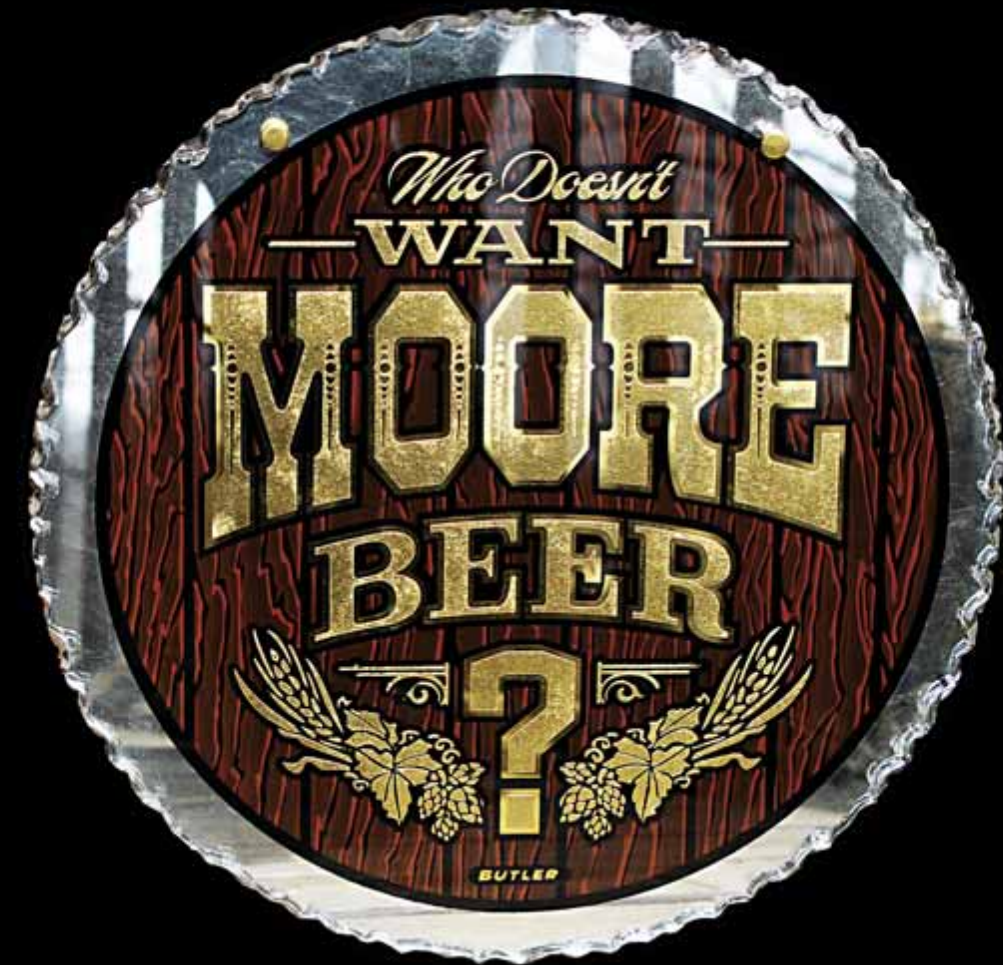


Rogue Ales and Spirits, Newport, OR (1988-2025).

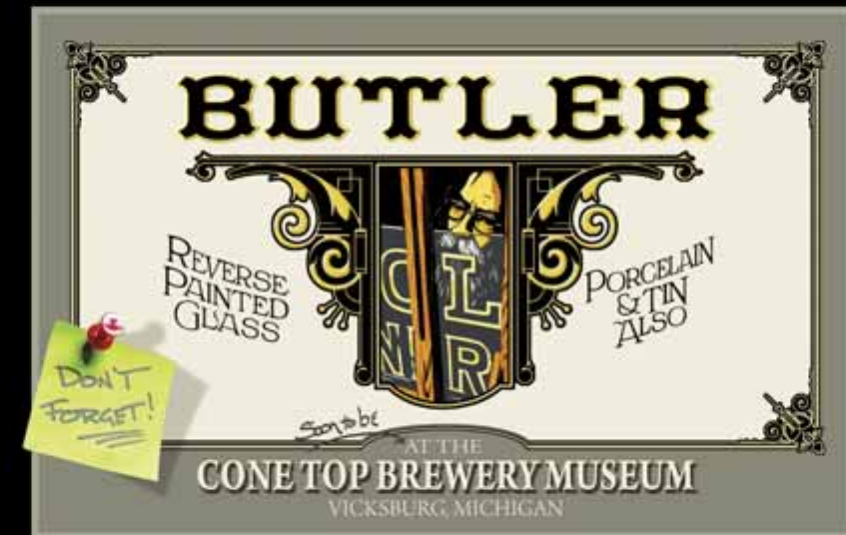


21st Amendment Brewery, San Francisco, CA, (2000-2025).

**Author's Note:** Please check out the Craft Brewery Collectibles Chapter's website at [cbcc.club](http://cbcc.club). And if you see a tacker that is not currently pictured in the database, please photograph it and send it to [cbcc.club@gmail.com](mailto:cbcc.club@gmail.com). Please list the tacker's dimensions, if possible. If the tacker is from a personal collection, please note owner's name for attribution on the website. Special thanks to NABA for helping to support the Chapter's website.



This 13" acid embossed gold leaf reverse on glass with a poor man's bevel is guaranteed to be the only one in existence and in completely original condition. And...YES...it most certainly does belong in your breweriana collection!



574-457-3032 | [WWW.DAVIDBUTLER.COM](http://WWW.DAVIDBUTLER.COM)

# BEER WAS BACK for the 1933 Chicago World's Fair

by  
Mike Bartels

Special thanks to  
Len Jurgensen  
and John Steiner  
for information  
and photos.

“A Century of Progress International Exposition,” also known as the Chicago World’s Fair, opened a month after sales of 3.2 beer were legalized in the United States in April, 1933. The Fair was intended to commemorate Chicago’s founding 100 years earlier but it also provided a celebration of the reappearance of real beer as well as the return of a World’s Fair to Chicago 40 years after the famed 1893 Columbian Exposition.

As the Chicago Tribune looked back on the event years later, it concluded that, “Officially, organizers conceived ‘A Century of Progress’ as a celebration of Chicago’s 100th anniversary. Unofficially, it became a rallying point for a



This lithograph was created to promote the “Century of Progress” World’s Fair held in Chicago, which opened in May 1933 and was due to end that year. The Fair proved so popular that it was extended through October 1934.

population struggling with economic disaster and a city whose reputation had been sullied by its association with Organized Crime.”

### Years of planning

It was January 1928, the height of the “Roaring 20s,” and money was still freely flowing when planning for the Fair began. The end of

Prohibition was not yet in sight. But in October 1929, the stock market crashed and with it the dawn of The Great Depression. As the economy spiraled down, businesses closed and unemployment climbed, it was uncertain whether money to continue could be raised or if the public would be able to afford to attend.

## 1933 WORLD'S FAIR

### 1933 “Century of Progress” Chicago World Fair

- Scheduled to run: May 27, 1933 - November 1, 1933.
- So successful that it was extended another season: May 26, 1934 - October 31, 1934.
- Ticket prices: 50¢ per day, 25¢ children. Season tickets for 150 visits \$15.
- Site: 427 acres, 3.5 miles along the Chicago lakefront.
- Included an island constructed on Lake Michigan. Three of the four brewery restaurants at the Fair were on the island.

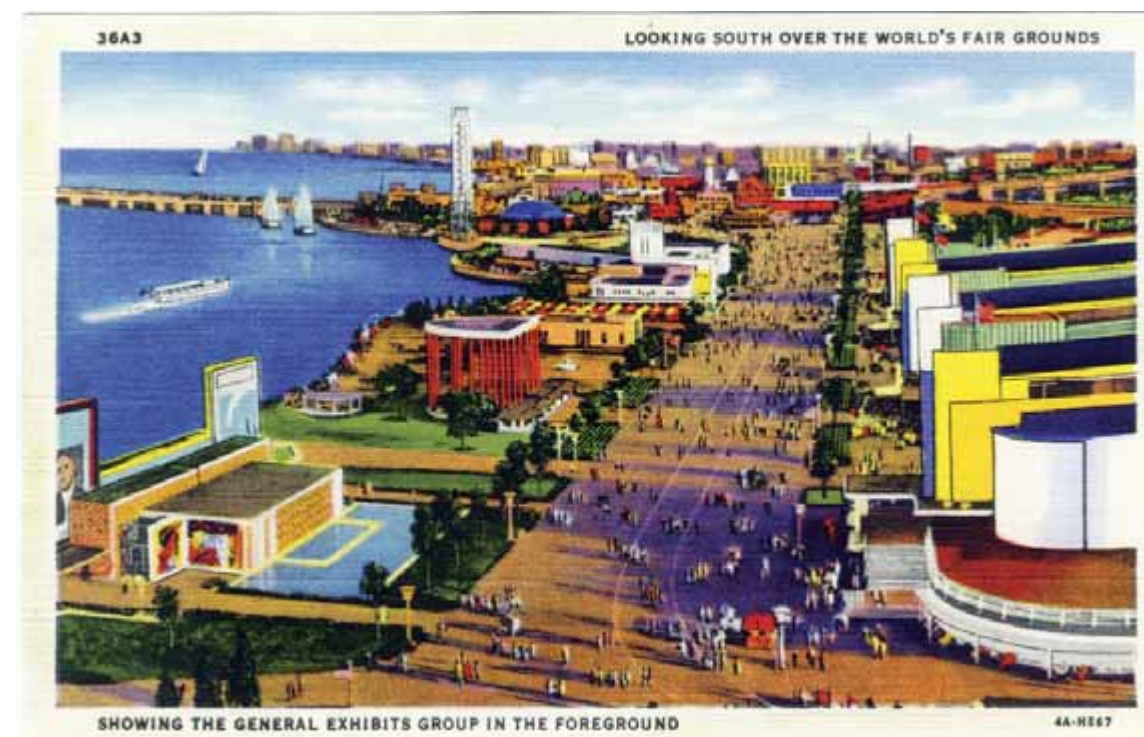
Somehow, construction and the process of transforming what was wasteland along Lake Michigan began in September 1930. In the end, financing was secured to complete the massive project and the people came in droves to see it.

### The Milwaukee breweries dominate

Although the Fair was in Chicago, it was the Milwaukee brewers who commanded center stage. Four breweries were exclusively and prominently

represented with food and entertainment venues on the fairground: Pabst, Blatz, Schlitz, and Miller. And because the sale of 3.2 beer was legalized in March following Prohibition’s end, these brewery-sponsored establishments were ready to serve beer to thirsty visitors when the Fair opened on May 27, 1933.

It was expected to run for 170 days during 1933 but was so successful that another season was added for 1934. continued on page 68



A 1933 postcard showing the massive World’s Fair complex, which included pavilions built and sponsored by the Pabst, Blatz, Schlitz, and Miller breweries.

# PABST

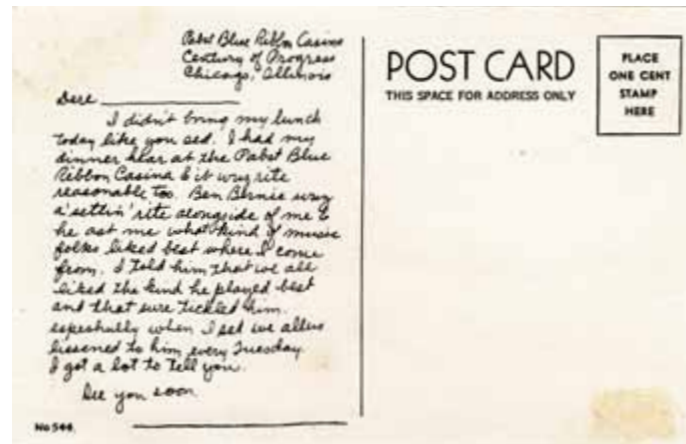
## Pabst Blue Ribbon Casino

The Premier-Pabst Corporation, the brewery's name from 1933-1938, had the most visible presence at the World's Fair. Pabst built a special venue for the Fair and named it the Pabst Blue Ribbon Casino. It could seat 1,000 inside and 2,000 in the beer garden. The casino had a rotating stage for orchestras, floor shows and dancing.

Pabst also co-sponsored a second venue at the Fair called the Muller's-Pabst Café, where visitors could grab a quick meal.



Aerial photo of the Pabst Casino in 1933. Collection of John Steiner.



Another 1933 postcard for the Pabst Casino features Ben Bernie, the jazz violinist, bandleader, and radio personality, who was nicknamed "The Old Maestro."

The message on the back of the postcard is pre-printed, so the sender simply had to sign it and fill in the name and address of the recipient. Collection of Mike Bartels.



A newspaper ad pictured the Pabst Casino and its location within the fairgrounds. The ad boasted that: "Every important personage who visits the exposition will be its guest."

The ad also promoted the four big band orchestras that performed there daily on a circular revolving platform. Chicago Tribune, May 4, 1933.



Souvenir postcard showing the Pabst Blue Ribbon Casino, dated 1933. Collection of Mike Bartels.

## Casino Beer

Pabst created a beer called Casino, specifically to promote its venue at the Fair. It was launched as a draught only product at the opening of the Fair in 1933 and remained that way until the Fair closed in October, 1934.

It was then bottled in November 1934 and sold in bottles only until June 1, 1940. It came in many variations of alcohol strength and in both 12 oz. export and steinie bottles as well as 24 oz. export bottles. It was sold throughout the country and exported to foreign markets as well.

Photos and information, courtesy of John Steiner.



Label for Casino Brew, which at .5% ABV could be sold as a non-alcoholic beverage.

The first bottle of Casino Beer (see notation in pencil on the label)



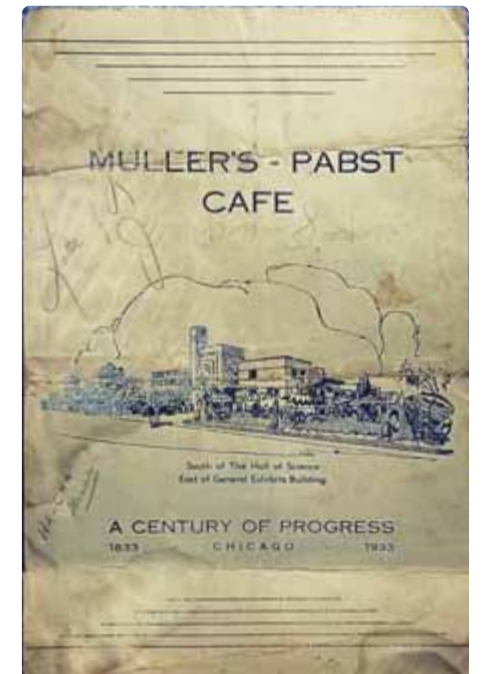
## Muller's-Pabst Café

Muller's-Pabst Café was a second outlet built by Pabst at the Fair. It was a place to enjoy quick, a la carte meals and located separately from the Pabst Casino.

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A 1933 dated postcard of Muller's-Pabst Café. Collection of Mike Bartels.



A rare copy of the café's menu.

# BLATZ

## Old Heidelberg

The Blatz Brewing Company's entry in the World's Fair was called Old Heidelberg Inn, carrying the Heidelberg name and promoting Old Heidelberg, positioned as Blatz's premium beer brand "with rare, imported flavor." Built in the German Historical style of architecture, the Inn was a replica of the famed Old Heidelberg Inn, located in Heidelberg, Germany. It was designed to give visitors an "Old World" German

experience, seated 3,500 visitors and included live orchestras as entertainment.

The inn was operated by the German-born Eitel Brothers, Robert and Max, who also opened a Heidelberg restaurant in the Chicago "Loop" about the same time as the World's Fair. That restaurant was called Eitel's Old Heidelberg Inn and Rathskeller.



The interior of the Old Heidelberg Inn. The souvenir card stock steins can clearly be seen on the tables.



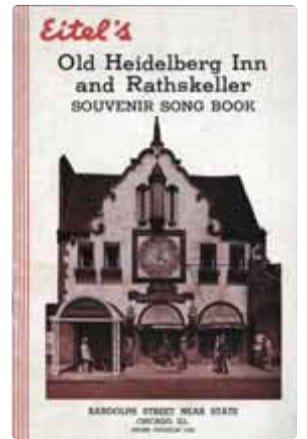
Blatz created these die-cut, card stock steins, 3 x 14 in., that folded in two as souvenirs to those who came to the Old Heidelberg Inn. Pictured here are the front and back covers of the versions created for both 1933 which is 6 x 14 in. (left) and 1934, which is 6 x 13 in. (right). The inside contained advertising. Collection of Mike Bartels.



The Old Heidelberg Inn as rendered in this souvenir postcard from 1933. Collection of Mike Bartels.



The back page of this 1935 menu of the Old Heidelberg Inn in downtown Chicago prominently featured a Germanic-themed ad for Blatz Beer. Collection of Len Jurgensen.



This souvenir song book from Eitel's German restaurant in the Chicago Loop shows its exterior which served as a model for the one Blatz built at the World's Fair. Collection of Len Jurgensen.

## Blatz Gum Cards

Blatz reinforced its association with the World's Fair by issuing a series of 32 trading cards featuring colorful images from the Fair. One card was given out free with the purchase of Blatz Gum. The gum was one of several products introduced by Blatz—which included a near beer, malt syrup, and soft drinks—to help the company survive during Prohibition.

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Print ad for Blatz Gum, c. 1930.



The front and back of one of the trading cards with a World's Fair theme issued by Blatz beginning in 1933. Collection of Mike Bartels.

# SCHLITZ

Having already had a famous palm garden in Milwaukee that closed at Prohibition, the Joseph Schlitz Brewing Company constructed a new version called Schlitz Palm Garden to promote its products at the Chicago World's Fair. The Palm Garden seated 900 and was promoted as "a delightful and restful place to dine, with reasonable rates."



The colorful Schlitz Palm Garden is illustrated in this postcard dated 1933. Collection of Mike Bartels.



The colorful umbrellas rendered in the postcard at left are tilted to provide shade at sunset in the black and white photo above. This is from a stereoview card called "Schlitz Beer Gardens at Sunset, A Century of Progress, Chicago, 1933."

Stereoview cards held two almost identical images that, when viewed through a stereoscope, created a realistic 3-D scene. This is one of those two identical images. Collection of Mike Bartels.



Miller's High Life Restaurant



George Fred Koch is architect of the above Miller High Life café and fish bar to be erected between the agricultural group and the federal and state group, on a site overlooking the lagoon. Mrs. Hazel M. Thurn is proprietor. She will have a bakery, open to the public, a 50 per cent bar with seats (the fair authorities forbid the old fashioned stand-up bar with brass rail) where beer will be served, and an open air café overlooking the lagoon. This will be the only restaurant at the exposition specializing in fish. The color scheme will be blue and yellow.

# MILLER

The Miller Brewing Company's presence at the Fair was in the form of Miller's High Life Fish Bar and Restaurant.

Top: The Miller's High Life Fish Bar and Restaurant is shown in this black and white photo from 1934. The image originally appeared in a booklet called "Official Pictures of the 1934 World's Fair."

Bottom: This photo and article appeared in the Chicago Tribune in April 1933, one month before the World's Fair opened. It talks about the venue being the only one to have a seafood specialty, along with a bar, bakery and open-air café overlooking the water.

# CHICAGO BREWERIES

Local breweries in Chicago did not have the marketing muscle of their Milwaukee counterparts, and is the reason they did not have a physical presence within the confines of the fairgrounds. Some Chicago breweries used alternate ways to build visibility." Although they did not have a physical presence on the fairgrounds, some Chicago breweries tried to build an association with their city's World's Fair.



Stereoview Card, Edelweiss Tavern, at the head of the 23rd Street Bridge to Enchanted Island Century of Progress Exposition, Chicago, Illinois, 1933.



The United States Brewing Co. introduced a "1933 World's Fair Brew," which was a near beer, to capitalize on the excitement surrounding the Fair. Bottle label, collection of Dave Lendy.

The Schoenhofen-Edelweiss Co. created a kind of "pop-up" tavern to promote its Edelweiss Beer near the entrance to the fairgrounds, as seen on this black and white souvenir postcard from 1933. Collection of Mike Bartels.

# AMERICAN CAN COMPANY

The American Can Co. was a significant exhibitor at Chicago's World's Fair in both 1933 and 1934. To promote their products and modern packaging, the company produced souvenir penny banks in the form of metal cans that featured scenes from the Fair.

Just months after the Fair ended in October 1934, American Can, in partnership with the G. Krueger Brewing Co. of Newark, NJ, introduced the first beer in a can on January 24, 1935. Krueger's Finest Beer and Cream Ale was successfully test marketed in Richmond, VA.



Commemorative souvenir cans were given away by the American Can Company, shown in side view (left) and with top and coin slot (above). The bank can's graphic features the German airship Graf Zeppelin, which made a brief appearance at the Fair near the end of the 1933 season. Collection of Mike Bartels.

# The Schlitz Atlas statue

## Revealing two more variations

In the last issue of this magazine (Winter 2026) the Chalk Talk column feature story was on “Schlitz, Atlas, and the Chicago World’s Fair.” There, it was reported that just two versions of the Atlas Schlitz statue are known to exist.

After publication, NABA member Len Jurgensen, noted Schlitz collector, historian, and author, pointed out some important corrections—including the fact that there exist two other variations (for a total of four) beyond the two discussed in the article.

### Two previously noted versions

The statue below (at left) was the first of the two featured in the last article. It stands 20 inches and was created in 1893 of metal by the Metallic Art Works Co., Brooklyn, NY. The correction here from the last article is that the famous “Belted Globe” trademark that appears on it was copyrighted in 1888—not 1893 as previously reported.

According to Len: “This is the most common version of the Schlitz Atlas statue and was showcased primarily in Schlitz tied houses (brewery owned saloons) but was also offered to saloon operators who sold Schlitz Beer exclusively. A fairly large number of them were produced.”

The second version shown in our last issue stands a bit taller at 25 inches and is at left. It was misidentified in the article as dating from the 1930s, when according to Len, it is actually from Pre-Prohibition.

The ornate pedestal that Atlas stands on provides clues to dating it, as according to Len:

- The slogan, “The Beer That Made Milwaukee Famous,” was introduced in May 1893.
- The rhomboid Schlitz logo was first used in 1895.
- The words “Milwaukee Beer,” were first used in May 1894 and trademarked as of April 1895.
- The word “Export” was reported to have been first used on Schlitz bottle labels in 1898 (but the name may have been used earlier)

Therefore, Len concludes that the statue dates from 1894-1895.

### Two additional versions

Len also made us aware of two additional statue variations beyond the ones previously mentioned.

The first of these, at near right, stands just over 41 inches tall and is made of plaster mounted on a flat base. Atlas is in a different pose here, with his hands at his sides and his legs together. The globe is balanced on his back.

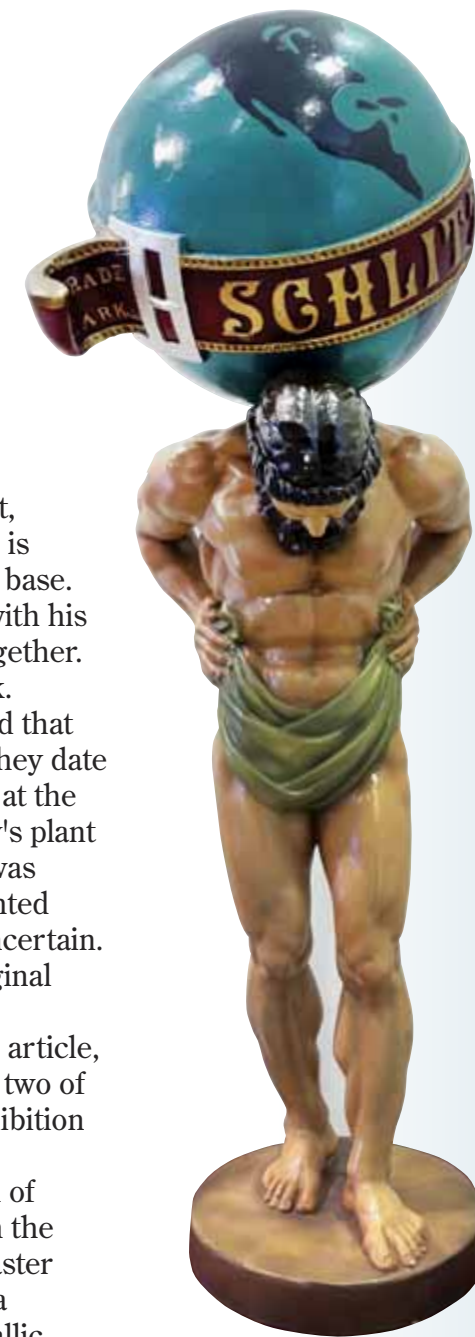
According to Len, it is believed that only two of these were created. They date to about 1900 and were originally at the Joseph Schlitz Brewery Company's plant in Milwaukee. The one pictured was professionally repaired and repainted although its original colors are uncertain. The other (not pictured) is in original condition.

Unlike the two versions in the article, Len believes that there were only two of these created, likely prior to Prohibition and perhaps closer to 1900.

The second additional version of the Schlitz statue was rendered in the Art Deco style and made from plaster (above, far right). It is painted in a shiny, silver color, giving it a metallic appearance.

This piece was created and inscribed on the back of the square base by George Adams Dietrich in the late 1930s. Dietrich was a renowned sculptor and head of the sculpture department at Milwaukee’s Layton School of Art from 1929 – 1937 and later, at the University of Wisconsin.

**Editor’s Note:** *NABA is grateful to Len Jurgensen for providing this valuable information about the Schlitz Atlas statues.*



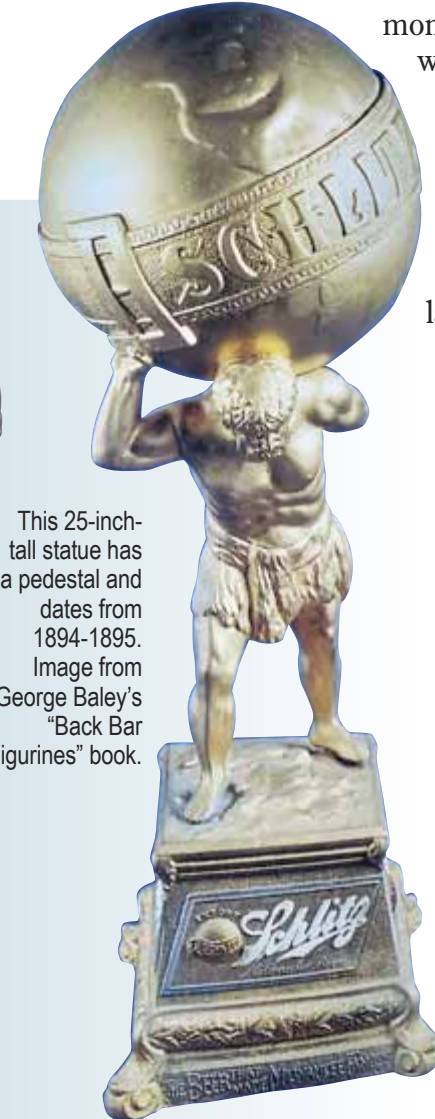
Statue of Atlas balancing the world on his shoulders, painted plaster, 41 inches tall. Image courtesy of Len Jurgensen.



A unique “Art Deco” style Schlitz Atlas statue with original tag. Collection of Len Jurgensen.



This 20 –inch tall metal statue dates from 1893 and was made as a point-of-sale piece for taverns. Collection of Rick Basken.



This 25-inch-tall statue has a pedestal and dates from 1894-1895. Image from George Baley’s “Back Bar Figurines” book.



Close-up of the square base with the inscription of the sculptor, George Adams Dietrich.

# Taps

## Christine Klawitter

**Christine Klawitter**, 68, of Evergreen Park, IL passed away on February 4. Christine is survived by husband Mark, daughter Sarah, and brother, James. Christine was known for her warm, caring, and welcoming personality.

Christine was a frequent participant in local breweriana shows and flea markets in the Chicago area. She took great joy in collecting breweriana, vintage Christmas items, antiques, and collectibles. Her favorite brewery collectibles were ones that had characters such as gnomes or elves. Christine especially liked the “Johnny Fifer” character for Pfeiffer Beer and the Goebel Beer “Bantam” character, both from historic Detroit breweries.

Together with her husband Mark and daughter Sarah, also a NABA member, Christine enjoyed attending NABA conventions. In fact, Sarah fondly recalls that their trip to NABA’s 54th convention last year in Kalamazoo as their last family vacation together.



## Victor Visalli

**Victor Visalli**, 76, of Maywood, NJ, passed away on June 19, 2025. He is survived by his wife of 54 years, Florence, son Thomas, daughter-in-law, Melanie, sister Janine, and nieces and nephews.

Victor had a long career as an educator, teaching middle school for 32 years before retiring in 2001. He was a NABA member since 2015 and collected signs, pre-pro mini bottles, trays, and especially tip trays.

Victor’s wife Florence said that both she and Victor loved reading NABA’s *Breweriana Collector* magazine, and they often would read it together as soon as it arrived in the mail.



# CONSIGNMENTS WANTED!!!

**SOLD at Auction** Have some good advertising you might want to consign?  
**Here is what some of our recent auction items sold for...**

Item	Sold Price
Bavarian Beer Sign	\$16,500
Painting of a man and woman at a table	\$35,000
Painting of a woman in a red dress	\$19,000
Yuengling's Beer Sign	\$24,000
Brazil Beer Sign	\$10,000
Painting of a vintage car	\$31,000

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

# Upcoming Shows

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

## May 2026

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

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

Date: May 2  
Time: 9:00 AM - 3:00 PM  
Event: **Shiner Texas Beer Collectibles Show**  
Sponsor: *Lone Star Chapter*  
Address: Spoetzl Brewery  
603 E. Brewery St., Shiner TX  
Contact: Charlie Staats - (210) 834-5202

Date: May 3  
Time: 8:00 AM - 1:00 PM  
Event: **King's Spring Fling**  
Sponsor: *Gambrinus Chapter*  
Address: Makoy Center  
5462 N. Center Street Hilliard, OH  
Contact: Doug Blegen, (614) 890-0835

Date: May 9  
Time: 8:00 AM - 1:00 PM  
Event: **Smoky Mountain CANboree**  
Sponsor: *Smoky Mountain Chapter*  
Address: Crafty Bastard Brewing Co. West -  
9937 Kingston Pike, Knoxville, TN  
Contact: Tom Legeret, (865) 221-9710

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

Date: May 9  
Time: 12:00 PM - 4:00 PM  
Event: **B'Gosh It's Good Breweriana Show**  
Sponsor: *None*  
Address: Fifth Ward Brewing Company  
1009 S. Main Street, Oshkosh, WI  
Contact: Jared Sanchez, (920) 410-7073

Date: May 16  
Time: 8:00 AM - 1:00 PM  
Event: **Patrick Henry Breweriana Show**  
Sponsor: *Patrick Henry Chapter*  
Address: Fraternal Order Eagles, Aerie 3531,  
11611 Shaver Rd., Schoolcraft, MI  
Contact: Rik Dellinger, (269) 366-8828

Date: May 16  
Time: 9:00 AM - 1:00 PM  
Event: **St Paul Brewing Co. Show**  
Sponsor: *North Star Chapter*  
Address: St. Paul Brewing Co.  
688 Minnehaha Ave., St. Paul, MN  
Contact: Mike Mullally, (651) 451-3786

Date: May 16  
Time: 11:00 AM - 2:00 PM  
Event: **Summers Here! Show**  
Sponsor: *Columbine Chapter*  
Address: Hoffbrau Colorado  
9110 Wadsworth Pkwy, Westminster, CO  
Contact: Sherrie Stille, (303) 775-8886

Date: May 17  
Time: 8:00 AM - 1:00 PM  
Event: **Bullfrog Spring Trade Show**  
Sponsor: *Bullfrog Chapter*  
Address: American Legion Hall Wauconda  
515 S. Main St., Wauconda, IL  
Contact: Steve Gola, (312) 218-0019

Date: May 30  
Time: 9:00 AM - 2:00 PM  
Event: **54th Annual Brewery Advertising & Beer Can Show**  
Sponsor: *Stroh's Fire-Brewed Chapter*  
Address: Knights of Columbus Wyandotte  
Council  
3530 Biddle Avenue, Wyandotte MI  
Contact: Jeff Kauffman, (734) 395-6786

## June 2026

Date: June 5 - 6  
Time: 8:00 AM  
Event: **Swap-A-Rama**  
Sponsor: *Gateway Chapter*  
Address: Knights of Columbus Park  
50 St. Francois St., Florissant, MO  
Contact: Al Kell, (314) 348-3786

Date: June 5 - 6  
Time: 5:00 PM (5th) - 1:00 PM (6th)  
Event: **Tri-States Beer Can & Breweriana Show**  
Sponsor: *Hawkeye Chapter*  
Address: Days Inn by Wyndham  
1111 Dodge St., Dubuque, IA  
Contact: Mike Englund, (515) 360-3586

Date: June 6  
Time: 9:00 AM  
Event: **Old Reading Chapter's Beer Can & Breweriana Show**  
Sponsor: *Old Reading Chapter*  
Address: Oley Community Fair  
26 Jefferson St., Oley, PA  
Contact: Jeffrey R. Miller, (484) 966-4559

Date: June 6  
Time: 9:00 AM - 1:00 PM  
Event: **Kochs Chapter Breweriana Bash**  
Sponsor: *Kochs Chapter*  
Address: Kosciuszko Polish Home  
252 Nevins St., Dunkirk, NY  
Contact: Jeff Murbach, (716) 713-7236

Date: June 9th - 14th  
Event: **ABA Convention**  
Sponsor: *American Breweriana Association*  
Address: Crowne Plaza Springfield  
3000 S. Dirksen Pkwy., Springfield, IL  
Contact: Pat Boyer, (414) 690-7898

Date: June 13  
Time: 9:00 AM - 3:00 PM  
Event: **Cone Top/NABA Brewery Collectibles Show**  
Sponsor: *Cone Top Museum*  
*NABA, Michigan Chapter*  
Address: Kalsee Credit Union Parking Lot  
119 N. Main St., Vicksburg, MI  
Contact: Clayton Emery, (231) 920-6013

Date: June 13  
Time: 10:00 AM - 3:00 PM  
Event: **The Ida-show**  
Sponsor: *Gem State Chapter*  
Address: Joe Prin's, Rancho Not So Hot Grande  
942 Preakness Dr., Eagle, ID  
Contact: Joe Prin, (208) 573-1082

Date: June 14  
Time: 9:00 AM - 2:00 PM  
Event: **Summer Blast Beer Collectibles Show**  
Sponsor: *Olde Frothingslosh Chapter*  
Address: Penn Brewery Parking Garage  
800 Vinial St., Pittsburgh, PA  
Contact: Tracy Wallace, (412) 606-1909

Date: June 20  
Time: 9:30 AM - 2:00 PM  
Event: **Aztec Chapter Summer Trade Session**  
Sponsor: *Aztec Chapter*  
Address: San Dieguito Park (Bottom Level)  
1628 Lomas Santa Fe Dr., Del Mar, CA  
Contact: None Given

Date: June 26 - 28  
Time: 8:00 AM  
Event: **47th Annual Kansas Kolossal Kan Kapper**  
Sponsor: *Carrie Nation and KC's Best Chapters*  
Address: Candlewood Suites Salina  
2650 Planet Ave., Salina, KS  
Contact: Bill Boyles, (816) 820-9933

## July 2026

Date: July 10-11  
Time: 9:00 AM (10th) - 4:00 PM (11th)  
Event: **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 10-11  
Time: 9:00 AM - 1:00 PM  
Event: **Nordlager Show**  
Sponsor: *North Star Chapter*  
Address: Northeastern Saloon and Hotel  
115 St. Louis Ave., Cloquet, MN  
Contact: Paul Schmidt, (651) 343-8244

Date: July 11  
Time: 8:00 AM - 2:00 PM  
Event: **2nd Annual Grace Bros Beer Can & Breweriana Show**  
Sponsor: *49er & Rusty Bunch Chapters*  
Address: Santa Rosa Veterans Memorial Bldg,  
1351 Maple Ave., Santa Rosa, CA  
Contact: Ed Scoglietti, (505) 319-7746

Date: July 17-18  
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 25  
Time: 9:00 AM - 1:00 PM  
Event: **Simon Pure Summer Show**  
Sponsor: *Simon Pure Chapter*  
Address: Eagles Club  
4569 Broadway, Depew, NY  
Contact: Jeff Murbach, (716) 713-7236

Date: July 26  
Time: 9:00 AM - 2:00 PM  
Event: **Hartog Memorial Picnic and Beer Show**  
Sponsor: *Prison City Chapter*  
Address: Belmont Athletic Club  
651 Highland Pkwy., Joliet, IL  
Contact: Willy Novak, (630) 291-7943

Date: July 27- Aug 1  
Event: **NABA Convention 55 Philadelphia, PA**  
Sponsor: *National Association of Breweriana Advertising*  
Address: Alloy Doubletree, King of Prussia, PA

## August 2026

Date: Aug 8  
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

## September 2026

Date: Sept 3 - 5  
Event: **BCCA CANvention 55 - Minneapolis, MN**  
Sponsor: *Brewery Collectibles Club of America*  
Address: Hyatt Regency Minneapolis  
1300 Nicollet Mall, Minneapolis, MN

Date: Sept 12  
Time: 8:00 AM - 3:00 PM  
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: Sept 19  
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

## October 2026

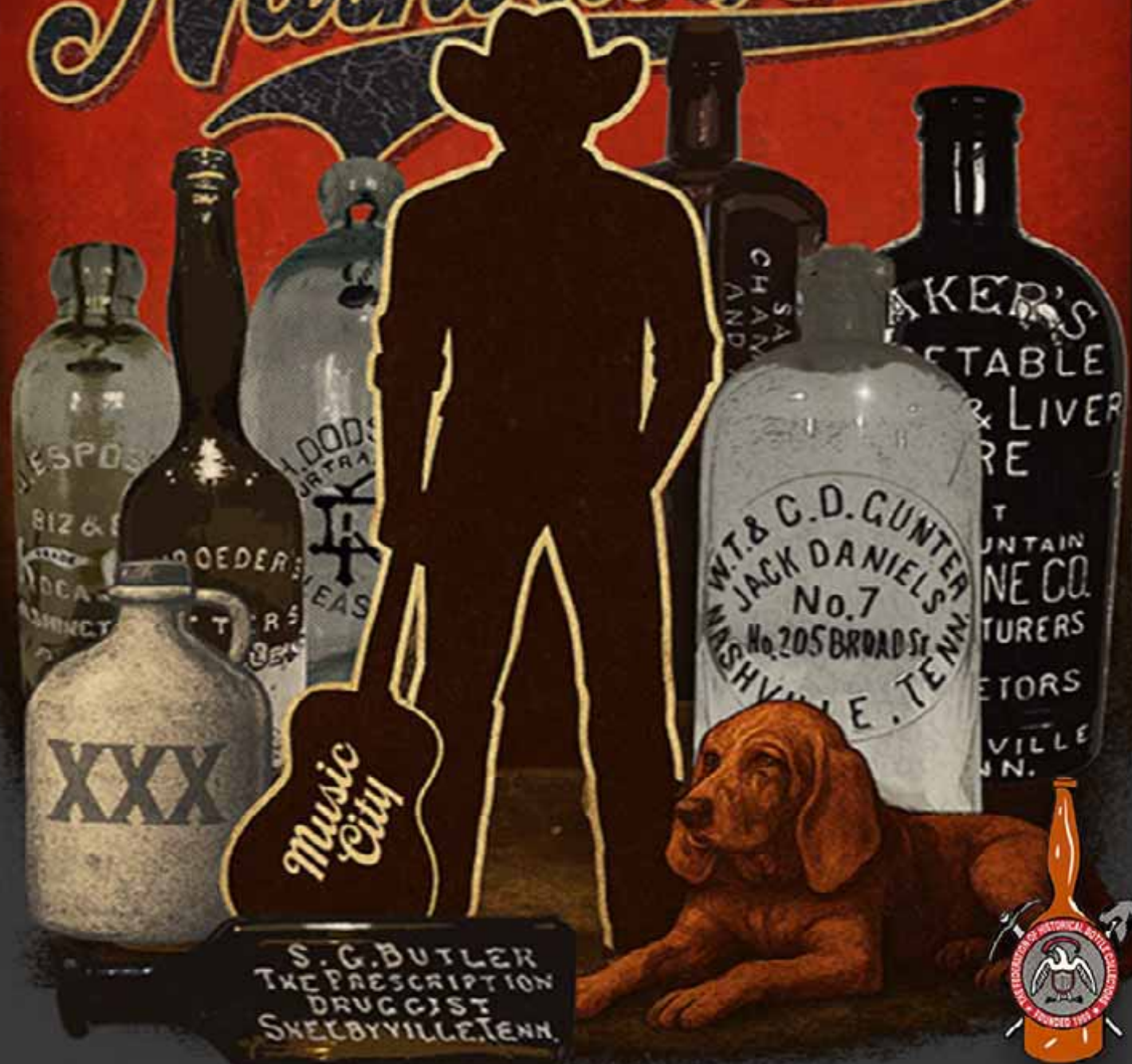
Date: Oct 3  
Time: 9:00 AM - 1:00 PM  
Event: **Newton 180 Beer Collectibles Show**  
Sponsor: *Hawkeye Chapter*  
Address: Legacy Plaza  
403 W. 4th St. N., Newton, IA  
Contact: Tony Stice, (641) 831-9725

Date: Oct 3  
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 10  
Time: 9:00 AM - 3:00 PM  
Event: **52nd Annual Guzzle 'n Twirl**  
Sponsor: *North Star Chapter*  
Address: Aldrich Arena  
1850 White Bear Ave., Maplewood, MN  
Contact: Paul Schmidt, (651) 343-8244

"Down in the Holler"

# Nashville, TN



**NATIONAL ANTIQUE BOTTLE AND GLASS EXPO - JULY 29-31, 2027**  
 Info: FOHBC.ORG | Expo Building - Wilson County Fairgrounds  
 Show Chairmen | 945 E Baddour PKWY  
 Greg Eaton & Stanley Word | Lebanon, Tennessee 37087

2nd Annual  
**GRACE BROS BEER CAN**  
 Breweriana & Antique Advertising Show

Saturday July 11th • 9am-2pm  
 Santa Rosa Veterans Memorial Building  
 1351 Maple Ave • Santa Rosa CA 95404

Dealer setup 8am: \$20/table

Friday night July 10th: Room-to-Room Trading at:  
 America's Best Value Inn  
 1800 Santa Rosa Avenue  
 Santa Rosa Ca



For more info or questions:  
 Call Ed at 505-319-7746 or  
 email calcans@aol.com



Check out our  
**NEW ONLINE SHOP!**

**BREWAF.COM/SHOP**

We are now offering our inventory online,  
 updated monthly with fresh-to-market,  
 quality antique advertising collectibles.  
 Easy checkout and we ship nationally.

**Local to Eastern PA?**

Stop by our recently expanded booth!  
 — [www.BrewAf.com/Cheers](http://www.BrewAf.com/Cheers)



**BUY • SELL • TRADE**

Follow us: @brewaf

ibuyoldbeer.com is here.

Need a scroll or motor for your Hamm's sign?  
 Have questions on restoration or repair?  
 Considering a sale of your treasures?

When it's time...we'll be here!



Newly Updated Website!  
**dbcollectiblesigns.net**



**Buy, Sell, Restore**

Dean Blazek  
 715-623-3000

Located in  
 Northern Advertising  
 N4220 State Hwy 45  
 PO Box 92  
 Antigo, WI 54409



\$12,000 DF



\$3,500 SF



\$7,000 SF



\$6,000 SF



# ATTENTION NABA HISTORIANS!

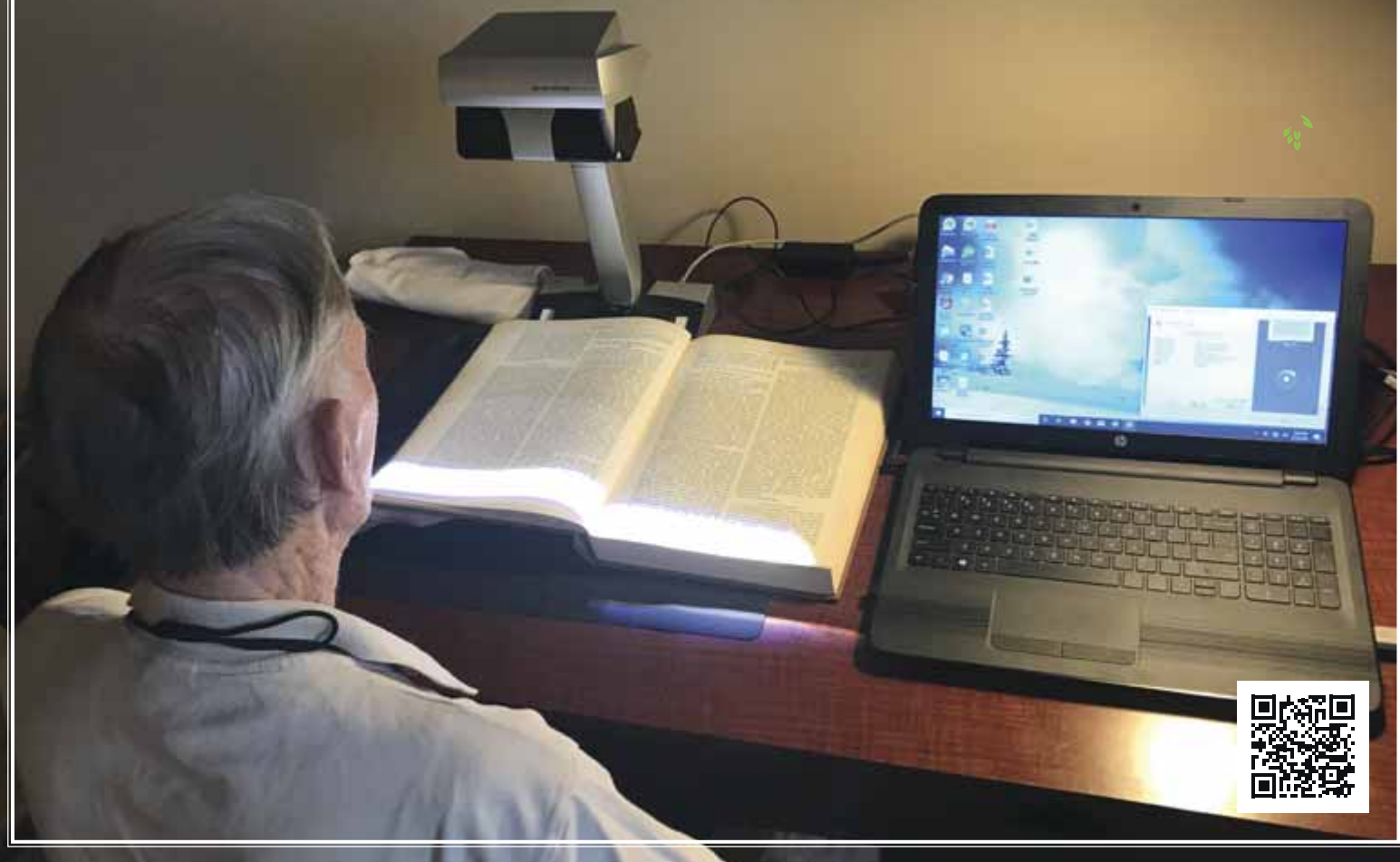


The library scanner will be at the NABA Convention in King of Prussia. Library materials will be digitally archived during the NABA convention from July 28th to August 1st, 2026. If you have brewery-related books, directories, magazines, or documents you'd like to preserve and share with the Breweriana community, please bring them to the NABA convention. For Saturday arrivals, please give them to Len Chylack upon arrival. Your items will be digitally archived and returned to you before you leave the convention. Archived materials will be stored and accessible at the U.S. Brewing Industry Research Center.

Please contact Len via email at lachylack@abamuseum.org or by text at 484-431-4037 before bringing any books or documents for archiving.

During the convention, the Museum Library will host a hospitality suite where visitors can explore the resources at the Potosi Library and Research Center. A new library website will be available for review along with a selection of various Potosi beers to enjoy.

After the convention!  
 Len will host an open house from 1 pm to 10 pm in the Poconos, about an hour from the convention hotel near the Route 80 interchange. More details will be available at the convention.



◆Buy◆Sell◆Trade◆Buy◆Sell◆

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

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

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

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

**SIMPLY ROCHESTER. Vintage collector seeks Rochester NY Breweriana & History 1819 to 1960.** Miller,

Flower City, Cataract, Oothout, Bartholomay, Moerlbach, Hathaway Gordon, Enright, American, Rochester, Weinmann, Monroe, Genesee & more. All Categories- Tin, Paper, Glass, Wood, Cardboard. Call, text or email. John DeVolder, 585-697-4047, jcdvette@yahoo.com i205

**Serious Collector seeking to buy 1949 and prior years of Joseph Schlitz Brewing Company.** Looking for Signs, Trays, Lithos, Paper items, Small items, Pre-Pro Bottles, Prohibition and Pre-Pro labels. Anything to do with Agents or Sole agents for Schlitz Brewing Co., especially Jos. Gahm and Son Co., New England Agents. Please call Jonathyn Mowat, (810) 956-2436 or email, Jonathynmowat@gmail.com. i205

**LEMBECK & BETZ EAGLE BREWING CO. (JERSEY CITY, NJ) BREWERIANA.** In the market to buy trays, reverse on glass, lithographs, openers, labels, pictures and other. Please e-mail Mark at mlembeck@comcast.net or text to (303) 210-0746. i113

**YUENGLING YUENGLING YUENGLING YUENGLING YUENGLING.** Yuengling Yuengling Yuengling Yuengling YUENGLING Yuengling Yuengling **PLEASE SELL ME SOMETHING Yuengling.** YuenglinGuy@yahoo.com. i113

# BREWERIANA COLLECTOR Magazine

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

## Advertising Guidelines

### CLASSIFIED ADVERTISING

NABA members may advertise up to six lines (about 50 words) in the **Buy-Sell-Trade** area for \$5.00 per issue. Pay for 8 classified ads and get 10. We are unable to provide proof copies or tear sheets of Classified ads.

### DISPLAY ADVERTISING

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

We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email to naba@mindspring.com. With your text and photos, however, we can compose. Oversized or undersized ads will be changed to correctly fit your paid space.

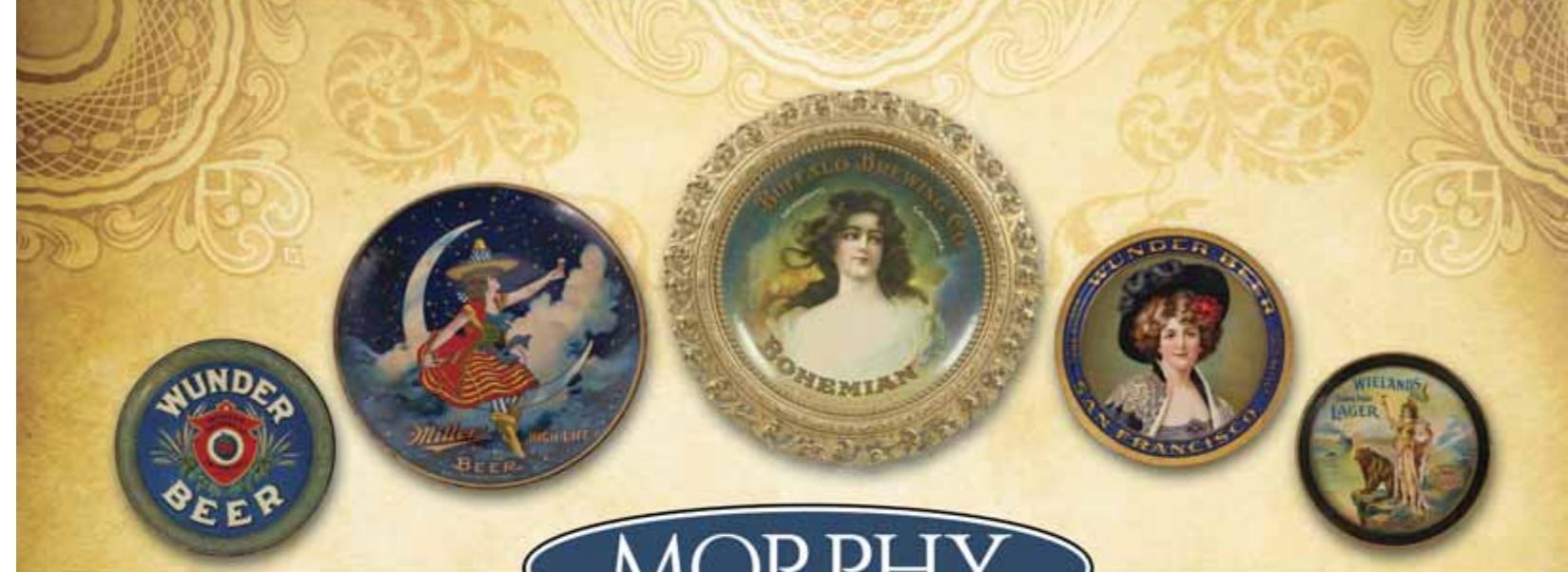
### PAYMENT

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

### DEADLINES

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

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



**MORPHY**

AUCTIONS Las Vegas

## MORPHY AUCTIONS

WANTS TO WELCOME YOU AND YOUR FAMILY TO THE  
 JULY 2026 - 55<sup>TH</sup> ANNUAL NABA CONVENTION  
 IN OUR BACKYARD, PHILADELPHIA.

*Celebrating the 250<sup>TH</sup> Anniversary of America*



UPCOMING COIN-OP & ADVERTISING - MAY 21, 22 & 23, 2026

