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Undeniable evidence shows collectors are more passionate than ever as consignors to Morean Auctions continually achieve the highest - often record-setting - prices in the hobby. These include the all-time auction high for a breweriana item. Mere weeks after setting the previous mark of \$93,600 for a rare Brown Derby instructional flat top, the incredibly rare and graphic Chief Oshkosh crowntainer pictured here netted \$111,150 including the buyer's premium. Other top examples are shown below.

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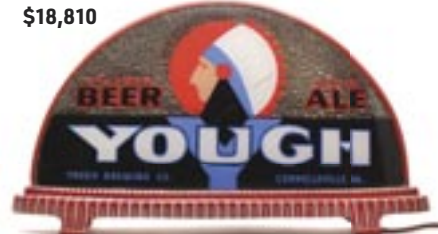



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NABA
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BREWERIANA COLLECTOR



Summer 2026

VINTAGE BEER ADVERTISING & BREWERY HISTORY

Volume 214



PHILADELPHIA AND NABA'S 55TH CONVENTION: Philly Breweries that failed by the 50's
Gretz Beer: a Philadelphia legacy ~ Cone Top Brewery Museum's "Picnic Beer" exhibit
Immortality on a beer tray ~ Falstaff fixtures ~ Unique Narragansett sign story
David Donovan's bounty of beautiful Baltimore breweriana ~ Much more!

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PICNIC BEER



and the
Joys of Summer



Join us at —
NABA 55!

8th Floor Executive Boardroom
during NABA 55 in Philadelphia!

Starting Tuesday, July 28.

Come Crack a Cold One at the Exhibit!

We've partnered with Well Crafted Beer of Lansdale, PA to brew Old Stove's Timeless — a crisp, easy-drinking light lager reminiscent of the Picnic Beers of yesterday in a limited edition can. Stop by the exhibit and crack open a cold one, or two, on us. The can alone will make a nice addition to your collection.



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

BREWERIANA COLLECTOR

"Ours is a hobby of stories"

Summer 2026

#214

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Cover image:

Die-cut cardboard sign for Manz Beer, Philadelphia Brewing Co., Philadelphia, PA, 25 x 30 in., c. 1930s. Collection of Larry Handy. This sign is the only known example.

Manz Beer was a companion brand to Old Stock in the Philadelphia Brewing Co. portfolio—see article beginning on page 20. Philadelphia is also where NABA will hold its **55th Annual Convention, July 27-August 1** in nearby King of Prussia.

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, 4711 Hope Valley Rd., Ste 4F-331, Durham NC 27707. 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



You're out of beer...

I was a bit surprised—but certainly not shocked—when I read about the recent decision by the Pabst Brewing Company to discontinue production of the most iconic brand in its portfolio other than its namesake.

A venerable brand that has existed in some form for an astonishing 177 years and was once known throughout the world. The best-selling American beer for decades until being overtaken by Budweiser in the 1950s.

Famously, this beer confidently asserted that it was what you drank when you wanted to “go for the gusto” and if you were out of it, then you were “out of beer.”

Of course, you knew I was talking about Schlitz from the first paragraph. You're a collector and no matter where you live, what chapter you belong to, or what shows you attend, you will always see breweriana from Schlitz. Once a proud and dominant brand, it dared to proclaim it was “The beer that made Milwaukee famous.” And now, apparently, it is gone.

The tale of its demise was certainly the most attention that Schlitz has gotten in decades. When I first read the news, I immediately thought of NABA member Len Jurgensen of Oconomowoc, WI. Len is my “go-to” Schlitz historian whose depth of knowledge on the legendary brand is unequalled. He's the guy who the media calls when they want to know something about Schlitz.

Not surprisingly, Len had a definite point of view on the topic. He wrote to me: “With regard to the ‘obituary’ of Schlitz Beer...Its demise began in the early 1970s when in an effort to increase



Tin sign mounted on a wooden frame, 36 x 54 in., by Stout Sign Co., St. Louis, MO, dated 1959. Collection of Darla and Rusty Long.

productivity and profit, the company changed the brewing process, which affected the quality of their beer. The company also invested heavily in other outside companies and businesses, many of which eventually failed.”

Len also sagely added: “In the beer business, if a company loses its money and resources but retains its reputation, it can always rebuild. But if it loses its reputation, no amount of money and resources will bring it back.”

Adding to this point, when a beer gets its nickname from removing one letter—like Schlitz did in its latter life stage when people mockingly pronounced it without the ‘L’—its obituary is inevitable.

Regardless, the Joseph Schlitz Brewing Company deserves continued admiration from collectors for the broad scope of high-quality and imaginative breweriana it produced during its storied past.

NABA will feature more about the Schlitz story, its breweriana, and of course, Len Jurgensen’s thoughts on this topic, in the next issue of this magazine.

This will be a fitting launch to a year when we celebrate our return to Wisconsin as the host state of the **56th NABA annual convention, to be held in Green Bay from July 19-24, 2027. Please mark your calendars!**

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 3/31/2026	6/30/2026	3-year Members	New & Rejoined Members	Your renewal date is on mailing label. If date matches below, please renew!
1,626	30	46	932	33	3/31/2026 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 and log in using your username and password.
2. Click on your name, which appears on the right side below the top banner.
3. Choose “Renew to New Date,” fourth bullet down under your Membership Card.
4. Manually enter credit card field even if your credit card info automatically prefills.
5. Online transaction is secure.

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

Update online	www.nababrew.com
For assistance	John Stanley at 919-824-3046 / naba@mindspring.com

Thanks to all NABA members who supported the
NABA/Morean Auction on July 12!

COMING
JULY 2027: OUR
NEXT AUCTION



Consign your
breweriana!

Proceeds benefit NABA's operating funds

Questions? Please contact Auction Chair Matthew Olszewski at
mattski323@gmail.com



Welcome to our 33 new or rejoined members!

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Star & Star-Peerless of
Belleville IL

Mike Altenhof

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Felsenbrau, Brucks,
Bay Horse and Student
Prince Items as well as any
other Cincinnati and
Northern Kentucky Brands

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Pre-Pro and Post-Pro

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Glass, Lithos

Walt Dickson (Judy)

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Cans, Trays, Smaller Signs,
Back Bar

Joseph Goetz

Taneyville MO
Jsgoetz799@yahoo.com
Goetz Country Club



Outside or inside, the bartenders at P.J. Bryan welcome you to NABA. This classic saloon, shown here in 1913, was at 105 Third Avenue at 13th Street in Manhattan, NYC. P.J. Bryan was a tied house for the James Everard Brewery, located uptown in the Bronx at East 133rd St. Everard, an Irish immigrant, notably made his Canada Malt Lager Beer, which was featured in the tavern's signage. The brewery ceased making beer at Prohibition and closed for good in 1926.

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Anheuser-Busch Brands

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Eric Zabel (Patti)

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erictzabel@aol.com
Vintage Neons, Lighted Signs,
Coasters



55th Annual NABA Convention Schedule of Events

All days, Any time: Room-to-Room Buy~Sell~Trade!
Convention Badge Required.

July 27–Aug 1, 2026
Alloy-Doubletree Hotel
King of Prussia, PA

MONDAY, JULY 27

- 10:00 AM – 5:00 PM **HOME COLLECTION TOURS**, see website or hospitality room for directions. Must be registered for the convention and provide own transportation.
- 10:00 AM – 4:00 PM ~ Jeff Lebo, York Haven, PA
- 10:00 AM – 4:00 PM ~ Dave Doxie, Wernersville, PA
- 2:00 PM – 5:00 PM ~ Greg Evans, Collegeville, PA

TUESDAY, JULY 28

- 9:00 AM – 6:00 PM **HOME COLLECTION TOURS**, see website or hospitality room for directions. Must be registered for the convention and provide own transportation.
- 9:00 AM – Noon ~ Larry Handy, Quakertown, PA
- 11:00 AM – 2:00 PM ~ Chris Watt, Nazareth, PA
- 1:00 PM – 4:00 PM ~ Mark Zeppenfelt, Slatington, PA
- 3:00 PM – 6:00 PM ~ Daryl Ziegler, Macungie, PA

WEDNESDAY, JULY 29

- 8:30 AM – 5:00PM **HISTORICAL BREWERY ARCHITECTURE & CRAFT BEER BUS TOUR (SOLD OUT)**
Bus loads at 8:30 am

THURSDAY, JULY 30

- 7:00 AM – 9:00 AM **VOLUNTEER'S BREAKFAST**, By invitation only
- 9:15 AM – 12:45 PM **SEMINAR SESSIONS**, Included with your registration fee
- 9:15 AM – 10:15 AM ~ Beer and the Great Depression, *Jason Taylor*
- 10:30 AM – 11:30 AM ~ Philadelphia Breweries after Prohibition, *Dale Van Wieren and Greg Evans*
- 11:45 AM – 12:45 PM ~ The Art of Paper Restoration and Preservation, *ACA Paper Restoration*
- 12:30 PM – 1:30 PM **"A TASTE OF PHILADELPHIA"**
Courtesy of Greater Delaware Valley Chapter and Morphy Auctions
- 4:00 PM – 5:00 PM **"FIRST TIMERS" HAPPY HOUR** with NABA Board of Directors and Q&A
- 6:00 PM – 8:00 PM **BREWMASTER'S DINNER (SOLD OUT)**
Conducted by local beer expert and brewer Brian Love

FRIDAY, JULY 31

- 9:00 AM – Noon **BLOODY MARY BAR**
Courtesy of Cornhusker Chapter and Morean Auctions
- 5:30 PM – 7:30 PM **BANQUET & PRESENTATION**
Cost included with registration; **ALL ARE ASKED TO ATTEND!**
- 8:30 PM – Midnight **AFTER PARTY & LOCAL CRAFT BEER TASTING**
Courtesy of Jersey Shore and Michigan Chapters

SATURDAY, AUGUST 1

- 7:00 AM – 9:00 AM **SELLER SET-UP**, Public Breweriana Trade Show
- 9:00 AM – 1:00 PM **PUBLIC BREWERIANA TRADE SHOW, FREE ADMISSION!**
- 3:00 PM – 11:00PM **HOSPITALITY ROOM OPENS**



Serving up local shows with the Handsome Waiter

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

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



March 28 at the Greater Delaware Valley Chapter meeting at the Lawley Home, Leesport, PA .

Standing: Bill Ortlieb, John Ahrens, Jim Lawley, Chad Campbell, Daryl Ziegler, Chuck Smith, Mike Pentz, Eric Zekanis, Sal Mannino, Randy Westley, Larry Handy, Jim Cartin, Mark Porambo, Dave Doxie, Al Seiders, Peter Dolan, Tadd Steely, Jeremy Schmidt, Dale VanWieren.

Seated: Rick Barth, Jeff Schneider, Memee Schneider, John Reinertson, Michael Phillips, Chris Watt, Greg Evans, Gay Snodgrass.



April 4 at Simon Pure Chapter Show in Depew, NY.

From Left: Bruce Brody, John Eiss, Joe Guerra, Dave Avdichuk, Jeff Murbach, Mark Barren, kneeling center-Jerry Mueller, Chris Alterio, Joe Ryan, Kevin Brain, John Robson.



April 4 at the Falls City Show in Louisville, KY.

Standing: Tom Waller, Doug Groth, Roger Owen, Carey Williams, Tom Goecker, Jack Bowman, Barry Christensen, Kent Speer, Tom Petersen, John Ferguson.

Kneeling: Rife Denlinger, Beer Dave Gausepohl, Blake Cotton, Cameron Finnis, Gary Schmeh.



April 10 at Spring Thaw in Harrisburg, PA.

Pictured: A huge crowd of outstanding collectors who attended this always popular show.



April 11 Cornhusker Chapter show in Omaha, NE.

From left: Rob Boardman, Bryan Soukup, Bill Lester, Brian Tunks, Jim Schwery, Bill Baburek, John Mlady, Richard Becci, Ed VanBuren, Bill Webbert, Denise Webbert, Vicki Kubat, Dave Kubat, Mike England, Mike Bruell, Mike Hearn, Steve Polak, Pat Franco, Geoff Pesek.



April 25 at the 49er Chapter show in Sacramento, CA.

Back: Anthony Ancona, Greg Smith, Dave Kinney, John Cartwright, Mike Wilbur, Larry Laduc, Steve Gresham, John Fowlie, Pat Franco, Dave Goett, Ken Saltenberger, Mike Fiori, Ken Harootunian, Roger Bittari.

Front: Michael Scheele, Tom Aldama, Chris Ravert, Chris Rumm.

May 2 Old Style Show, Onalaska, WI

Standing: Mark Kasella, Dean Rein, Jay Beaton, Paul Nelson, Roger Stanford, Jon Huntington, Tom Gibson, Erik Forde, Jason Oyen, Tom Terwilliger, Mark Otto, Tony Kubilius, Tom Curran, John Carpenter, Rich Yahr, David Akin, Brent Larson, Paul Cervenka, Steve Kosusnik, Willy Novak

Kneeling: Cheryl Kasella, Jason Oyen, Jim Welytok, George Mateja, Jason Phillips, Bud Schultz.



May 9 at the 12-Horse Chapter's Flower City Show in Rochester, NY.

From left: Art LaComb, Jim DeVolder, Angelo Picone, John DeVolder, Steve Adydan, Mike Marra, Jeff Murbach, Jerry Muller, Jeff Amerling, Kevin McCabe (holding Sweetie), Gary Gottchalk, Brian Coughlin, Tim McGee, Mike Grady.



May 16 at the Patrick Henry Chapter Show, Schoolcraft, MI

From Left: Don Hardy, Jamie Grebek, Clayton Emery of NABA's Membership Committee, Carl Vincentini, Rick Dellinger, Joe Olsen, Tom Philport.

May 30 at the Stroh's Fire-Brewed Chapter show in Wyandotte, MI.

From Left: Bill Leach, Jeff Kauffman, John Leidel, Roland Figley, Kevin Stroh, Tom Hoffman, Jeff Murbach, Joe Olsen, Tom Philport, Tom Hardy, Gerald Keller, Frank Pfeiffer, Bill Chernenko, Jamie Grebeck, Heather Grebeck, Laura Ray, Jim Ray.





May 31, at Scott Brown's Open House, Phoenix, MD.

Standing: Chip Zeiler, Rich Seabrease, Steve Frey, Glenn Berry, NABA Vice President Mike Michalik, Sean Kief, David Donovan.

Seated: Mark Wagus, NABA Board Director Scott Brown, Bert Ozgun, Tim Bowers.



June 6 at Gateway Chapter Swap-a-Rama in Florissant, MO

Back: Scott Thorsen, Al Aprea, Mark Sanders, Jim Reichmuth, Darla Long, Mike Overschmidt, Don Hardy, Rusty Long, Joe Older, Vickie Kubat, John Kottemann, Mary Ellen Roussin, Don Roussin, Robert Fondren, John Smith, Joel Gandt, Dave Kubat, Ron Snowden.

Front: Herb Schwartz, Don Gravin, Bill Dee.

June 6 at the Koch's Chapter Show in Dunkirk, NY.

From Left: Don Spencer, John Robson, Joe Gula, Kurt Wright, Rodney Road, Art Distelrath, Bruce Brody, Jeff Murbach, Mark Barren, Brian Coughlin, Jim Szmula.



June 6 at the Big Sky Chapter show in Butte, MT .

Standing: Wayne Stodden, Jim Peter, Ray Geyer, Dewey Algaard, Joe Fontana, Mike Quilliam, Kevin Neidhardt, Russ Currie, Joe Ashley, Ann Fletcher, Don McDermid, Daniel Leupold, Charlie Davies, Henry Theis, John Forkan, Jeremy Saint, Brent Miller.

Kneeling: Dave Worstell, Dan Jeziorski, Kent Rice, Bernadette Rice, Robbee Wisher



June 14 at the Olde Frothingslosh Chapter show in Pittsburgh, PA.

Standing: Bill Leach, Pat Fleming, Tom Fleming, Dick Ober, Rob Zivkovich, Tom Smith, Ron McDonald, Joe Kivala, Mike Jupina.

Kneeling: John Green, Jeff Murbach.



by Ken Quaas

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

Presenting Picnic Beer and the Joys of Summer



Paper poster, Miller High Life Beer, Miller Brewing Co., Milwaukee, WI, 26 x 22 3/4 in., dated 1955. In the 1950s, beer was consistently depicted as the refreshing component of any outdoor summer picnic.



Cone Top created a commemorative can for its "Picnic Beer" theme that was given away to NABA attendees at the Cone Top Brewery Museum preview reception. The can also will be available at the upcoming 55th convention in Philadelphia.

Take a moment and think back in time to when you were a kid. The sun was shining, the birds were chirping, and you were running barefoot in the grass. The savory smell of burgers and hot dogs were cooking on the grill. It was a carefree kind of day.

It could have been at a family gathering or a party in your neighbor's yard. Maybe you were sitting at a wooden table by the lake or on a blanket at the park. You reached for a cold drink from a cooler. The adults were sipping from a can of cold beer.

Whatever and whenever this might have been, this was a day you never wanted to end. It was a picnic, and you were experiencing the joys of summer.

And whether or not you ever had this quintessential experience, the Cone Top Brewery Museum aims to transport you there. That's the goal of their latest immersive exhibit featuring picnic-themed beer advertising and breweriana. This experience



is fittingly called, "Picnic Beer and the Joys of Summer."

This newest installation by the Cone Top Museum made its debut on June 12-13. It is housed in the museum's current quarters in three contiguous, meticulously restored 1870s-era merchant buildings. These are located on Main Street in the quaint

downtown area of Vicksburg, MI, which is on the National Register of Historic Places.

NABA members who attended our annual convention last year in nearby Kalamazoo had a chance to tour these historic buildings and enjoy the various themed brewery history

Continued on page 14

The key visual for the "Picnic Beer" exhibit above is taken directly from this whimsical ad for Drewrys Beer, Drewrys Limited USA, Inc., South Bend, IN. This memorable picnic scene appeared in Look magazine on August 6, 1960.

A keen eye will spot the clever substitution of Old Stove Beer for Drewrys. Old Stove Brewery has three branches in Seattle and will soon add a fourth one in the Midwest —at The Mill in Vicksburg, MI. The brewery is the generous sponsor of this year's complimentary craft beer tasting glass for the NABA convention in Philadelphia.



FRIDAY, JUNE 12

Exhibit Preview & Reception for NABA members

More than 50 NABA members from 10 states were hosted at a reception at the Cone Top Brewery Museum in Vicksburg, MI. The reception followed a preview of the museum's new "Picnic Beer and the Joys of Summer" breweriana exhibit.



The museum is currently housed in these three historic buildings. A reception for NABA members was held here on June 12, followed by a breweriana show on June 13.



A big NABA turnout: Here are just some of the NABA members who attended the Cone Top /NABA festivities on June 12-13:

Standing: Dave Regenfuss, Meg Adams, John Kern, Mike Cunningham, Mary Ann Cunningham, NABA Vice President Mike Michalik, Tony Steffen, Rob McCarty, NABA Treasurer Jim Kaiser, Lori Kaiser, Clayton Emery of NABA's Membership Committee, NABA Recording Secretary Dave Alsgaard, Tom Philport, Mike Hajcek, NABA President Ken Quaas, Michele Chernenko, NABA Director Bill Chernenko, Sue Flerlage, Tom Flerlage.

Kneeling: Jael Aumack, Don Kaiser, Chris Moore, creator of the Cone Top Brewery Museum, and Issy Hardy.

Bottom left photo: Clayton Emery (left), who organized the trade show, shares a laugh with Mike Michalik, NABA Vice President as they enjoy the exhibit.



Bottom right photo: Mike Cunningham, Mary Ann Cunningham (at left), and NABA Recording Secretary Dave Alsgaard (right) confer with Cone Top Museum founder Chris Moore at the private exhibit preview and reception held for NABA members.



Some of the picnic-themed breweriana featured



Paper poster, Metz Beer, Metz Brewing Co., Omaha, NE, 20¼ x 13¼ in., c. late 1950s.



Cardboard sign, Budweiser Beer, Anheuser-Busch, Inc., St. Louis, MO, 29½ x 20 in. c. mid 1950s.

Paper poster calendar, Goetz Country Club Pilsener Beer, M.K. Goetz Brewing Co., St. Joseph and Kansas City, MO., 20¼ x 13¼ in., c. late 1950s.

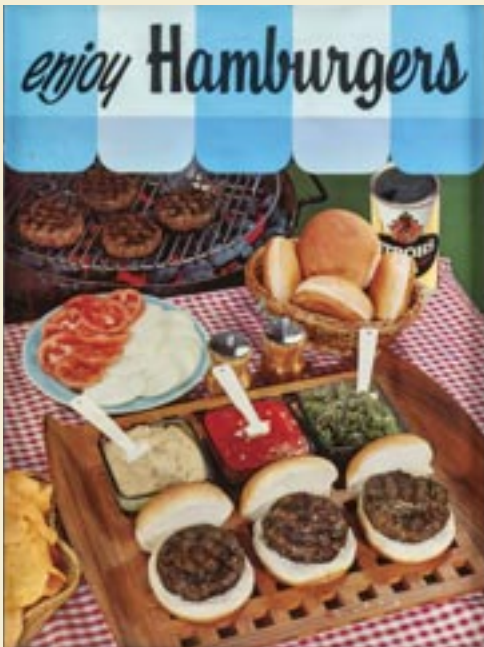
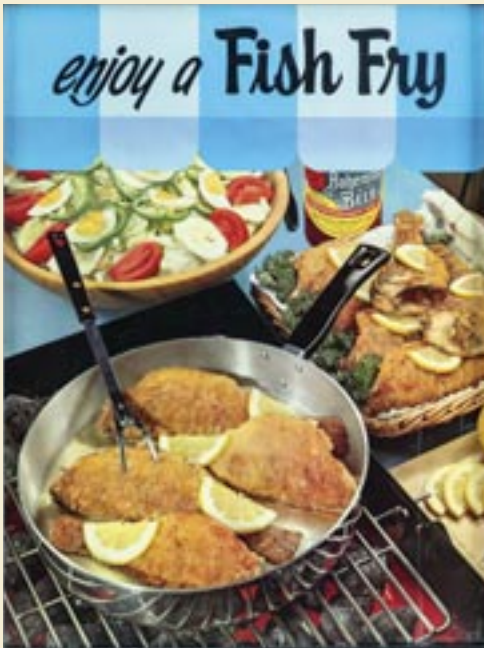


Cardboard sign, Utica Club Beer, The West End Brewing Co., Utica, NY, 33½ x 29½ in., c. 1950s.

Continued on page 16

Scenes from the “Picnic Beer” exhibit

The exhibit inside the museum is staged as a large, fenced-in backyard set for a family or neighborhood picnic. This installation will travel to King of Prussia, PA, where NABA convention attendees can experience it at the hotel.



A wide array of picnic-themed breweriana is featured, including these four posters (center) for Stroh's Bohemian Beer, The Stroh Brewery Co., Detroit, MI, each 17¼ x 22¾, c. early 1960s.

continued on page 18

Cone Top/NABA Brewery Collectibles Show



As usual, Ed Reyelts (left) had some outstanding pieces to sell, with Hamm’s a featured brand of his many offerings.



Dave Lane peruses the sales tables.



On a beautiful summer day, NABA sellers also set up outside on the museum’s back patio to offer breweriana to the hundreds of “walk-ins” who were already in town for the annual Vicksburg Old Car Festival, one of the largest car shows in the Midwest.



Tom Philport (left) talks breweriana with Tony Steffen at the show.



Michele Chernenko, NABA Director
Bill Chernenko and Kyle Bohl
look over an artifact for sale.



The “After Picnic:” Following the breweriana show, the museum generously provided a catered picnic dinner for NABA members. This took place at a pavilion on the grounds of The Mill, which is the monumental 400,000 square-foot former paper mill in Vicksburg (seen in the background of the photo at left) which opened in 1905, closed in 2001, and is currently being restored. The Mill will be the future home of a more expansive Cone Top Brewery Museum, in addition to a brewery, distillery, hotel, retail, and entertainment space.





Round reverse-glass "saucer" sign with Art-Deco style "dog bone" hanger, 16 in. diameter, by Gill Glass Co., (Gillco) Philadelphia, PA, c. 1930s. Collection of Larry Handy. This is one of two examples known that was found in a former Liebert & Obert Brewery distributor in Palmerton, PA, about 80 miles northwest of Philadelphia.

There were nine breweries in Philadelphia that survived World War II, but within just a few years and by the early 1950s, five of them failed. The five succumbed for the same reasons that most of the smaller, local breweries across the nation closed at that time: the cost to compete with larger regional and national brands was overwhelming.

These five brewery fatalities made some unique and stunning breweriana before vanishing into oblivion.

Cooper: 1948
Philadelphia Brewing: 1949
Erlanger: 1951
Hohenadel: 1952
Hornung: 1953

5 Philadelphia BREWRIES *The Philly Five* *that failed by the 50s*

by Ken Quaas
with Larry Handy
Special thanks to the works of
Rich Wagner and Rob Musson
and the assistance of Greg Evans

PHILADELPHIA BREWRIES, 1941	Barrelage (000)	Market Share*
Schmidt	673	40%
Ortlieb	330	20%
Esslinger	228	13%
Hohenadel	107	6%
Cooper	101	6%
Philadelphia Brewing	77	5%
Hornung	62	4%
Erlanger	59	3%
Gretz	54	3%

*Calculated using only Philadelphia breweries as the total market

Liebert & Obert/Cooper Brewing Co.



1930s Liebert & Obert

Backlit glass "cab" light with low profile lens on cast "raised ribbon" metal base, 14 x 8 in., by Gill Glass Co., (Gillco) Philadelphia, PA, c. 1930s. Collection of Chris Watt.

Before it was Cooper Brewing Co. it was Liebert & Obert Brewing Co., which had been established in 1873 by Peter Liebert and Harmon Obert. The founders capitalized on the natural springs found in the Manayunk neighborhood of Philadelphia.

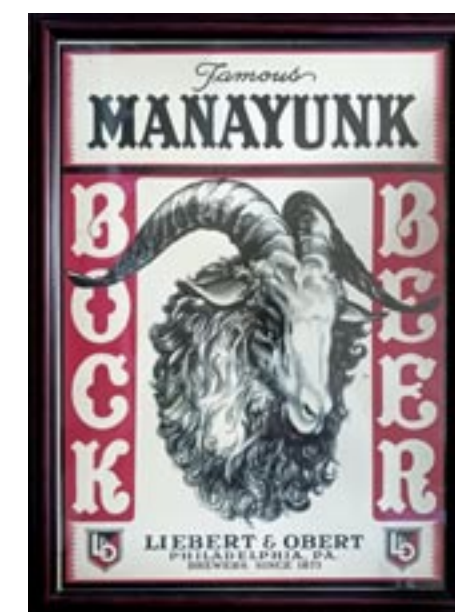
After Prohibition, there were a lot of changes in the 15 years or so that the company survived, from 1933-1948. First, the brewery was leased to 33-year-old Nathaniel "Nate" Cooper, who spent \$100,000 renovating the old facility. Cooper reintroduced the brewery's flagship brand, Famous Manayunk, which came in beer, cream ale, and porter styles.

During the 1930s, the brewery went by both Liebert & Obert and Cooper Brewing names.

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Serving tray, Universal Tray & Sign Co., New York, NY, c. 1930s. Collection of John Demczyszyn.



Cardboard "hanger" sign, 20 x 27 in., no mfg. mark, c. 1930s. There were no examples known of this sign until a find of more than 20 of them at an old Liebert & Obert wholesale distributor where they were stacked five thick as insulation in the ceiling of a home-made cold box. Collection of Larry Handy.

Tin-over-cardboard sign, 13 x 9 in., by Electro-Chemical Engraving Co., New York, NY, c. mid-1930s. Collection of Larry Handy.

Cooper and Namar were companion brands to Famous Manayunk

Embossed tin door push sign, 3 x 8 in., no mfg. mark, c. late 1930s. Collection of Larry Handy.



Reverse-on-glass sign with 3-D effect in metal frame, 9 x 10 in., no mfg. mark, c. 1930s. Collection of Larry Handy.



A pair of framed reverse-paint-on-mirrored glass in wooden frame, 16 x 8 in., no mfg. mark, c. late 1930s. Collection of Larry Handy.



Chalk statue, 7 x 16 in., no mfg. mark, c. late 1930s. Collection of Jim Lawley.

By 1938, Cooper renamed the beer brands after himself, with the introduction of Cooper's Old Bohemian Beer and Cooper's Half & Half (a combination of ale and porter).

In 1946, Cooper purchased the brewery outright from the Liebert and Obert heirs and other trustees. The company was reorganized as the Cooper Brewing Co. The flagship brand, Cooper's Old Bohemian, became the more modernly named Cooper's Extra Dry. At the same time, a new and oddly named "premium" brand – Namar Premium

Beer—was launched. Advertising for this new brand used the not-so-catchy slogan, "The name is Namar," and gave little reason in its marketing as to how or why it was "premium" or even different than Cooper's Extra Dry.

In 1948, the company installed an extensive water purification system and marketed both beer brands as having "P.F.W." an acronym for "pure filtered water." In its advertising, Cooper claimed that P.F.W. made better tasting beer. This last gasp did not stop the brewery from closing that same year.

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1940s Cooper Brewing Co.

Liebert & Obert became Cooper Brewing Co. around 1943. Flagship brand Old Bohemian became Fine Beer.



Serving trays by American Can Co., New York, NY. Collection of John Demczyszyn.

The tray at left is c. 1940, with the tray at right c. 1945. In 1943, the "Old Bohemian Beer" brand was transitioned to simply "Fine Beer" and a bar call slogan was introduced: "Just say Cooper's."

Convex glass sign, 13½ in. diameter, by Gill Glass Co. (Gillco), Philadelphia, PA., c. early 1940s. Collection of Greg Evans.

This is an example of a Gillco glass sign that was not made to be placed in a metal body as a lighted sign, possibly because of metal shortages during World War II. Instead, it has two factory-made holes in the top and originally hung from a chain.



Tap knob, c. 1940.



Tin-over-cardboard sign with calendar, 15½ x 9½ in., no mfg. mark, dated 1949. Collection of Greg Evans.



Newspaper ad, *Philadelphia Inquirer*, June 11, 1948.

In 1948, Cooper marketed both its Cooper and Namar brands as having "P.F.W.," an acronym for "Pure Filtered Water." The ad claimed this made the beer "deliciously better," but it was not persuasive enough to keep the brewery from closing that same year.



Cardboard easel back sign, 13 x 18 in., no mfg. mark, c. late 1940s. Collection of Greg Evans.

1940s

Namar was the “premium”
companion brand



Unformed Metal facings to tin-over-cardboard signs for ale and beer, 4 x 8 in., no mfg. mark, c. 1947. Collection of Larry Handy.

These signs promote the “Pure Filtered Water” claim introduced in 1947. These signs were never fully completed, likely because the brewery closed in 1948.



Reverse-on-glass sign with pressboard backing, 11 x 15 in., no mfg. mark, c. 1943. Collection of Larry Handy. This sign matches the label at right.

Namar was billed as the “premium” brand with the somewhat generic claim that it was “carefully brewed with the finest ingredients.” The sign and label, which is copyrighted 1943, came out just before the shift in the brewery’s name from Liebert & Obert to Cooper.



The Cooper company reorganized as a beer distributor in 1949.

Meanwhile, The Namar Beer brand moved production to the Flock Brewing Co. of Williamsport, PA, 180 miles northwest of Philadelphia. Flock closed three years later in 1951.

1951 was also the year that Nate Cooper teamed with Henry Ortlieb (of Philadelphia’s Henry F. Ortlieb Brewing Co.) to purchase Barbey’s Brewing Co.



Serving tray, no mfg. mark, dated 1943. Collection of John Demczyszyn.

in Reading, PA. and renamed it Sunshine Brewing Co. It was 15 years later in 1966 when Nate Cooper became president of the Kaier Brewing Co. in Mahanoy City, PA, 100 miles northwest of Philadelphia. That company closed just two years later, in 1968.

The Philadelphia Brewing Co.

Pre-Prohibition



Paper lithograph, 16½ x 19 in., no litho. mark, with calendar dated 1913. This litho features the artwork of Clarence Underwood (1871-1929) who was a highly successful American painter and commercial illustrator. He was known for creating romantic scenes like this Edwardian era depiction. Collection of Greg Evans.



Paper lithograph, 21 x 16½ in., no litho. Mark, c. 1901. Collection of Greg Evans.

Although there is no lithographers mark, the credit line reads: “From Photo. Copyright by Falk, 1901.” This attributes the original artwork to Benjamin J. Falk (1853–1925), a highly prominent New York City portrait photographer. Various lithographic firms purchased rights to Falk’s black and white photographic portraits, which were then colorized by lithographic artists.

Interestingly, during the late 19th and early 20th centuries, photographs were often pirated for other commercial purposes without paying the photographers. Benjamin Falk was at the forefront in aggressively fighting this and founded the Photographers’ Copyright League of America.

The Bavaria Brewery was established in 1873 by Gottlieb Manz and incorporated as the Gottlieb Manz Brewing Co. in 1887. After running the company for 20 years, Manz retired and sold the brewery in 1893. It was incorporated under new ownership in 1894 as The Philadelphia Brewing Co.

The brewery’s new ownership quickly courted notoriety by running newspaper ads that criticized its competitors, accusing them of using inferior and unhealthy ingredients. These ads audaciously claimed that Philadelphia Brewing was “The only honest brewery in the United States” because it used pure ingredients.

Despite being chastised by the United States Brewers’ Association, the company doubled down on its “honest and pure” claims. The press praised Philadelphia Brewing for publicly revealing “the unscrupulous acts by many brewers” of putting “injurious dyes” in their beers to color them. This marketing strategy seems to have paid off because by 1897—just three years later—the brewery had grown to be the city’s sixth largest in sales volume.

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1930s

The brewery's success enabled construction of a large brew house designed by famed brewery architect Otto Wolf that was opened in 1902. The brewery flourished making brands like Old Stock, Sterling Lager, Montreal Pale, and Dominion Stout. The company made cereal beverages during Prohibition, but also produced illicit, full-strength beer for which the owners were indicted. Ultimately, the brewery was bankrupt by 1926.

After Prohibition, new life, new investors and renovations came, creating an ample production capacity of 400,000 barrels. The revived Philadelphia Brewing Co.'s key brands were Manz (a tribute to the founder) and Philadelphia Old Stock (named for the popular Pre-Prohibition brand).

Struggling in an intensely competitive market, the brewery introduced a premium brand in 1947



Lithographed cardboard, 52 x 27 in., no mfg. mark, c.1930s. Collection of Larry Handy.

This unique lithograph features the Philadelphia Brewing Company complex. Amazingly, this piece was being used as a wall patch and discovered during a remodeling. It had layers of wallpaper and paint on its back side that required removal. This extensive restoration was performed by ACA Paper Restoration, who are presenting a seminar at the upcoming NABA convention.

with the clunky name of Premium 1880 Old Stock Dry Lager. It was billed as an all-malt beer with imported Czech hops. This was not enough to keep the brewery going and it stumbled into bankruptcy in 1948 and closed for good in 1949. The entire complex was eventually demolished.

Old Stock was the lead brand



Reverse-on-glass lighted sign by Gill Glass Co., (Gillco), Philadelphia, PA, c. 1939. Collection of Larry Handy.



Serving tray, American Can Co., New York, NY, c. late 1930s. Collection of John Demczyszyn.

This tray lists four styles offered by Old Stock: pilsener, lager, ale, and porter.



Tap knob, c. late 1930s. Collection of Chris Watt.

1940s



Lighted, "bubbler" sign featuring liquid-filled glass tubes mounted on metal case with illuminated reverse-glass ad panel, 19 x 6 in., by Biolite, Inc. New York, NY, c.1940. Collection of Chris Watt.

Metal thermometer, 8 x 39 in., no mfg. mark, c. 1940. Collection of Larry Handy. This is the only known example.



Old Stock adopted "P.O.S." (Philadelphia Old Stock) in the mid 1940s



Plastic and wood back bar sign, 11 x 10 in., by Fleischman Mfg. Co., New York, NY, c. 1940s. Collection of Larry Handy.



Newspaper ad, *Harrisburg Telegraph*, Harrisburg, PA, January 18, 1946. P.O.S. was billed as "The Beer that Satisfies."



Reverse-on-glass sign in original metal frame, 18 x 18 in., no mfg. mark, c. mid-1940s. Collection of Greg Evans.



1880 Old Stock launched in the late 1940s

Newspaper ad from the *Philadelphia Inquirer*, June 6, 1947.

A premium line extension of Old Stock called 1880 Old Stock was launched in 1947. It was positioned as having all barley malt and imported hops—boldly pitting it against lighter, "war time" beers. Those ingredients were of course either rationed or unavailable during World War II, and the resultant lighter beers perpetuated after the war.

Sadly, 1880 Old Stock did not revive the brewery, which closed in 1949.

1930s

Manz was the companion brand



Double-sided, outdoor neon sign on metal background with original neon, 45 x 21 in., no mfg. mark, c. late 1930s. Collection of Greg Evans.



Tap knob, c. late 1930s. Collection of Chris Watt.



Serving tray, no mfg. mark, c. late 1930s. Collection of John Demczyszyn.



Newspaper ad from the *Philadelphia Inquirer*, January 15, 1937. Before World War II, Philadelphia Brewing Co. used an older German character named "Fritz" to assure its target audience—in German-accented English—that "Manz beer iss he-man's beer!"



Die-cut cardboard sign, 24 x 17 in., c. 1930s. Collection of Larry Handy. This is the only known example.



Neon backed by die-cut metal and mounted on an Art Deco-style metal cabinet with backlit reverse glass ad panel, 20 x 9 in., by Lumin-Art Display Co., Brooklyn, NY, c. 1939. Collection of Eric Zekanis.



Tin-over-cardboard sign, 13½ x 6 in., by Permanent Sign & Display Co., Reading PA c. 1930s. Collection of Larry Handy. This is the only known example.

Otto Erlanger Brewing Co.

1930s



Die-cut cardboard featuring the Germanic "Otto" bartender character, 20 x 20 in., c. 1936. Collection of Rick Strisofsky.

This sign and the one to the right shows the steinie bottle and Erlanger's first can—a low-profile raised rib cone top. Both are only known examples.



Die-cut cardboard with 3-D effect, 16 x 26½ in., c. 1930s. Collection of Larry Handy.



Tap knob, c. 1930s.



Serving tray, 12-in. by Universal Tray & Sign Co., New York, NY, c. 1930s. Collection of Greg Evans.

The Otto Erlanger Brewery went through many iterations in its storied existence. It all began with Anton Stroebele, who began operations in 1870 and then sold his namesake brewery to John Roehm in 1888. Roehm was successful enough to build a new plant in 1891. It was in 1897 when his brewery became part of a consortium of six breweries called Consumer's Brewing Co., of which Roehm was a director.

After years of financial difficulties, the Consumer's Brewing consortium fully collapsed in 1909. Then, what had been Roehm's plant became the Henry Hess Brewing Co. Despite Hess's death just a year later, the brewery kept his name through 1912 when it was sold. The new company was renamed in 1913 as Premier Brewing Co. Joseph Trainer was president and Premier brewed until Prohibition, surviving that period by making cereal beverages, ice cream, and even illegal beer.

Trainer reopened the brewery to make real beer in 1933, naming it The Trainer Brewing Co. and

producing a variety of Trainer-branded beer styles. In 1937, new investors purchased the brewery, one of whom was brewmaster Otto Erlanger, and the brewery took his name as the Otto Erlanger Brewing Company. Erlanger sold a range of styles—beer, ale, porter, half and half, and bock. It also sold Perone, marketed as the nations' first Italian style lager.

Competition got the best of Erlanger, and it closed for good in 1951. Its brewery buildings were subsequently demolished several years later.

Continued on page 30

1930s

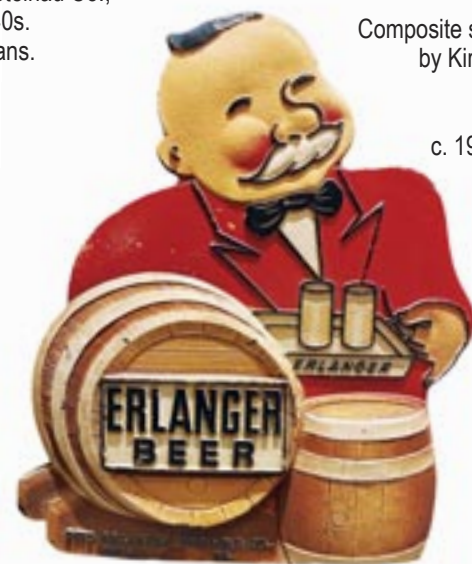


Coaster featuring "Otto" the icon of Erlanger advertising, c. 1940s.



Composite sign, 12 3/4 x 5 1/4 in., by Kirby-Coggeshall-Steinau Co., Milwaukee, WI, c. 1940s. Collection of Greg Evans.

Composite sign, 5 3/4 x 8 in., by Kirby-Coggeshall-Steinau Co., Milwaukee, WI, c. 1940s. Collection of Jim Lawley.



Serving tray, American Can Co., New York, NY, c. late 1940s. Collection of John Demczyszyn.



Heavy embossed paper with adhesive back "mirror applique," 10 1/2 x 5 in. by Kirby-Coggeshall-Steinau Co., Milwaukee, WI, c. 1940s. Collection of Larry Handy



Cardboard hanger sign, 17 x 11 in., no mfg. mark, c. late 1940s. Collection of Larry Handy. This colorful sign features the companion Snow Mountain Ale brand, also using the "Otto" spokes character. Interestingly, the sign also promotes this product in cans, although there are no known cans from this brand.

The brand was introduced in the 1940s and was first called Snow Mountain Cream Ale. This sign is the only known example.



Lighted sign, reverse glass in a chrome metal frame, 25 x 5 1/2 in. This is a Fire Ball Model Streamliner design by Ohio Advertising Display Co., Cincinnati, OH, c. late 1940s. Collection of Greg Evans.

Chalk statue, 9 x 10 1/2 in., by WJ Smith Co. Louisville, KY, late 1940s. Collection of Larry Handy.



Two newspaper ads, from the *Philadelphia Inquirer*, both from June 1949. At this point, the "Otto" character was being depicted in a variety of more contemporary and active situations, similar to what local competitor(s) Esslinger's did with the "Little Man" Character and Gretz with its "Man on the Bike." At this point, Erlanger was focusing on promoting its low price as opposed to the merits of the brand itself, ("Premium in everything but price!"), which is often a sign of desperation.

Pony Deluxe sub-brand



Two different serving trays for Pony Deluxe, no mfg. mark, c. 1940s. Collection of Mark Rogers.



Tin-over-cardboard, 12 x 14 in., no mfg. mark, c. late 1940s. Collection of Larry Handy.

Pony Deluxe was primarily identified separately from Erlanger for its 7-ounce "pony size" bottle. This smaller "pony" size bottle was a popular offering among Philadelphia breweries.

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The John Hohenadel Brewery

Pre-Prohibition



Paper lithograph, 19 x 14, by Wolf & Company Lithographers, Philadelphia, PA. Collection of Greg Evans

This litho features an image of the painting "News of Yorktown Brought To Washington's Mother," by Jean Leon Gerome Ferris (1863-1930), a Philadelphia painter and etcher who specialized in American historical subjects.



Reverse-etched glass sign with brass and gold leaf, 10 x 14 in., no mfg. mark, c. Pre-Prohibition. Collection of Greg Evans.

German immigrant Jacob Hohenadel worked in various Philadelphia breweries before starting his own in 1864 in Philadelphia's breweries and started his own in 1864. In 1875, Jacob and his son John built another brewery and called it John Hohenadel Falls Park Brewery, for its location in Philadelphia. The brewery's production capacity was expanded in the 1890s and it flourished until Prohibition.

The brewery survived Prohibition making cereal beverages and sometimes sneaking illicit "real beer" sales, for which Hohenadel was shut down by the government for a time—something it had in common with several other Philadelphia breweries.

After Prohibition, with founder John Hohenadel still at the helm, the company was reopened in 1933

using the name John Hohenadel Falls Brewery. It was then re-organized in 1935 as the John Hohenadel Brewing Company, Inc. The company introduced a distinctive logo in an Art Deco-style typeface and employed the confident tagline, "Well Earned Supremacy."

Hohenadel was saddled with an aging plant and heavily invested in a major building program with new brew, stock, and wash houses as well as a new bottling facility, all completed by 1939. This allowed Hohenadel to be more competitive by packaging its beer, as it previously was producing only draught.

Hohenadel flourished for a while and in addition to funding a modernized plant, also invested heavily in local broadcast and print as well as point-of-sale



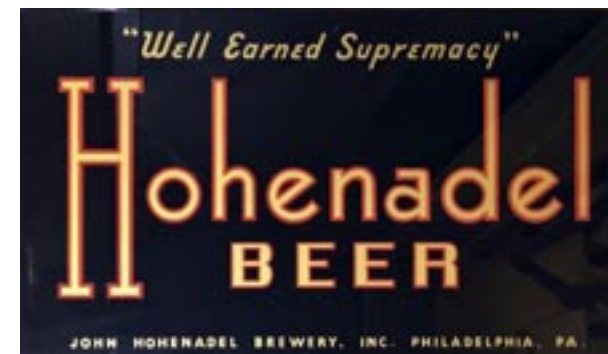
Tin-over-cardboard sign, 13 x 9 in., by American Can Co. New York, NY, c. 1933-1934. Collection of Larry Handy.

The company dropped the Falls Brewery name when it incorporated as John Hohenadel Brewery, Inc. in 1935.



A pair of tin-over-cardboard signs featuring (right) famed boxer John L. Sullivan, 17 x 23 in., and (left) champion racehorse Man O' War, 23 x 17 in., by American Art Works, Coshocton, OH, mid 1930s. These sports icons were used to convey the brand's "Well Earned Supremacy" tagline. Collection of Larry Handy.

1930s



Reverse-glass sign in original wooden frame, 15 x 9 in., no mfg. mark, c. late 1930s. Collection of Greg Evans.

This sign showcases the brand's distinctive Art Deco-style logo.



advertising. Its peak year of production was 1945 with 60,000 barrels, followed by years of decline.

Part of Hohenadel's ultimate demise may have been its challenging location. It was located on a hillside and surrounded by a residential area with steep, narrow streets, making truck access difficult. And because it was hemmed in by a steep slope, a railroad line, and homes, there was no room for expansion.

Like so many smaller breweries and despite investing in marketing, the brewery succumbed in December 1952. John Hohenadel outlived his namesake brewery and died in 1958 at the age of 89. The brewery complex sat idle and deteriorated until it was torn down in 1997. Continued on page 34



Serving tray, by Electro-Chemical Engraving Co., Brooklyn, NY, c. late 1930s. Collection of John Demczyszyn.

This tray features an image of beer in a pilsner glass—with no visuals of a bottle or can—reflecting the fact that Hohenadel did not package its beer until 1939.



1940s

Composite back bar sign mounted on wooden base, 8½ x 7¼ in., by Kirby-Coggeshall-Steinau Co., Milwaukee, WI, c. mid-1940s. Collection of Jim Lawley.

The brewery had dropped its "Well Earned Supremacy" tagline by the 1940s.

Cardboard, easel back sign, 22 x 32 in. by the Weiler Co., Philadelphia, PA, c. 1940s. Collection of Larry Handy. This may be the only known example.



Newspaper ad *Intelligencer-Journal*, Lancaster, PA, March 17, 1950.

Plastic sign with metallic finish, 10-in. diameter, no mfg. mark, c. 1950. Collection of Larry Handy.

This piece uses the slogan "The 2nd tastes as good as the first," introduced in 1947.



Indian Queen Ale a companion brand

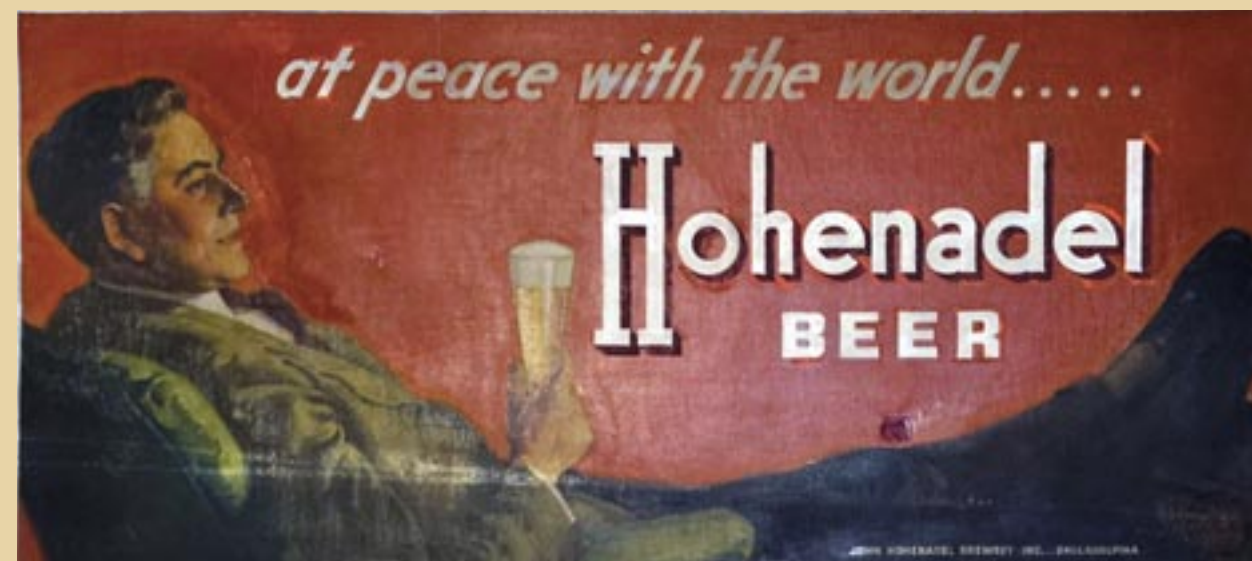
Wooden sign mounted on slotted wooden base, 6½ x 9 in., no mfg. mark, c. mid-1940s. Collection of Larry Handy.

Material shortages during World War II resulted in wooden and wood composite signs like this one.



Foil-covered composite sign for Indian Queen Ale, 10 x 10 in, no mfg. mark, c. late 1940s. Collection of Greg Evans.

At peace with Hohenadel



Original oil on canvas entitled, "At Peace With the World" 36 x 16 in., created as billboard artwork, by artist Philip Lyford, 1941. Collection of Greg Evans.



Two billboards in photos dated January 18, 1942, showing the artwork on actual billboards in Atlantic City.



This pensive, and poignant artwork for billboards was created in late 1941, around the time when America was in turmoil after the attack on Pearl Harbor and had entered full throttle into World War II. Perhaps Hohenadel is acknowledging this upheaval and suggesting that a respite might come from relaxing with its beer.

Artist Philip Lyford (1887-1950) captures this pensive moment. Lyford was known for his commercial illustration, magazine art, and patriotic poster design. His work is considered valuable both for its artistic quality as well as for providing insight into American culture during both World Wars.

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Jacob Hornung Brewing Co.

Jacob Hornung established his Tioga Brewery in the Tioga section of Philadelphia in 1885. And while it was a small brewery, it apparently made good beer, as its flagship brand, White Bock, won the Grand Award at the International Exposition in Paris in 1912.

Hornung did well making White Bock-branded non-alcoholic cereal beverages during Prohibition, even expanding its plant in 1925. Sadly, this also was the year that founder Jacob died and his wife Elizabeth took over management of the company.

When Repeal came in 1933, Hornung was ready with the relaunch of White Bock as a full-strength beer as well as a porter and a pilsener. A companion ale brand called Londonderry was introduced in 1934. That same year, White Bock won a taste award among 23 local and national beers in a competition held in Atlantic City, NJ by the New Jersey Licensed Beverage Association.

Pre-Prohibition



Paper lithograph
20 x 28 in. with
calendar dated 1911.
Collection of Greg Evans.



Enlarged section of the litho,
with close-up of the White Bock
trademark registration and the
white goat for which it is named.

According to Philadelphia
brewery historian Rich Wagner,
the White Bock brand has less to
do with the color/lightness
of the beer (although it is

marketed as “light”) and more about the white
goat mascot. Bock is of course, the German
word for goat. Jacob Hornung had received the
white, long-bearded goat as a gift and became
so fond of it that he named the beer in its honor.

Prohibition



Embossed cardboard sign, 13½ x 6½ in., no mfg. mark,
c. Prohibition Era. Collection of Larry Handy.
This sign promotes White Bock's Prohibition-era near beer
product, which had a .5% ABV.

In 1940, Elizabeth
Hornung died at the
age of 88, and her
grandsons, Albert and
George Westerman,
took over the brewery's
management. It was
around this time
that the venerable
Hornung White Bock
—the company's
flagship for 30 years

as both a beer and a cereal beverage during
Prohibition—was rebranded as Hornung Light Beer.

Through it all and despite its small size,
Hornung invested as heavily as it could in
advertising, and always emphasized its great taste,
with its 1912 and 1934 awards as substantiation.
Sales grew and reached 137,000 barrels in 1945—
but that proved to be the company's peak year.

Around 1947, the Hornung began to advertise
that its beer was homogenized to give it a richer taste.

The idea of a richer taste may have led to the
adoption of a new ad slogan, “Tastiest Beer in

Town,” in 1948. But
they dropped the
“homogenized” claim,
which may not have
been compelling.

The brand
sponsored local TV
shows, including
coverage of the local
racetrack and in 1948,
the creation of a
televised beauty

pageant called “Hornung Television Beauty
Parade.” By the late 1940s, the ads were also using
a hunter's horn as a mnemonic for the brand name.

In 1949, Hornung boasted in its marketing that
its beer's top ingredient was “T.A.,” which stood for
“Taste Appeal.” It also called itself a “dry lager,”
capitalizing on the dry beer craze of the early 1950s.

Despite all of its attempts at relevancy, Hornung
simply could not compete with the larger local,
regional and national brands and closed in
December 1953, despite making plans to celebrate
its 75th anniversary in 1954.

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1930s



Neon backed by die-cut metal letters,
mounted on an Art Deco style cabinet
with a backlit reverse-glass ad panel,
20 x 8 in., no mfg. mark, c. late
1930s. Collection of Dave Doxie.



Cardboard sign with string hanger,
14 x 10 in., no mfg. mark,
c. mid-1930s.
Collection of Greg Evans.



Embossed cardboard
sign, 13½ x 6¼ in., by
W.H. Fayle & Company,
Boston, MA, c. mid-1930s.
Collection of Greg Evans.

"The Beer that Wins Awards"

These point-of-sale advertising pieces, like the Hornung packaging, feature the two awards won by the beer: The Grand Prize at the 1912 Paris Exposition and first prize at the New Jersey Licensed Beverage Association competition in Atlantic City in 1934.



Serving tray, by American Art Works, Coshocton, OH, c. 1938. Collection of John Demczyszyn.



Metal-framed glass dial-style thermometer, 7 1/4 diameter, by Thermetallic Mfg. Co., Chicago, IL, c. 1930s. Collection of Greg Evans.

These accolades were heavily leveraged in the brand's advertising throughout the 1930s which emphasized award-winning taste.



Lighted reverse-glass back bar sign with clock in metal case, 12 x 9 in. A "High Profile Halo" style light by Price Bros, c. late 1930s. Collection of John Reinertson. Shown unlit and lit.



Celluloid over tin-over-cardboard sign with embossed brass backing, 16 x 9 in., by Permanent Sign Displays, Reading PA, dated 1937. Collection of Greg Evans.

1940s- Early 1950s



Composite sign, 8 1/2 x 11 in., by Kirby-Coggeshall-Steinau Co., Milwaukee, WI, c. late 1940s. Collection of Dave Doxie.



Composite sign, 8 1/2 x 6 1/2 in., by Kirby-Coggeshall-Steinau Co., Milwaukee, WI, c. 1947. Collection of Dave Doxie.

This sign carries the "now homogenized" claim.



Neon sign on metal frame, 20 x 16 in., no mfg. mark, c. 1950. Collection of Greg Evans.

This rare neon is one of four new-old-stock examples found over 30 years ago at a distributor's warehouse in Delaware.



Lighted reverse-glass sign in Art Deco style metal case, 24 x 5 in., by Hagan Advertising Displays, Inc., Cincinnati, OH, c. 1950. Collection of Greg Evans.

Serving tray, no mfg. mark, c. 1950. Collection of John Demczyszyn.



Newspaper ad, Lancaster New Era, Lancaster, PA, August 2, 1951.

In the late 1940s, Hornung employed the slogan "Tastiest Beer in Town" and by 1951 touted "T.A." or "Taste Appeal" as its most important ingredient.

Newspaper ad, York Dispatch, York, PA, March 14, 1947.

In early 1947, Hornung began promoting its beer as homogenized "for a creamy richness in every drop." This seems to have been a short-lived effort, as ads in 1948 don't carry the "homogenized" message. continued on page 40

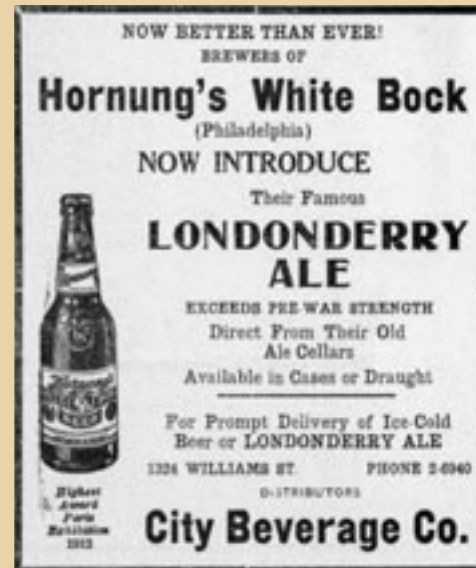


1930s - 1940s

Londonderry Ale was a companion brand



Cardboard sign, 14 x 8 in., c. 1930s.



Newspaper ad, *Harrisburg Sunday Courier*, Harrisburg, PA, February 25, 1934. This companion ale brand was introduced in 1934 with British imagery.



Serving tray, no mfg. mark, c. late 1930s. Collection of John Demczyszyn.



Composite sign, 8½ x 10 in., by Kirby-Coggeshall-Steinau Co., Milwaukee, WI, c. 1947. Collection of Larry Handy.



Newspaper ad, *Hanover Evening Sun*, Hanover, PA, September 23, 1948.

This ad features Hornung Beer in cans and Londonderry Ale in bottles. Londonderry was a companion ale brand billed as being "a real Old World Formula Ale" made with ale yeast. Many beers that called themselves ales in the decades after Repeal did not use top-fermenting ale yeast and were actually lagers using lager yeast.



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Gretz Beer

A Philadelphia legacy

by Larry Handy and Ken Quaas

**Special thanks
to Rich Wagner
and Pietro Raimondi.**

**Note: The breweriana photos here
are from the collection of Larry
Handy unless otherwise indicated.
Larry's outstanding collection
will be part of the home collection
tours at the NABA convention in
Philadelphia this summer.**



Die-cut coaster, c. late 1940s. The image of a man dressed in 1890s garb riding a high wheeler ("Man on the Bike") was first used as part of a print ad series in 1940.

By the mid-1940s it became the signature icon of the "Old-fashioned" ad campaign and by 1950 was the prominent and primary visual of Gretz's advertising efforts.



William Gretz, brewery founder, c. 1880s.

The Gretz name holds a storied place in Philadelphia's rich brewing history. Though largely forgotten after the early 1960s, Gretz had been one of the city's longest lasting breweries, known for a quality beer and its innovative sales and marketing strategies. Recently, it has experienced an exciting revival by a fifth-generation family member.

Immigrant Brewers in a Growing City

The Gretz story began when William Gretz, Leonard Rieger, and Frank Rieger—all German immigrant brewers—teamed in 1881 to form the Rieger & Gretz Tivoli Brewery.

Like many breweries of the era, Rieger & Gretz catered to the many German and Irish immigrants that clustered around North Philadelphia and surrounding neighborhoods. The brewery produced lagers, ales, and bock beers

Pre-Prohibition

The early years of Rieger & Gretz were marked by steady growth. By the mid-1880s, the complex included a tavern and icehouse, and by the 1890s, further expansion added bottling and refrigeration buildings, a stock house, and boiler house. The buildings were classic examples of historic Philadelphia industrial brick architecture. The complex was memorably accented by a prominent brick smokestack standing 90 feet tall, that became a beacon in the neighborhood.

In 1909, "Tivoli Brewery" was dropped from the formal company name and it was called simply Rieger & Gretz until it closed in 1920 with the onset of Prohibition.

Continued on page 44



Lithograph with calendar pad, Rieger & Gretz Brewing Co., 16 x 23 in., no mfg. mark, dated 1912. Collection of Greg Evans.

This lithograph features artwork from an original painting by noted French artist Edouard Bisson, known for his romanticized paintings of women in atmospheric landscapes. This piece is called "A Young Beauty with a Wreath of Roses."



Lithograph, Rieger & Gretz Brewing Co. 16 x 23 in., no mfg. mark, c. 1890s. Collection of Greg Evans.



Extremely rare Pre-Prohibition label, c. 1915. The printer, Nevins-Church Press, NY, NY, was incorporated in 1911.



Business card, 3 x 2 in., c. 1905. The "Tivoli Brewery" name was dropped in 1909.



Letterhead dated 1918. During a time when beer quality and purity was a concern, a brewery that bottled its own beer was often viewed as both fresher and more sanitary.

1930s

Repeal: revival and Kräusening

The company re-emerged in 1933 as the William Gretz Brewing Company, now owned by the Gretz Family. Gretz set itself on a successful path by investing in modern equipment, embracing packaging innovations, and adopting aggressive marketing strategies.

Gretz heavily marketed that it was producing beer with draft flavor in bottles, thanks to its Kräusening process. The brewery had Kräusened its beer before Prohibition and decided to continue this “slow and natural” process when it resumed production in the 1930s.

Kräusening is a traditional German brewing process where actively fermenting wort is added to mature beer to naturally carbonate it and improve flavor stability.



Bottle label, copyrighted 1936. Gretz used an icon featuring a man carrying a beer barrel on his shoulder in the 1930s.

Page from a multi-page distributor mailer promoting the unpasteurized “draft beer” in half-gallon bottles, c. 1933.

Neon, edge-lit sign with etched glass ad panel in an Art Deco style metal cabinet, 27 x 8 in., by Neon Products, Inc., Lima, OH, c. mid-to-late 1930s.



Serving trays, by American Art Works, Coshocton, OH, c. mid 1930s. Gretz featured its Kräusening process as being “carbonated by nature” in 1930s marketing efforts. Collection of John Demczyszyn.



Ad from *Philadelphia Inquirer*, October 1936. In the years when it relaunched following Repeal, Gretz positioned itself as having “real draft flavor” thanks to being “Krausen brewed.” A marketing emphasis was placed on the 1/2 gallon sized bottle.

1940s

The “Old-Fashioned” ad campaign

In December 1939 and at the dawn of a new decade, Gretz launched a new ad campaign that heavily leaned into its Kräusening process to position the brand as “Made the Old-Fashioned Way.”

Into the early 1940s, Gretz leveraged late 1800s characters and imagery to visually convey the “old-fashioned way.”

The brewery entered the 1940s as one of 11 still in business and to effectively compete, invested heavily in newspaper, transit, and billboard advertising. The ads showed a wide variety of “old-fashioned” people and situations.

Continued on page 46



Reverse-on-glass on wooden base, back bar display, by Ellis Displays, Inc., New York, NY, c. 1940s.



Newspaper ads that appeared in the *Philadelphia Inquirer* in July 1941. Both feature a man riding an old-fashioned high wheel bicycle.



A traditional, ornate German beer stein with a metal, lidded top was featured in the ads, visually underscoring the “old-fashioned” and Germanic Kräusening theme.

Newspaper ad from the *Philadelphia Inquirer*, August 1940.

Gretz emphasized its Kräusening process to position the brand as “Made the Old-Fashioned Way” in a campaign that used late 1800s imagery.

Introducing the high-wheeler

One of the recurring characters and situations in the “Old-fashioned” ad campaign was a man riding a “high wheel” (sometimes called a “penny-farthing”) bicycle.

The high wheel bicycle had been popular in the 1870s and 1880s but became obsolete by 1890s with the advent of the modern—and much safer—bicycle style with two equal-sized wheels that was lower to the ground.

The outdated high wheeler must have effectively telegraphed the “old-fashioned” theme, because by the mid-1940s, the mustachioed “Man on the Bike” became a focal point in Gretz’s advertising.

Kräusening gives way to “slow and natural” and the “Man on the Bike” emerges

By 1943, the communication of Kräusening—the original basis for the “Old-fashioned” ad campaign—disappeared. The Kräusening name likely sounded too Germanic during a time when the country was in the throes of World War II. Instead, the benefits of the Kräusening process were highlighted—a “slow and natural” brewing process. This became the underpinning for the “Made the Old-fashioned way” claim to replace the mention of Kräusening. And the “old-fashioned” idea was in turn supported by the “Man on the Bike” icon.

Serving tray, no mfg. mark, c. late 1940s, featuring an “old-fashioned” character as a bartender. Collection of John Demczyszyn.



Coaster, 4 in., c. late 1940s.



Newspaper ad from the *Philadelphia Inquirer*, June 1945.

By the mid-1940s, the “Man on the Bike” became the brand’s icon and was used to communicate the “Made the old-fashioned way” tagline.

Amusingly, the man was depicted holding a growler that was spilling over with beer, while his small dog ran beside him.



Neon motion sign, 16 x 20 in., Collection of Greg Evans.

The “Man on the Bike” icon

The “Man on the Bike” proved successful and became a highly memorable and enduring brand icon through the 1940s that extended across many forms of advertising and promotional efforts. A highlight of the campaign was the icon’s appearance on five large billboard “spectaculars” located in the Philadelphia area. These captivating structures featured a large version of a motorized man pedaling his high wheeler. These animated signs proved to be engaging local landmarks that helped generate both visibility and affinity for Gretz.

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Chalk shelf talker sign, 9 x 4 in., by Kolograph Co., Los Angeles, CA, c. late 1940s.



This large, motorized billboard was installed in 1940 in downtown Philadelphia and was one of several such spectacular, outdoor signs. This picture is from about 1944 and encourages citizens to donate to the war effort.

Newspaper ad from the *Philadelphia Inquirer*, March 1950. The “Man on the Bike” was once again the featured visual in the advertising.



Two reverse-on-glass, 9 x 5 in., Beeco Mfg. Co., Chicago, IL, c. late 1940s.



Reverse-on-glass in Art Deco style metal case, 27 x 7 in., by The Countryman Co., Inc. Covington, KY, c. late 1940s.

The not-so-fabulous '50s

According to American Breweries II, there were 19 breweries that emerged in Philadelphia in 1933 following Repeal. But increased competition from the “national” brands from Milwaukee and St. Louis continued to cut into the market share of the local breweries, and they began to falter. In 1951, Otto Erlanger Brewing Co. was shuttered. In 1953, the John Hohenadel Brewery, Inc. and the Jacob Hornung Brewing Co. both closed.

By 1954, only four Philadelphia breweries remained: C. Schmidt & Sons, Inc., Esslinger's Inc., Henry F. Ortlieb Brewing Co., and Gretz—the smallest of the four in market share.

In an effort to more effectively compete, Gretz invested in a major expansion program in 1951. But after hitting an all-time high in 1949, sales fell into decline as its “Old-fashioned” advertising message lost traction in an age where brands were increasingly adopting a more modern image.



Newspaper ad from the *Philadelphia Inquirer*, August 10, 1951.

Going into the 1950s and in an age of modernization, Gretz's “old-fashioned” positioning may have decreased in relevance and contributed to sales declines.



Lighted, motorized motion display made from wood and pressed board with a glass protective front panel and interchangeable back panels, 21 x 25 in., no mfg. mark, c. early 1950s.



Die-cut cardboard sign, 6 x 8 in., c. 1950.

Modernizing and re-formulating

With sales slumping and the beer business rapidly changing, Gretz scrambled to keep pace. The company tried to straddle the fence between its heritage as an “old-fashioned” beer and a more contemporary product and brand image.

In 1952, Gretz shifted to calling itself the “Mellow Beer” to keep with changing Post-War tastes toward lighter lagers.

In the meantime, there was internal family and management turmoil as Robert Gretz, grandson of founder William, left the company in 1954 due to “generational tensions” within the family. Robert had been in charge of sales since the 1940s.

In 1956, the brand made the decision to reformulate, claiming it was now “a lighter beer for modern tastes.”

Continued on page 50



Serving tray, no mfg. mark, c. 1952 featuring the newly-adopted but short-lived “Mellow Goodness” slogan. Collection of John Demczynsyn.



Coaster, 3½ in., supporting the short-lived “Tomorrow in mind” idea, c. 1954.



Newspaper ad from the *Philadelphia Inquirer*, March 19, 1954. The “old-fashioned” claim and imagery was ditched in favor of a younger couple watching TV and the odd tagline that Gretz is “The beer that's brewed with tomorrow in mind.”



Newspaper ad from the *Philadelphia Inquirer*, October 23, 1952. Gretz now tied its brewing process to a “mellow” taste benefit.



Newspaper ad from the *Philadelphia Inquirer*, June 15, 1956. This wordy and complex ad tells consumers that after conducting extensive research, Gretz is giving consumers what they want by re-formulating to a beer that is lighter in flavor and color.

Last gasp to modernize

By 1958, Gretz was continuing to try to convince Philadelphia beer drinkers that it was “modern”—and this became the primary theme in its advertising and promotional efforts. But this did not improve sales.



A pair of newspaper ads from the *Philadelphia Inquirer*, May 15 and June 14, 1957. Gretz was now overtly insisting it was “modern, too!” A series of ads featured the juxtaposition of an old-fashioned character with a contemporary one. These ads carried the somewhat convoluted, dual message that Gretz was “old in favor, new in flavor.”



Series of four vacuform plastic signs, 10 x 10 in., no mfg. mark, c. 1957. Gretz made some attempts to take the “Man on the Bike” and put him in other active—and more contemporary—situations. This is similar to what cross-town rival Esslinger's did with its “Little Man” bellhop character.



Promotional cans, 1956-1958

Tooner Schooner series, 1956

In 1956, Gretz marketed the highly graphic and colorful “Tooner Schooner” set of 21 cans featuring cartoonish characters in old-fashioned garb drawn in a somewhat similar style to the “Man on the Bike.” This seems to have been an oddly-timed move given the brand’s departure that year from the “old-fashioned” theme.



“Tooner Schooner” set of 21 cans

The “modern” GB Fleet, 1957/1958

In late 1957, Gretz shifted gears once again—this time with an analogy associating the small brewery with “modern” small sports cars. The basic idea was that good things can come in small packages (“quality, not quantity”) and of Philadelphia’s four remaining breweries, Gretz was the smallest in terms of production.

To bring the promotion to life, Gretz acquired the actual 1957 models of the sports cars featured and painted them with the brand’s yellow and black colors for their sales force to use. The cars, nicknamed the “GB (Gretz Beer) Fleet,” were paraded out at various local events, beginning with the annual Army-Navy football game in Philadelphia at the end of November 1957. There were 12 different cans in the sports car series, which appeared in 1958. Continued on page 52



The “GB (Gretz Beer) Fleet” of sports cars was featured on a series of 12 cans.



Newspaper ad from the *Philadelphia Inquirer*, November 29, 1957. This ad introduced the sports car promotion and the theme of “Big flavor from Philadelphia’s smallest brewery.”



Price discounting and bankruptcy

In 1958, Gretz desperately tried to spark sales by promoting itself with lower prices. But by 1960, the brewery produced only a third of what it did during its peak year of 1949.



That year, Gretz went bankrupt and its assets were sold to rival Esslinger's in January 1961. Esslinger's continued limited production of Gretz beer, as did Jacob Ruppert, Inc. of New York, which purchased Esslinger's in 1964.

The iconic smokestack still stands tall as a reminder of what once was.



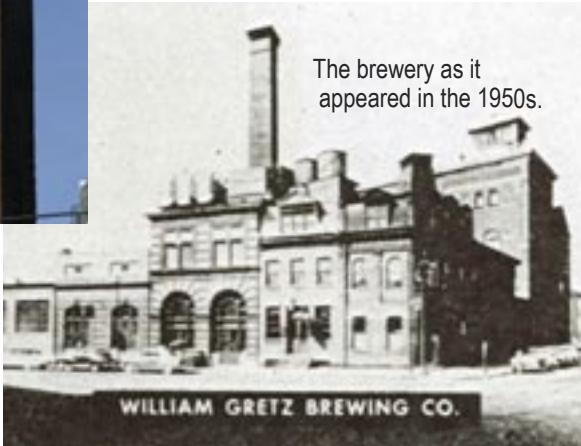
Newspaper ad from the Philadelphia Inquirer, April 21, 1958.

The brewery buildings

The original brewery complex continued to stand as physical relics of Philadelphia's once vibrant beer culture. Sadly, the site has deteriorated for decades, becoming a symbol of industrial decline even as preservationists advocated adaptive reuse.

The property was listed on the Philadelphia Register of Historic Places, and in recent years proposals have emerged to convert the site into residential and commercial space — a reflection of the neighborhood's wider redevelopment.

The brewery as it appeared in the 1950s.



The brewery buildings still stand but are in a fragile state of deterioration. There is hope, as future plans call for its redevelopment into commercial and residential space, as seen in these concept drawings.

Note: These Gretz Brewery structures are included as part of the Historical Bus Tour being conducted on July 29 in conjunction with the NABA Convention in Philadelphia.



The Gretz name

Although its brewing operations ended, the Gretz family and name continue to play a prominent role in the local beer market. Gretz Beer Company was begun by Robert Gretz after he left his family-named brewery in 1954.

Gretz Beer Co. was a successful wholesaler for Anheuser-Busch and later, also craft beer brands that outlasted the Gretz brewery by decades. It was sold to a larger distributor in 2018 by the fourth-generation members of the family, Steve and Mike Gretz, who are Robert's sons.

A New Gretz

In October 2025, Gretz Beer was reborn thanks to a fifth-generation family member, Kyler Gretz, who is Steve's son. Kyler is the great-great grandson of Gretz founder, William Gretz.

Kyler also is the co-owner and head brewer of this modern iteration, called Gretz Brewing. He runs his new brewery on a family-owned farm in Elverson, PA, 50 miles northwest of Philadelphia.

According to Kyler, his new brewery embraces traditional lager brewing methods. "This isn't just a comeback story," Kyler told the local press. "It's about connecting generations. The name may be old, but the mission is timeless—make great beer with pride." Gretz Brewing plans to open a taproom in Elverson this year.



The Gretz Beer Co. was a successful wholesaler for Anheuser-Busch. It outlasted the brewery and was sold in 2018.



Kyler Gretz is the co-owner and head brewer at his brewery in Elverson, PA. He has revived the family name in a new era of brewing.

The Greater Delaware Valley Chapter and Gretz

The GDV Chapter has established a relationship with Kyler Gretz and his new brewery, and he has been a guest at some of the regular meetings of the chapter. These meetings are typically held at various member's homes so they can share their collections.

But on May 30, the Chapter held a meeting for the first time at the new Gretz Brewery in Elverson, PA, and had the honor of seeing parts of the Gretz family's personal collection.

This harkens back to when the Chapter was first formed in 1974, and meetings were held at the Schmidt's brewery in Philadelphia. Kyler will be joining us for the 55th NABA Convention in King of Prussia, and NABA members will have a chance to enjoy beers from this historic brewery.



Kyler Gretz is a member of NABA's Greater Delaware Valley Chapter and both he and his beer will be featured at the upcoming NABA Convention this summer in Philadelphia.

Editor's Note: Gretz Beer will be featured at the 55th Annual NABA convention held from July 27-August 1, 2026, in King of Prussia, a Philadelphia suburb. NABA also is pleased to welcome Kyler Gretz as a special guest at the convention.

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.

In celebration of the beer serving tray, Mark and Peter have been writing a series of columns spotlighting these tin treasures. This article presents notable figures in history who have been commemorated on a beer tray.

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

Immortality on a beer tray

With a short turnaround between articles, we decided to channel our inner social media and spotlight the faces of actual people who can be found on trays.

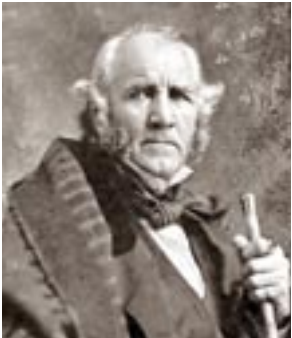
These "Beer Tray Celebrities" can be categorized in four ways: brewers, heroes, politicians and otherwise famous or notable persons of the time. They are presented here, with some brief perspective on who they were and why they may have been worthy of beer tray immortality.



This Article is best read listening to J. Geils Band's "Freeze Frame" and drinking a Pompous Ass English Ale from Toronto's Great Lakes Brewing Co.



Anheuser Busch Inc.
no mfg. mark
Internet Auction



Stephen E. Austin, Samuel Houston, Mirabeau Lamar; three individuals shown on the tray above who were key in the founding of Texas. Stephen E. Austin ("the Father of Texas") led the successful colonization of eastern Texas, Samuel Houston who helped to organize the provisional government of the Republic of Texas, and Mirabeau Lamar, second president and leading force in school development, including the establishment of both Texas A&M and the University of Texas.

Notable people

In addition to brewers, heroes, and politicians, a number of trays featured well-known and/or notable persons of the day. While some may have appealed to a broad audience, others were more narrowly appealing to a specific demographic.

1. **Columbus Brewing Co.**
Columbus, OH
no mfg. mark
Internet Auction
2. **Standard Brewery Co.**
Baltimore, MD
by Chas. W. Shonk
Collection of Daryl Ziegler
3. **Howell & King Co. Union Brewery**
Pittston, PA
by Meek & Beach
Courtesy Morean Auctions
4. **Stock Version**
by Meek & Beach



1. Christopher Columbus (1451-1506) was an Italian explorer who completed four transatlantic voyages to the Americas on behalf of Spain, leading to European colonization. The image on this tray appears to be an idealized version of the 1519 portrait by Sebastiano del Piombo.



2. Otto von Bismarck (1815-1898) was a Prussian nobleman responsible for the unification of Germany (1871). Known as the "Iron Chancellor," he was unified Germany's first chancellor from 1871-1890 and was long considered a hero to German nationalists.



3. John Mitchell (1870-1919) was President of the United Mine Workers of America, the largest union in the US, when this tray was issued in 1903. He was acclaimed for his role in negotiating a resolution to large-scale coal mining strikes and securing fair and standard labor practices. In a 1903 interview, Jasper Meek (Meek & Beach) specifically mentioned the recent release of this design.



4. Pope Leo XIII (born Gioacchino Vincenzo Raffaele Luigi Pecci, 1810-1903) was the head of the Roman Catholic church and the second longest serving Pope during his tenure. Leo was highly regarded in America for championing the rights of workers to a fair wage, safe working conditions, and the formation of trade unions. Although a few brewery (rare) examples exist we did not have a decent picture of any of them; hence the stock example of this design.

Heroes

Association with a local or national hero, whether long-term or “in-the-moment” was a popular strategy for a number of brewers Pre- and Post-prohibition.

1. **Binder, Biederbeck & Schmidheiser**
Philadelphia, PA
by Chas. W. Shonk

2. **Beer Drivers Union, Local 132**
Philadelphia, PA
by American Art Works

3. **Cleveland & Sandusky Brewing Co.**
Cleveland, OH
by American Art Sign
Courtesy of Morean Auctions

4. **Franklin & Hayes Brewing Co.**
Pocatello, ID
by H. B. Brace & Co
Courtesy of Morean Auctions



1



2



3



4



5



6



7



8

5. **Liebmann Breweries Inc.**
Brooklyn, NY
no mfg. mark

6. **Oneida Brewing Co.**
Utica, NY
by Chas. W. Shonk

7. **Washington Breweries Inc.**
olumbus, OH
by Novelty Advertising
Collection of Daryl Ziegler

8. **Walkerville Brewery Ltd.**
Windsor, ONT
by St. Thomas Metal Signs



1. **Admiral George Dewey** (1837-1917) was successful at Manila Bay and other engagements during the Spanish-American War making him a hero with the American public. He was briefly promoted as an alternative to progressive William Jennings Bryan for the 1900 Democrat party nomination.



2. **Paul Konig** (1867-1933) was a famous German submarine sailor in the early days of submarines who became a hero in Germany. During World War I, he successfully avoided British blockades on two historic transatlantic commercial voyages to Baltimore before the U.S. entered World War I. These voyages elevated him to celebrity status.



3. **Oliver Hazard Perry** (1785-1819) was from a distinguished naval family that included his brother Commodore Matthew C. Perry (to whom we had incorrectly attributed this image previously). He earned the title “Hero of Lake Erie” for leading American naval forces to victory at the Battle of Lake Erie during the War of 1812.



4. **Tondzaosha** (a.k.a. Buffalo Robe, 1815-1884) was a Chief of the Northern Shoshone who led attacks against early settlers starting in the 1850s. Among settlers and the Army, he was referred to as “Chief Pocatello.” The Franklin & Hayes brewery began using his image on their letterhead in 1905 and he also appeared on labels from 1904-1913.



5. **Gilbert Raymond Hodges** (1924-1972) was an American baseball player for the Brooklyn/Los Angeles Dodgers where he played first base, including six pennant winning seasons and two World Series titles. Later he became manager of the “Miracle Mets” leading them to their first World Series title in 1969.



6. **Skenandoah** (1706-1816), often rendered as Shenandoah, was a vital Native American leader of the Oneida Nation who helped shape early American history as an important ally to George Washington’s Colonial Army. During the brutal winter of 1777–1778, he and his people walked over 200 miles to Valley Forge to deliver hundreds of bushels of corn, saving Washington’s starving army.



7. **George Washington** (1732-1799), revolutionary war hero, America’s first president, and “Father of his Country.” This image most closely resembles the Athenaeum portrait of him by Gilbert Stuart. It is one of the few graphic trays by Novelty Advertising.



8. **Rob Roy MacGregor** (1671-1734) was a Jacobite Scottish outlaw who later became a Scottish folk hero due to his involvement in numerous military actions against the British government in the early 18th century. He was a popular figure in Ontario which was a focal point of Scottish immigration.

Brewers

It is no surprise that a number of trays feature the proud brewery owners who staked their reputation on association with their product.

1. Labatt Brewing Co.

Toronto, ONT
no mfg. mark
Courtesy of Miller & Miller Auctions



1

2. Ph. Kling Brewing Co.

Detroit, MI
by Chas. W. Shonk
Collection of James Kaiser



2

3. Christian Moerlein Brewing Co.

Cincinnati, OH
by Chas. W. Shonk
Courtesy Morean Auctions



3

4. John Zynda & Sons;

Detroit, MI
no mfg. mark
Collection of James Kaiser



4



1. John Labatt (1838-1915) was a Canadian businessman and brewer who took charge of the Labatt Brewing Company co-founded by his father in 1847. Labatt got his start in the brewing business by apprenticing at a brewery in the US before joining his father's firm as brewmaster in 1864.



2. Philip Kling (1818-1910) was born in Baden-Wurttemberg, Germany and trained as a cooper before becoming a brewer. Although the Kling brewery was never one of the "big boys," he was successful and prominent in the industry, becoming the first president of the Detroit Brewer's Association.



3. Christian Moerlein (1818-1897) immigrated to Cincinnati, Ohio's over-the-Rhine district from Bavaria in 1841, becoming an apprentice brewer and blacksmith. He started the Christian Moerlein Brewing Company in 1853 growing to become the 13th largest brewery in the nation prior to Prohibition.



4. John Zynda (1859-1927) worked in a brewery near Berlin as part of an apprenticeship his father arranged before immigrating from Germany. In 1886, he purchased the Joseph A. Kurtz Brewery in Detroit, MI and renamed it White Eagle Brewery. Family lore suggests he operated illegally during Prohibition. And John is the great-grandfather of NABA member Frank Zynda.

Politicians

Trays featuring political figures who were running for office were common in the early years of tray manufacturing but more or less disappeared after the 1904 Presidential election. Teddy Roosevelt was an exception in that regard.

1. Stock Version

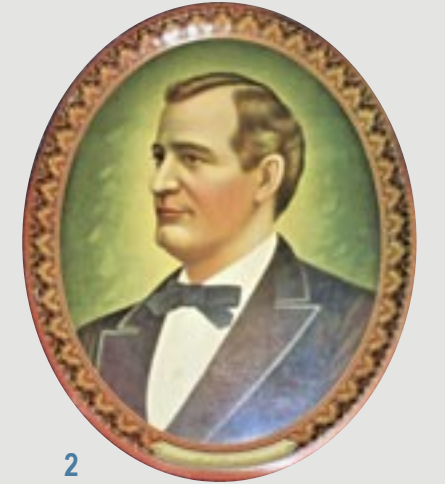
by Tuscarora Advertising
Collection of Peter Bayer



1

2. Stock Version

no mfg. mark
Internet Auction



2

3. Albany Brewing Co.

Albany, OR
by Meek & Beach
Collection of Michael Magnussen



3

4. Stock Version

by Meek & Beach
Internet Auction



4



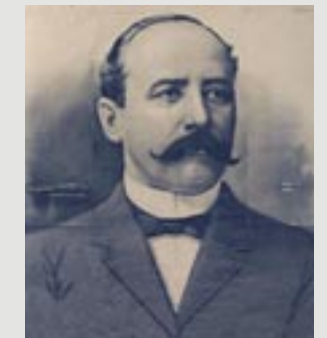
1. William McKinley (1843-1901) was elected in 1896 and again in 1900; he was assassinated in 1901 at the Pan-American Exposition. This large, oblong tray was issued by the Tuscarora Advertising Company (according to production notes) in relation to the 1900 election. We are seeking our first brewery example.



2. William Jennings Bryan (1860-1925) was a force in the Democratic Party, running for President three times and becoming famous for his "Cross of Gold" speech which advocated decoupling the value of the dollar from US gold reserves. This example is from an unknown manufacturer (we suspect Chas. W. Shonk); we are seeking our first brewery example.



3. Theodore Roosevelt (1858-1919). This tray features the official White House portrait by famed artist John Singer Sargent from February 1903 and was likely issued by Meek & Beach in relation to his run in the 1904 election. Roosevelt ended up on five separate trays and went on to serve two terms as President.



4. Alton B. Parker (1852-1926) was the Democratic candidate for President in 1904 after having served on the New York Supreme Court. His nomination split the party and the progressive Bryan wing did not turn out to vote for him. Later he served as president of the American Bar Association, 1906-1907. All trays are rare; we are looking for our first brewery example.



Ceiling fan for Falstaff Beer, Falstaff Brewing Corp., St. Louis, MO, shown unlit (left) and lit (right). The fan is 22 in. dia. x 24 in. high, by Edwin F. Guth Co., St. Louis, MO. c. mid-1930s. This is the only known example. Below: View of fan when looking up through the bottom.

Unique Falstaff finds

by Dave Kubat

It was about eight years ago when I first saw a unique Falstaff ceiling fan in a local collector's basement. I was very intrigued with this unusual piece as I had never seen anything like it before. A few years later, I found out that it was now in the collection of some very good friends. They let me take photos of the piece for my Falstaff historical archives. Then I also mentioned that if they ever decided to sell the fan, I would be seriously interested. To that, they replied, "no problem, you'll be first."

At about the same time, I acquired a pair of Falstaff lighted bottle wall sconces (with no manufacturer markings) from another local collector. When I compared it to the photos of the ceiling fan, there was a strong resemblance and I wondered if they might be from the same manufacturer.

In January, I was working on a big trade with these same friends for a variety of other Falstaff



items when they mentioned they would like a backbar sign for Griesedieck Bros. Beer that I owned. I advised them that I would only part with the GB sign in a trade that included the Falstaff ceiling fan. Shortly thereafter, we shook hands on the final deal and the Falstaff fan was mine.

The fan and sconces: related?

While there is no definitive evidence of where the fan or sconces were originally used, both are pretty elaborate and likely costly to manufacture. Therefore, I believe these were not meant for taverns, but were most likely in the hospitality area or perhaps an executive's office at the brewery.

The ceiling fan is called the Guth Fan Conditionaire and was manufactured by the Edwin F. Guth Company of St. Louis. And I believe that the wall sconces were also manufactured by

them due to the strong similarity in design to the fan. The Guth Fan Conditionaire was only produced from 1928 to 1940. Falstaff was not known to spend money on items like this until after Prohibition, which dates these pieces to about the mid-1930s, when Falstaff began spending more for advertising.

Edwin F. Guth Co.

Edwin F. Guth, Sr., was born in St. Charles, MO in 1875. He began his business career in 1893 with the Interstate Electric Company. Nine years later, Guth and three associates, including his brother Oscar, formed the St. Louis Brass Manufacturing Company in May 1902.

The company created innovative lighting fixtures as well as brass and bronze castings for handrails, mantels, and iron grates.

In the first decades of the 20th Century, the company prospered and continued to innovate. In 1923, the St. Louis Brass Manufacturing Company merged with the Brascolite Company and changed its name to the Edwin F. Guth Company to honor its founder and brilliant inventor.

In 1928, the "Guthfan Conditionaire" was invented. Unlike traditional fans, it used a small plate with 19 fins. This was considered the first real improvement in fan design since 1898 and was a prototype of today's ceiling fans. The "Guthfan" often featured a 5-light chandelier design like my Falstaff fan.

The company thrived for many years, and in 1966 was sold to Philips and rebranded.

Comparing the fan and sconces

The fan is solidly constructed with a large steel-cased electric motor. Around that there are five painted Falstaff diecast shields with the appearance of stained glass. Mounted radially from the hub are five painted glass wood barrel globes with simulated



Pair of wrought iron lighted wall sconces mounted on diecast painted shields for Falstaff Beer, Falstaff Brewing Corp., St. Louis, MO, 7¼ x 14½ in. (each), believed to be by Edwin F. Guth Co., St. Louis, MO. c. mid-1930s.

diecast metal tappers. The glass globes are marked GFC Co. (Guth Fan Conditionaire Company). The

wrought iron makes it a hefty piece, tipping the scale at around 50 pounds. The kegs are large and heavy, so they remain stationary while the small circular plate with the 19 fins spins.

The wall sconces each have a pair of lighted, embossed, painted, clear glass Falstaff 12 oz. long neck bottles with crowns. The bottles are specially manufactured of thick glass and have a hole in the bottom for the lightbulb.

Like the fan, the sconce framework is constructed of wrought iron. It also has a similar diecast painted Falstaff shield, again giving the appearance of stained glass. Also, both the fan and the sconces have a similar antique silver finish, which provides more evidence that the sconces were manufactured by the Edwin F. Guth Co.

Special pieces in the Falstaff collection

When I acquired the fan, it was in good working order and it ran as it should. It still had its original cloth wiring, and only needed a good cleaning. But, one of the five glass beer barrel shades was missing. I found a near exact replacement and painstakingly painted it to match. The wall sconces just needed a good cleaning.

Due to the size and weight of the fan, it is displayed on a period-correct round table. The wall sconces are hanging on the wall, near the fan.

The fan is the only one known and there are only two known complete wall sconces. Also, none of the veteran St. Louis collectors know of Guth ceiling fans or wall sconces made for other local brands of beer.

Out of the 3000 Falstaff items in my collection, these two are among my top 10 favorites.

"Down in the Holler"

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MY GREAT-GRANDFATHER'S SALOON AND THE *Narragansett* sign

by John
Wolanski



Embossed and painted rubber sign,
20 x 10 in., no mfg. mark, c. 1910.
This sign is believed to be the only existing
example. Collection of John Wolanski.

Stories in this magazine of NABA members with ancestors who worked in the beer business strike a personal chord with me. My great-grandfather, Donato Archetto, was a young Italian immigrant looking for opportunity when he came to America in 1900. He opened an establishment called the Western Saloon around 1910 in Cranston, RI on the ironically named Puritan Avenue. And of course, his saloon featured the lager, ale, and porter of Cranston's most famous brewery, Narragansett Brewing Co.

Donato had five sons, all of whom worked in the saloon before Prohibition. The youngest, John Archetto, was my grandfather. A lifelong Cranston resident, he shared family stories and photos with me before he passed away in 2004 at age 99. Many of those stories had to do with the family saloon and these are three of my favorite anecdotes.

A visit from the mayor in 1911

My great-grandfather's saloon was mentioned in a newspaper story in October 1911. At that time, Rhode Island was a Blue Law State, which banned the sale of alcohol on Sundays. According to an article in the *Providence Journal* on October 10,

1911, Edward Sullivan, the mayor of Cranston, "made a tour" of some of the local "liquor saloons" on a Sunday. Sullivan was Cranston's first mayor and was popular for lowering the city's debt while not raising property taxes.

He also knew how to generate publicity—as he did when he invited the press to accompany him on his Sunday saloon "investigation." The *Providence Journal* reported that Sullivan found at least two saloons that were open and illegally doing business. My great-grandfather's Western Saloon was one of them and the only one mentioned by name. But somehow, he managed to escape trouble with Sullivan and the law.

The *Journal* reported that when the mayor arrived at "the shop of Donato Archetto and Son," he peered through a window and saw a man drinking. Other men also had congregated inside the saloon, likely with the same intent. According to the

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Interior shot of Archetto's Western Saloon, about 1919, where two signs hung, like the unique one in John's collection.

Behind the bar are three of proprietor Donato Archetto's sons: Donato Jr, Angelo and Mike. John "Pops" Archetto is leaning against the bar holding up a glass.

SULLIVAN MAKES SUNDAY TOUR.
Mayor of Cranston Visits Saloons, Empties Beer on Floor.
'Mayor Sullivan of Cranston made a tour of some of the liquor saloons of that city Sunday, and, according to the story of his doing, gleaned from various sources, he found at least two places near Chestnut Hill doing business. The story also is that he emphatically told the proprietors to shut up and the customers to get out. In one place he is said to have told the proprietor that he would lose his license. When asked about the tour yesterday the Mayor admitted he had made such a trip, but he declined to discuss it in detail.
One of the places visited was the shop of Donato Archetto & Son, on Puritan avenue. There, it is said, the Mayor saw a man through the window drinking, and, it is said, also, there were other men in the place. He went around to the side door and knocked. It is said he had to wait 15 minutes or more, and when finally he was admitted there was nobody present but the proprietor and himself. What passed between them is not known to anybody else. Mr. Archetto said yesterday that the Mayor did go to his place, but he denied that there were any customers there.
The next place in the tour was that of Benjamin Fierstein on Chestnut Hill avenue. There, it is said, there were several men in the place, and at least four at the table with glasses of beer. The Mayor seized the glasses and emptied the contents on the floor. It was learned in the neighborhood yesterday that the Mayor visited this place, but the proprietor was away yesterday.
At the saloon of Angelo di Pesto on Puritan avenue, it is said, the Mayor paid a visit, but found everything closed up tight.

This newspaper article from the *Providence Journal* on October 10, 1911, details the "visit" made by Mayor Edward Sullivan to the Donato Archetto and Son saloon.



The late John "Pops" Archetto holds the sign that is similar to the one that hung in his father's saloon before Prohibition. Standing behind him are his grandson, John Wolanski, and great-grandchildren, Lisa and Joseph Wolanski. This photo was taken in March, 2002.

newspaper article, when the Mayor knocked on the side door, "he had to wait 15 minutes or more" before he was admitted.

Once inside, Sullivan found that the saloon was empty of anyone but the proprietor—my great-grandfather, Donato. My great-grandfather Donato must have had an interesting discussion with Mayor Sullivan as there were no apparent legal repercussions from this unannounced Sunday visit. The newspaper simply reported, *"What passed between them is not known to anybody else."*

"Rushing the Bucket"

The Western Saloon was strategically located across the street from the Cranston Print Works, a major textile printing factory that employed hundreds of local resident workers. According to my grandfather, he and his four brothers worked at the family's saloon serving Narragansett beer along with lunch specials that included sparrow pie and snapping turtle soup.

The workmen at the factory had a considerable thirst for Narragansett. They would pay my grandfather and his brothers five cents to take their empty lunch buckets under the plant's fence to the saloon to be filled with Narragansett beer, and then quickly return them to the men. It was a ritual they called "rush the bucket," and it was a profitable business opportunity, especially because they made sure there was always more foam than beer in the bucket.

My grandfather remembered that his father, Donato, was upset one day when he noticed that the beer in the lunch buckets was not producing as much foam as usual. More beer and less foam in the buckets meant less profit. Upon closer inspection, they noticed that the plant employees were adding cooking oil to the buckets, reducing the foam produced by the beer. Donato quickly fixed the problem. He instructed his sons to wipe the buckets clean of oil with towels before filling them with beer from the tap. They were soon operating more profitably again, selling buckets with more foam than beer.

The Narragansett sign

I cherish all of the stories and photos my grandfather shared with me—especially one photo in particular (at left). Taken from inside the saloon around 1919, it shows three of my grand uncles and my grandfather, John "Pops" Archetto, proudly gathered around the bar. There are two examples of oval Narragansett signs on the backbar behind them.

These signs were witness to the rough and tumble antics of local customers and politicians, and the survival strategies of the family business over a period of 10 years. I have always cherished the picture of my great-grandfather and family members inside the bar. As a breweriana collector, I was hoping to someday find one of those oval signs that is in the picture.

Then about 30 years ago, I found one for sale on eBay. Of course, I had to buy it—the sign was exactly like those I'd seen "in the wild" in the family photo from the early 1900s. I'm glad that I bought it because all these years later, I've not seen another one like it, nor have my fellow Rhode Island collectors.



Longtime NABA member John Wolanski (left) and his son Joe display their prized, Pre-Prohibition Narragansett sign. It is the only example of this sign known of the type that once hung in John's great-grandfather's saloon.

The Narragansett Brewing Company was founded in Cranston in 1890, and a decade later their beer and ales became the largest sellers in New England. Narragansett survived Prohibition and was acquired by the Falstaff Brewing Corporation in 1965. It closed its Cranston

facilities in 1983 but was revived in 2005 by a group of investors and contract brewed by Genessee Brewing Co. in Rochester, NY. As of 2021, Narragansett was once again brewing at its own facility in Providence, RI.

A prominent brewer like Narragansett would likely have produced many signs like mine for the saloons where it was sold more than 100 years ago. I have no idea if my sign was one of the examples seen in the photo that hung in the Western Saloon. But when my grandfather first saw it, it was instantly familiar and he asked excitedly, "How did you get the sign from the Saloon!?" That was good enough for me!



Donato Archetto, in the fedora hat, stands in the doorway of his Western Saloon in Cranston, RI, around 1910. His five sons are in the photo, including his son John who is on the far left and was the youngest, born in 1905. Laying by the steps was John's beloved bulldog, Prince. John Archetto is the grandfather of NABA member John Wolanski.

Note the large, oval sign for Feigenspan Brewing Co, Newark, NJ for its P.O.N. (Pride of Newark) Beer and Ale. It is in the lower right window. The saloon closed its doors for good with Prohibition in 1920.

A BOUNTY OF BEAUTIFUL



BALTIMORE BREWERIANA

by Art Distelrath
with Ken Quaas

All breweriana shown are from historic breweries that were located in Baltimore and are a part of the outstanding collection of longtime NABA member David Donovan, of Perry Hall, MD. Photographs are courtesy of Veronica Donovan.

It was the summer of 1993 and I was stationed at Ft. Meade, MD, working at the National Security Agency. While looking through the local Pennysaver magazine, I saw an ad for “beer advertising for sale.” That Saturday, my wife, daughter, and I drove into Baltimore City. As we pulled up to the address, we saw a table full of glassware on the sidewalk in front. A man came outside and we talked as I looked over the glasses. He invited us inside to see his collection. That was the day I met my friend David Donovan.

As I walked inside, I could tell this was going to be something special. On the walls were beautiful Pre-Prohibition era lithographs, reverse-painted glass signs, and other stunning antique advertising. We made our way to the basement where every wall displayed all types of breweriana, all from Baltimore! And then there was the heart of David’s collection, his amazing array of beer globes, hanging from the ceiling.

This started a long friendship between David and I. And although I collect breweriana from the

Erie, PA area, I can easily appreciate the beauty of Baltimore breweriana through my longtime friend and fellow NABA member. Here is the story of his collecting journey.

A focus on Baltimore

Baltimore had more than 125 different breweries from the 1790s through the 1960s. Baltimore also had a very wide range of breweriana types represented in the point-of-sale advertising of its many breweries. This variety of breweriana—both from before and after Prohibition—is very well represented in David’s collection. Surprisingly,

At left: David Donovan holds the National Bohemian sham glass that sparked his breweriana collecting passion. He received the vintage glass as a Christmas present as a teenager from an old friend. Importantly, he is also holding his dog, “Boh” who was named by his children in honor of the famed vintage beer brand, known locally in Baltimore as “Natty Boh.”



Die-cut, embossed card stock calendar with cloth hanging ribbon for The National Brewing Co, 12½ x 18 in., by Wolf & Co., Philadelphia, PA, dated 1896.

Baltimore had very few neon signs, making them difficult to find today. There are less than 10 different neon signs known while large breweries from other cities sometimes produced dozens of different neon designs.

David grew up in what was first his grandfather’s bar and was then passed down to his father. The bar was first known as The Bowery and was a local neighborhood restaurant during the late 1920s. After Prohibition, the establishment began serving beer. David’s grandfather began working at the bar in the 1930s, serving drinks while his grandmother cooked

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The family room of the Donovan home is beautifully decorated with rare, vintage breweriana and antique lamps.

A BEER LEGACY



Double-sided lighted globe sign with porcelain enamel glass advertising lenses for Arrow Beer, Globe Brewing Co., Baltimore, MD, 13 1/4 in., on an 18 in. diameter white ripple glass body with a copper neck collar, by Gill Glass Company (Gillco), Philadelphia, PA, c. 1935.



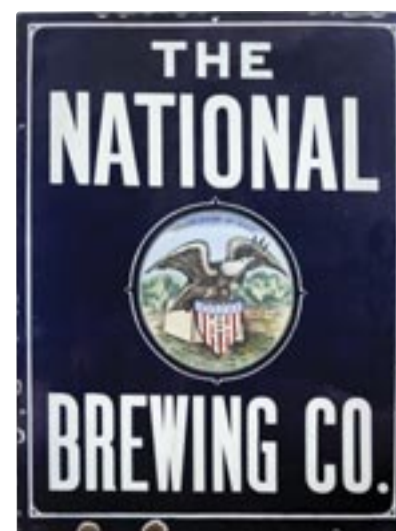
Neon sign featuring red ruby and blue neon gas tubing mounted on a porcelain-fired face panel 24 x 12 in., by Atlantic Neon Company, New York, NY, c. 1936.



Today, what was formerly The Bowery and then Donovan's Lounge is now a tavern called The One Nine.

The Bowery Tavern, pictured above in 1939, is in Edgemere, MD, about 12 miles southeast of Baltimore. The bar was later owned for many years by David's father, Buddy, and was renamed Donovan's Lounge. The family sold the business in 2021 and the establishment still operates as a tavern and is now known as The One Nine (below). Pictured in front of the building are U.S. Army soldiers who were stationed at Fort Howard, just a few miles away.

PRE-PROHIBITION



Ten-color porcelain sign for The National Brewing Co. 14 x 18 in., no mfg. mark, c. late 1880s.



Die-cut, five-color porcelain corner sign for Extra Fine Beer, The Geo. Bauernschmidt Brewing Co., 16 7/8 x 23 1/2 in., by F.E. Marsland, New York, NY.



Die-cut tin corner sign with hand painted gold leaf and smaltz for J.F. Wiessner's Lager, 24 1/2 x 34, by Goetz (presumably a Baltimore company), c. 1880s. Smaltz was a ground, pigmented glass that created a light-catching, durable finish.

Pie-plate shaped serving tray for Extra Pale and Standard Beer, Von der Horst Brewing Co., by Kaufman & Strauss Co., New York, NY, c. 1890s.

Founder John Von der Horst named his facility Eagle Brewery, which is why that icon is so prominent in the logo on the tray. The brewery closed after the business was consolidated into the Maryland Brewing Company in 1899.



Hand painted tin sign for Darley Park Lager, Darley Park Brewing Co., Baltimore, MD, 17 x 12 1/2 in., no mfg. mark, c. early 1880s. This brewery closed in 1912.

meals for the patrons. At some point, his grandfather purchased the business and later passed it down to his father, who changed the name to Donovan's Lounge.

"As a boy, I used to stay awake until the bar closed at 2:00 AM. Then I would go downstairs and help my father clean, stock, and do other duties. As I got older, it was my job to wash and wax the floor from 2:00 AM to 5:00 AM every Saturday night," David recalled.

David fondly remembers his first piece of Baltimore breweriana. Interestingly, it was not from his father's bar. It was a Christmas present from a longtime friend in 1978. That piece was a 1950s era National Bohemian sham pilsener glass with its famed "Mr. Boh" character on it. Growing up with his family history in the bar business, his interest in older beer advertising was sparked.

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Lithographs with stories

The house call

The visual features a well-dressed doctor from the late 1800s handing a glass of “wholesome” Würzburger-style beer to a lady dressed in Victorian garb, as her young child amusingly reaches for the glass. David said: “The colors, graphics, design, and subject matter make what I believe to be a fantastic non-stock lithograph.”

Paper lithograph for Pilsener and Bavarian Beers, The Standard Brewery Co., Baltimore, MD, 24 ½ x 30 ¾ in. Entitled “The Doctor’s Wholesome Prescription” and lithographed by A. Hoen & Co., Baltimore, MD, c. 1890s.



Lithograph on heavy card stock with calendar for Standard Brewery Co., 19 ½ x 25 ½ in., no mfg. mark, dated 1899.

The one that almost got away

David said, “In my antique business, I would go to people’s homes to buy merchandise for my store. In 2002, I bought a painting on canvas of Christ praying in the Garden of Gethsemene. I had the painting a few days when a dealer came into my store and bought it.

A couple of weeks later, a friend told me about an 1899 calendar from the Standard Brewery that was listed on eBay. The seller’s description mentioned that the calendar was found backing a painting of Jesus praying. I realized that I had sold the painting without checking the backing.

I immediately contacted the dealer, who ended the listing and brought the calendar back to the store a few days later. I traded him a valuable vintage bedroom set for it. You just never know what you will find as backing behind a framed piece.”

Factory scene favorites



Paper lithograph of The Wehr-Hobelmamm-Gottlieb Brewing & Malting Co.’s Globe Brewery, Baltimore, MD, 33 ½ x 27 ¼ in., by A. Hoen & Co., Baltimore, MD, c.1888. This short-lived brewery existed from 1888-1899.



Serving tray for Fred Bauernschmidt’s American Brewery, 16 ¾ x 13 ½ in., by H.D. Beach Co., Coshocton, OH, c.1900.



Paper lithograph for Standard Lager Beer, John F. Wiessner Brewery, 33 ¼ x 21 ½, no mfg. mark, dated 1887.



Paper lithograph of E.W. Stiefel Brewery, 33 ½ x 24 ½ in., by E. Bross, Baltimore, MD, c. 1870s. The brewery was in business under this name from 1872-1892. The lithographer (Bross) went out of business in 1887.

“After that, I started searching flea markets for National Beer and other brands. I was about 19 years old and quickly learned that I couldn’t afford to buy signs from all the breweries around the country. I decided to focus on just the Baltimore breweries. I knew that I liked the older items and began collecting both Pre-Pro and Post-Pro advertising. Little did I know that one glass would turn into nearly a half century of collecting.” David said.

The antique business

David began collecting all types of breweriana from Baltimore that he could find—tin signs, globes, glasses, coasters, lithographs and beyond, from large outdoor signs to the smallest service pins, and everything in between. “I love the designs and colors of old advertising. The older, the better. I focus on items in top condition. Some of the pieces

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PROHIBITION ERA



Embossed tin sign for B-B Perfectly Brewed Beer, Baltimore Brewing Co., 19 3/4 x 9 3/8 in., by The Parker Metal Decoration Co., Baltimore, MD, c. 1930. This sign and the actual bottle labels are special pieces in David's collection. Both are the only known examples.

in my collection date back to the 1860s. And I enjoy the challenge of finding new things." David said. He recalls going to an antique market held every Sunday morning at 5:00 AM for 10 years in search of brewery treasure.

His interest in breweriana prompted a career change, which David enjoyed until his retirement in 2025. He operated a successful antique business in Baltimore for 30 years and this facilitated many new breweriana discoveries. He named his business The Bowery of Antiques, in honor of the original name of the bar that was owned by his family.

Not much from Donovan's Lounge

Although there was plenty of breweriana that passed through the Bowery tavern and Donovan's Lounge, very little of it wound up in David's collection.

Debossed acetate tin-over-cardboard sign for Stag XX Brew, The Globe Bottling & Sales Co., 9 x 14 in. A 'Crystoglas' sign by The Whitehead & Hoag Co., Newark, NJ, c. 1930. This sign is the only known example.



He recalled that his father gave him a 1950s era reverse-glass license holder and a drain rack from National Brewing Co.

Baltimore's Globe Brewery used a series of nine different portraits of tastefully rendered nude women as advertising posters during the 1930s and 1940s. The original paintings were done by famous pin-up artists of the day, like Earl Moran and Zoë Mozert. David's collection includes all nine versions, but none were from Donovan's Lounge. Like so many other tavern owners, David's father saw little value in keeping old breweriana and got rid of most of the older artifacts during a clean-up in the 1960s, long before David began collecting.

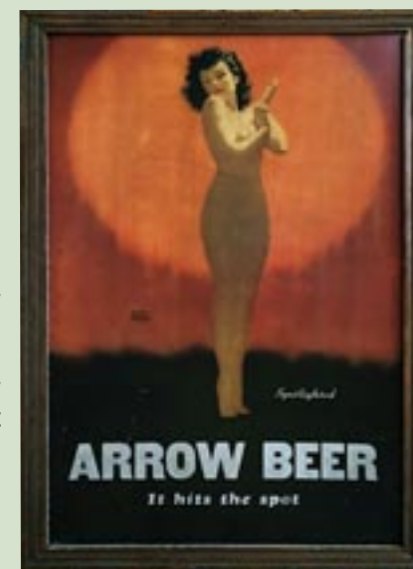
David recalled showing his father his first acquisition from the iconic series of nude posters. He cringed when his father laughed, "I remember those. I burned them up in the fire." With his business expanding in the 1960s, David's father once burned all of the old and obsolete advertising and other items he no longer

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POST-PROHIBITION

Wood-framed cardboard sign for Arrow Beer, Globe Brewing Co., 24 1/8 x 38 5/8 in., no mfg. mark, c. 1940.

This was one in a series of nine "Arrow Nude" signs issued by Globe. This one is based on the original artwork called "Spotlighted," and was painted by famous American pin-up artist Earl Moran (1893-1984).



Embossed, self-framed cardboard sign for Gunther's Beer, Gunther Brewing Co., 14 x 10 in., no mfg. mark, c. early 1940s.

The artwork of the futuristic helicopter and the "Tomorrow" theme are intriguing. The sign appeared during World War II and references "peace." It is one of three known examples.



Etched reverse-glass, downlit lighted sign for Gunther's Beer, Gunther Brewery Co., 22 1/2 x 12 1/4 in., by Gill Glass Co. (Gillco), Philadelphia, PA, c. late 1930s.



Poster of heavy paper stock for Free State Supreme Beer, Free State Brewery Corp., 44 1/2 x 86 in., no mfg. mark, c. 1940s.

This captivating poster came in two pieces and is seven feet tall. Free State existed from 1933-1950.

Reverse-on-glass in chrome frame for National Bohemian Beer, National Brewing Co., Baltimore, MD, 13 x 8 in. by Telescreen Advertising Co., c. 1940.

The one-eyed "Mr. Boh" character was introduced in 1936 and eventually became the most powerful icon among Baltimore breweries.



Two-color neon sign behind a reverse-glass ad panel for Gunther's Beer, Gunther Brewery Co., 24 1/2 x 12 1/4 in., by Lumin-Art Display Corp., Brooklyn, N.Y. c. 1934-1935. This is the only known example.

needed that had been stored in garages that stood behind the bar. He then demolished what was left of the garages to make room for a parking lot.

What's next?

At one time, David believed that he needed to focus on collecting only point-of-sale beer advertising, so he stayed away from acquiring beer cans, thinking he could not afford to collect both. But in the past few years, he has broadened his collection by including cans.

David continues to collect with his characteristic energy and enthusiasm. He still seeks the nine remaining glass globe designs that he does not have in his collection of what are 42 known from Baltimore breweries. "I'm always on the hunt," he said.

Baltimore bullseyes



Cork-on-plywood, barrel-shaped dart board for Gunther's "Dry Beery" Beer, Gunther Brewing Co., 17 1/2 x 23 3/4, by Pressman & Timpest, Philadelphia, PA, c. Mid-1930s.



Graphic growlers

Another distinctive type of Baltimore breweriana that was used after Prohibition was the painted-label glass growler jar. These jars held 64 ounces of beer and had metal lids and painted or decaled labels. The two Baltimore breweries that used labeled growlers were National (10 different label types during the 1950s–1960s) and Gunther with three different growler labels during the 1950s.

A variety of growlers from the National Brewing Co. and Gunther Brewing Co. are pictured here. They are displayed by David in a metal rack that originally held six-pack bottles of Gunther Beer.



Painted, cork dartboard for National Bohemian Pale Beer, National Brewing Co., 17 1/2 x 23 1/4, no mfg. mark, c. mid 1950s.

This baseball-themed dartboard was intended to capitalize on local enthusiasm for the move of the Major League Baseball team St. Louis Browns to become the Baltimore Orioles, in 1954.

Remarkable racks

Another of Baltimore's Post-Prohibition breweriana idiosyncrasies is the beer-labeled metal drain rack, which served as a point-of-sale piece in local taverns. Before the days of dishwashing machines, glasses were hand-washed and put upside down in these racks to dry. The racks typically sat conveniently on the bar or backbar above the beer taps to make them easily accessible to fill with draft

beer. The advertising panels on the racks faced out, toward the patrons. The panels were either porcelain or enamel.

Baltimore's National, Gunther and American breweries advertised on these drain racks from the 1930s into the 1970s. According to David, there are about 20 different ad panels from these Baltimore breweries for the drain racks.



Four examples of metal drain racks for beer glasses with different beer advertising panels, as well as an overhead shot of how they were constructed (bottom right). These were in popular use in Baltimore taverns from the 1930s through the 1970s.



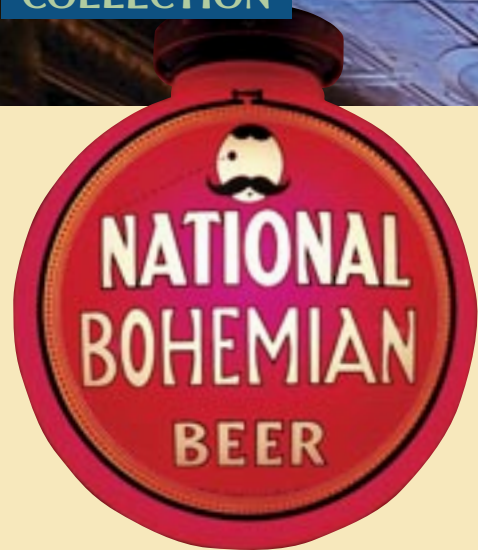
There are great items I've seen in other collections that I don't have—like reverse-on-glass and lighted signs, coasters, labels—all kinds of breweriana."

David has enjoyed meeting many outstanding collectors in our hobby, who have provided him with valued knowledge and advice in his nearly

50 years of collecting breweriana. "I still get excited about going to shows because I never know what I'll find. Right now, I'm looking forward to the upcoming NABA convention in Philadelphia. The thrill of the hunt is very much still there. I'll never stop collecting."

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Six favorite globe lights



Fired-on, reverse-on-glass ad panels attached to a red ripple glass body, for National Bohemian Beer, National Brewing Co., 15 3/4 x 17 in., by Gill Glass Co. (Gillco), Philadelphia, PA, c. 1940.

"One of my favorites is Mr. Boh with a shooting dot eye down to National Bohemian Beer. Some have said that Mr. Boh has "an eye for only one good beer." The deep red panel with the red ripple body makes for an unreal piece of eye-catching lighted advertising. There are only five known examples of this globe."



Fired-on, reverse-on-glass ad panels attached to a solid opaque glass body, for National Premium Beer, National Brewing Co., 15 3/4 x 16 1/2 in., no mfg. mark. Believed to be by Gill Glass Co. (Gillco), Philadelphia, PA, c. 1936.

"The National Premium globe is pure eye candy for me. It has two, 6-inch white lions supporting a belt that encases two castles, barley, and hops. All of this is in beautiful colors of orange, yellow, and black on a deep purple background panel. This is the only known example of this globe."



Fired-on, reverse-on-glass ad panels attached to original yellow plastic body, for Free State Supreme Beer, Free State Brewery Corp., 15 3/4 x 16 1/2 in., no mfg. mark. Believed to be by Gill Glass Co. (Gillco), Philadelphia, PA, c. 1940.

"This Free State globe features outstanding graphics. It pictures a smiling and winking Colonial barkeep, toasting with a tankard of frothy beer. There are only two known examples of this globe."



Fired-on, reverse-on-glass ad panel attached to a white ripple glass body for Arrow Beer, Gottlieb-Bauernschmidt-Straus (also known as Globe Brewing & Sales Co.), 15 3/4 x 17 in., by Gill Glass Co. (Gillco), Philadelphia, PA, c. 1934-35.



Fired-on, reverse-on-glass ad panel attached to a solid opaque glass body, for Baltimore Brew, Baltimore Brewing Co., 15 3/4 x 16 1/2 in., no mfg. mark. Believed to be by Gill Glass Co. (Gillco), Philadelphia, PA, c. 1934-35. This is the only known example.



Fired-on, reverse-on-glass ad panel attached to a clear ripple glass body, for Gunther's Beer, Gunther's Breweries, 15 3/4 x 17 in., by Gill Glass Co. (Gillco), Philadelphia, PA, c. 1934-35.

BALTIMORE'S
GLORIOUS GLOBES

Among the rarest and most prized pieces for collectors of Baltimore breweriana are the translucent glass beer globes, which were introduced by local breweries in the 1930s. Maryland law did not allow neon beer signs, so globes took their place as illuminated outdoor signs. There are 42 known different globe designs for a variety of brands of Baltimore beer—but no ales or bocks. Some are from breweries that lasted only a few years, like Baltimore Brewing Co. Others are from breweries that were in business for many years, like those for National, Gunther, and Globe breweries.

The glass "beer globe" was the preferred form of outdoor lighted advertising for Baltimore

breweries. Eight different breweries used multiple styles. The earliest known globe is from The Baltimore Brewing Co. from 1933 to 1935 with only one known example. The brewery with the greatest number of globes is National Brewing Co. with 13 different designs, including two for National Premium.

David has 33 different globe designs in his collection. "I have searched high and low for these globes over many years. Once I bought an early 1950s 'Mr. Boh' globe from the drunken owner of a bar. The patrons watched as I pulled it down from the outside front entrance to the bar."

continued on page 78



David's lighted globes dramatically illuminate the rest of his collection housed in his home's lower level.



The Donovan Collection features 33 different varieties of the 42 globe lights known to be from Baltimore breweries.



These two globes advertised American Beer from American Brewery, Inc. and Arrow Beer from Globe Brewing Co. They were made specifically to mark a special tavern entrance for ladies. These globes are smaller—just 10 inches in diameter—than the standard entrance globes.

They are both believed to have been made by Gillco and are c. 1940.

LIGHTING THE LADIES ENTRANCE

A separate “ladies entrance” was common to taverns in the late 1800s and early 1900s. These were usually secondary doors at the side or back of the establishment that allowed women to enter discreetly. They were created to protect women from having to walk through the male patrons in the main bar areas, where they might be exposed to crude language or behavior or taking on a bad reputation by being seen in a saloon. The separate entrances might also provide quick access to separate “ladies’ drinking rooms” as well as dining

areas and carry-out counters reputedly used by both genders. These were different times!

Baltimore may have been unique in using the outdoor lighted globe to identify these entrances. The globes were usually mounted on the outside of the building over the designated entrance for ladies. Some of these ladies entrance globes, like the Arrow and American, are smaller than the standard globes, with a 10-inch diameter. Others are the same size as the regular globes, at just over 16 inches. There are seven different known ladies entrance globes.



David stands in the museum-like lower level of the home he shares with his wife, Veronica, and his two dogs, which are appropriately named for famous Baltimore beer brands: Boh and Gunther (standing).



Auction Hysteria

by Chris Watt
oldindianbeer@gmail.com



The 55th NABA Convention is coming on July 27 to King of Prussia, PA, so we thought it would be fitting to highlight breweriana sales from Philadelphia and Eastern PA.

Morean Auctions



Quart Beer Can, Gretz Beer, William Gretz Brewing Co., Philadelphia, PA, c. 1940s, \$46,980.



Quart Beer Can, Gretz Beer, William Gretz Brewing Co., Philadelphia, PA, c. 1930s, \$15,080.



Crown-tainer Beer Can, Cooper's Old Bohemian Beer, Liebert & Obert Brewing Co., Philadelphia, PA, c. 1940s, \$16,500.



Mini Bottle from 1893 World's Fair, Betz's Best Lager Beer, John F. Betz & Son, Ltd., dated 1893, 6-in. tall, bottle is full, \$3,016.

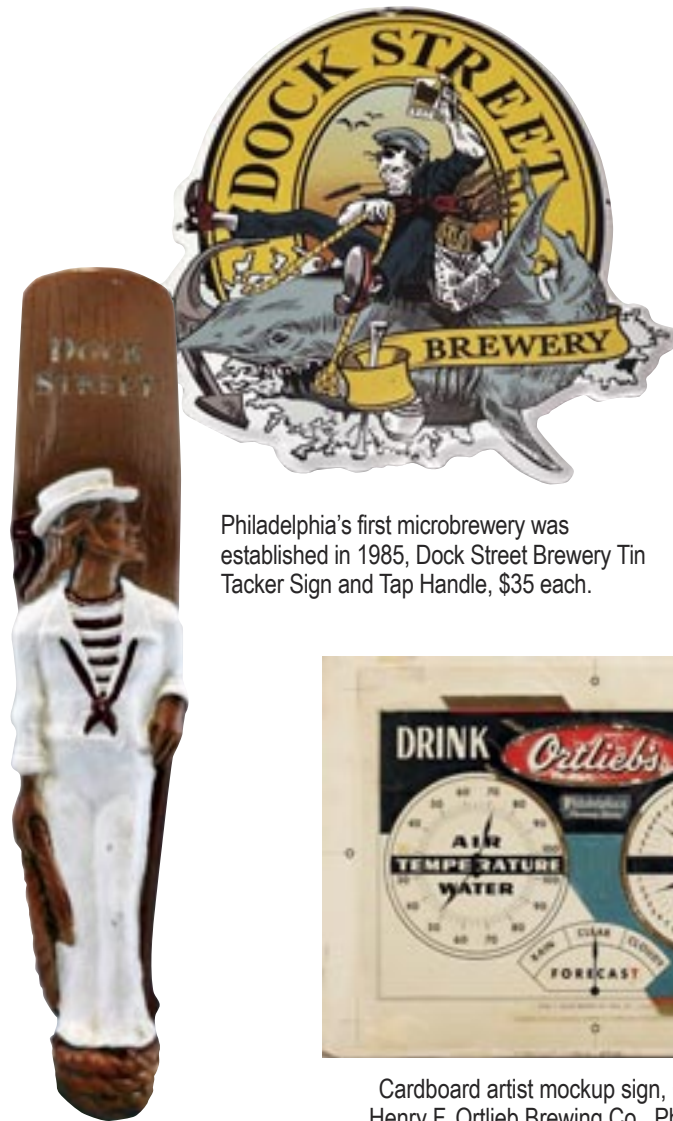
Tin-over-cardboard sign, Schmidt's Beer, C. Schmidt & Sons, Philadelphia, PA, 8 x 13½ in., by Permanent Sign & Display Co., Reading, PA, c. 1930s, \$5,800.



Tin double-sided, outdoor hanging neon sign, Hornung's White Bock Beer, Jacob Hornung Brewing Co., Philadelphia, PA, 42 x 30 x 14 in., c. 1930s, by Me-Co Sign Co. Philadelphia, PA, \$4,720.

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Philadelphia and Eastern PA eBay



Philadelphia's first microbrewery was established in 1985, Dock Street Brewery Tin Tacker Sign and Tap Handle, \$35 each.



Cardboard sign, Betz Beer, John F. Betz & Son Inc., Philadelphia, PA, 8 3/4 x 5 in., c. 1930s, \$302.



Bottle cap, Hornung Porter Beer, Jacob Hornung Brewing Co., Philadelphia, PA, c. 1940s, \$203.



Cardboard artist mockup sign, Ortlieb's Beer, Henry F. Ortlieb Brewing Co., Philadelphia, PA, 16 1/2 x 22 1/2 in., by Permanent Sign & Display Co., Reading, PA, c. 1950s, \$202.



Tin-over-cardboard sign, Black Eagle Beer & Ale, Poth Brewing Co., Philadelphia, PA, c. 1930s, \$5,100.



Beer coaster, Esslinger Repeal Beer, Esslinger Inc., Philadelphia, PA, 4 in., c. 1930s, \$202.



Matchbook, Esslinger Beer, Esslinger Inc., Philadelphia, PA, c. 1950s, \$438.

Beyond the Philadelphia Area Other auctions

Serving tray, Tru-Blu Beer, The Northampton Brewing Co., Northampton, PA, 12 in., c. Pre-Prohibition, \$4000, Arner Auctions.



Serving tray, The Northampton Brewing Co., Northampton, PA, 12 in., c. Pre-Prohibition, \$3,778, Randy Williams Auctions.

Morphy Auctions



Lithograph calendar, Buffalo Brewing Co., Sacramento, CA, 24 1/2 x 33 1/2 in., dated 1910, titled "At the Opera", \$40,960.



Stained Glass Window, Glens Falls Ale, Glens Falls Ale Co., Glens Falls, NY, 25 1/4 x 31 in., c. 1890s, from the Burns Hotel in Glens Falls, New York, \$4,352.



Vitrolite Corner Sign, Ruhstaller Gilt Edge Lager, Ruhstaller Brewery, Sacramento, CA, 22 1/2 x 15 1/4 in., c. Pre-Prohibition, by The Meyercord Co., Chicago, IL, \$40,960.



Lithograph Calendar, Lorenz Schmidt's Estate Mt. Carbon Brewery, Pottsville, PA, 19 1/4 x 24 in. dated 1898, \$1,664.



Lighted "Bullet" style sign, Tivoli Beer, The Tivoli-Union Brewing Co., Denver, CO, 13 1/2 x 8 in., c. 1940s, by The Cincinnati Advertising Co., Cincinnati, OH, \$8,100.



Aluminum sign, Tivoli Beer, The Tivoli-Union Brewing Co., Denver, CO, 10 x 3 in., c. 1930s, by Leyse Aluminum Co., Kewaunee, WI, \$3,343.

Taps

Bill Rawski

Bill “Zap” Rawski, 70, of Chicago, IL, passed away on May 19. He is survived by his partner Gosia Korsakowski, daughters Madeline and Simone, sons John and Christian, sisters Claudette and Susan, brother John, and two granddaughters.

Bill grew up in Chicago and graduated from DePaul University with a degree in history. That passion for history shaped the rest of his life as he channeled his love for Americana into founding Zap Antiques in 1987.

Over nearly four decades, his boundless knowledge, sharp eye, and legendary work ethic led him to build a sprawling collection of one-of-a-kind treasures that fill over 100,000 square feet across Chicago and Texas.

His business, Zap Props, has outfitted major Hollywood productions filmed in Chicago, and has decorated many of the Chicago area Portillo’s restaurants.

Bill’s vast knowledge led to multiple appearances as an expert on the “American Pickers” TV show. He was also a big supporter of NABA who promoted our organization at his place of business and the shows he attended.



“I knew Bill for almost 30 years, first meeting him at the Chicago Coin-op show in St. Charles, IL. He was a top antiques dealer who was always extremely friendly and helpful and had a great sense of humor. He had a wealth of historical knowledge of both the items he sold and hometown of Chicago.”

I always enjoy visiting Bill at his giant warehouse of antiques and props, where he ran his highly successful Zaps Props business. When I was there, I felt like a kid in a candy store.”

~ Paul Cervenka

“I knew Bill for more than 35 years. Our relationship started as a business one and quickly became a great friendship. He was a collector first and a dealer second.

Bill had a keen eye for antiques and came across some great stuff in his lifetime. With Bill’s passing, we lost a legend who will be missed dearly.”

~ Mike Murphy

“Bill was a hard-working person with expertise in both antique advertising and art. His business encompassed antiques, prop rental, art exhibits, and decorating. He was a true legend in his field and someone we all will miss.”

~ Dave Lendy

Pete Clure

Pete Clure, 59, of Duluth MN, passed away on Saturday, March 28. He is survived by his sister Cindy, brother Benjamin, nieces and nephews.

A native of Duluth, Pete graduated from the University of Minnesota Duluth. He worked in the beer industry for many years and was a sales rep with Zenith City’s Michaud Distributing. He was deeply valued by his customers and known for his extensive knowledge and keen insight into beer drinkers.

Pete was nationally recognized as an expert in Minnesota breweriana and brewery history, with a focus on historic Duluth breweries. In 2018 he co-authored *Naturally Brewed, Naturally Better*, which detailed the history of Duluth and Superior (WI) breweries. The book and selected items from his extensive collection were featured in the Winter 2019 issue of the *Breweriana Collector*.

Pete was also an historian of all things related to the Duluth seaport and had worked on pilot boats and sailed the Great Lakes on a freighter.

He was a longtime member of NABA, ABA, the North Star Chapter, Duluth’s Nordlander Club, and the Hamm’s Club.

Pete was a great guy. He had the best Duluth breweriana collection ever assembled. He was an easy-going guy who worked in the beer business and was liked by everyone. He was the most knowledgeable Duluth Brewery historian and appeared on TV shows and events discussing brewery history. Every time I had a Duluth Beer question, Pete would answer it! He will be missed by all of us.

~ Mike Hajicek

Pete was soft-spoken and proud to be the knowledgeable historian for the North Shore and Zenith City (Duluth) areas. One of his proudest accomplishments was co-writing his book on historic



breweries of Duluth and Superior. There wasn’t much that could stump him when it came to Duluth breweries and breweriana.

*~ Barry Travis,
NABA Creative Director*

It was because of Pete Clure that I got to wear the Hamm’s Bear head and got to ride in a beer truck for the first time. It was Pete Clure who made the Duluth sections of ‘Land of Amber Waters’ better than I possibly could have done on my own. Pete had a rich knowledge of the brewing scene in Duluth and shared fascinating stories of the brewers of the Three R’s (Regal, Royal and Rex) and of the pioneering craft breweries of the region. He helped Twin Ports Brewing (later Thirsty Pagan) by displaying many of his largest signs and lights on the wall of their brewpub. Pete generously allowed my photographer and me to take over his home for a day to photograph breweriana for my book. But what I think of most often when I think of Pete was something he said when I asked about his beloved dog with a vigorous tail and the possibility it could destroy a \$1000 glass with one enthusiastic wag. He replied: “It’s just stuff.” For Pete, the people and the stories were more important than possession of a rare artifact.

~ Doug Hoverson

Upcoming Shows

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

July 2026

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 7-8
Time: 8:00 AM (7th) - 2:00 PM (8th)
Event: **32nd Annual Monticello Extravaganza**
Sponsor: *Richbrau & Rusty Bunch Chapters*
Address: Best Western Plus Crossroads, 135 Wood Ridge Ter Zion, Crossroads, VA
Contact: Chris Eib, (804) 647-8197

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

Date: Aug 8
Time: 10:00 AM - 5:00 PM
Event: **Brewery Collectibles Show**
Sponsor: *Lake Erie Chapter*
Address: Collision Bend Brewery 1261 Babbit Rd., Euclid, OH
Contact: Bill Leach, (216) 262-3735

Date: Aug 15
Time: 8:00 AM - 1:00 PM
Event: **Canstravaganza XI**
Sponsor: *Rainier Chanter*
Address: Inland Ale Works Brewing Co. 505 1st St., Cheney WA
Contact: Nick Johnson, (509) 251-4247

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

Date: Sep 19
Time: 8:00 AM - 1:00 PM
Event: **OctoBEERfest Swap Meet**
Sponsor: *Cascade Breweriana Association*
Address: East Portland Moose Lodge 1891 16411 NE Halsey St., Portland, OR
Contact: Michael Boardman, (503) 880-8252

Date: Sep 20
Time: 10:00 AM - 2:00 PM
Event: **Fall Show at Buffalo Creek**
Sponsor: *Bullfrog Chapter*
Address: Buffalo Creek Brewery 360 Historical Ln., Long Grove, IL
Contact: Steve Gola, (312) 218-0019

Date: Sep 26
Time: 10:00 AM - 2:00 PM
Event: **Big Sky Chapter Show**
Sponsor: *Big Sky Chapter*
Address: Highlander Beer- Missoula Brewing Co.200 International Dr., Missoula, MT
Contact: Dewey Algaard, (406) 633-1640

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 4
Time: 8:30 AM - 2:00 PM
Event: **48th Anniversary - Oktoberfest Show**
Sponsor: *Jersey Shore Chapter*
Address: American Legion Joyce Kilmer Post #25 4 JF Kennedy Dr., Milltown, NJ
Contact: Joe Radman, (732) 946-3416

Date: Oct 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

Date: Oct 10
Time: 9:00 AM - 2:00 PM
Event: **3rd Annual Buckeye Beer Collectibles Fall Show**
Sponsor: *Buckeye Chapter*
Address: UAW Local 14 5411 Jackman Rd., Toledo, OH
Contact: John Huff, (419) 367-9713

Date: Oct 11
Time: 9:00 AM - 1:00 PM
Event: **Prison City Chapter Trade Session**
Sponsor: *Prison City Chapter*
Address: Ingalls Athletic Club 20 N. Park Rd., Joliet, IL
Contact: Willy Novak, (630) 291-7943

Date: Oct 17
Time: 9:00 AM - 1:00 PM
Event: **52nd Annual Oktober Insanity**
Sponsor: *Congress Chapter*
Address: Mattydale VFW Post 3146 2000 Lemoyne Ave., Syracuse, NY
Contact: Jack Conlon, (315) 440-5546

Date: Oct 17
Time: 9:00 AM - 3:00 PM
Event: **43rd Midwest Breweriana Convention**
Sponsor: *Cornhusker Chapter*
Address: Omaha German American Society 3717 S. 120th St., Omaha NE
Contact: Jim Schwery, (712) 216-0026

Date: Oct 18
Time: 8:00 AM - 2:00 PM
Event: **CBS Fall Buy-Sell and Trade Show**
Sponsor: *Chicagoland Breweriana Society*
Address: Evergreen Park American Legion #854 9701 S. Kedzie Ave., Evergreen Park, IL
Contact: Greg Aue, (630) 673-0673

Date: Oct 24
Time: 9:00 AM – 2:30 PM
Event: **Boos & Brews Beer Collectibles Show**
Sponsor: *Olde Frothingslosh Chapter*
Address: Hopewell VFW Post 8805 138 Stone Quarry Rd., Aliquippa, PA
Contact: Ronald McDonald, (724) 601-6897

Date: Oct 24
Time: 9:00 AM - 2:00 PM
Event: **8th Annual Sandhills Show**
Sponsor: *Atlantic and Richbrau Chapters*
Address: Hugger Mugger Brewing Company 229 Wicker St., Sanford, NC
Contact: Jim Romine, (919) 353-4998

Date: Oct 24
Time: 9:30 AM - 2:00 PM
Event: **Aztec Chapter Fall Trade Session**
Sponsor: *Aztec Chapter*
Address: San Dieguito Park 1628 Lomas Santa Fe Dr., Del Mar CA
Contact: Dan Ringhoffer, (858) 229-0676

Date: Oct 25
Time: 10:00 AM - 2:00 PM
Event: **Oktoberfest Breweriana Show**
Sponsor: *Garden State Chapter*
Address: Polish Cultural Foundation 177 Broadway, Clark, NJ
Contact: Steve Pawlowski, (732) 734-9038

Date: Oct 31
Time: 10:00 AM - 5:00 PM
Event: **Spooktacular Beer Can and Breweriana Show**
Sponsor: *Lake Erie Chapter*
Address: Best Western Plus Strongsville, 15741 Royalton Rd., Strongsville, OH
Contact: Rodger Brane, (440) 334-7561

November 2026

Date: Nov 1
Time: 9:00 AM - 1:00 PM
Event: **Badger Bunch Fall Show**
Sponsor: *Badger Bunch Chapter*
Address: Delafield Brewhaus 3832 Hillside Dr., Delafield, WI
Contact: Mike Scheffler, (414) 750-3469

Date: Nov 7
Time: 8:00 AM - 1:00 PM
Event: **Fort Wayne Brewery Collectibles Show**
Sponsor: *Three Rivers Chapter*
Address: Classic Cafe Catering & Event Center 4832 Hillegas Rd., Fort Wayne, IN
Contact: Jeff Johnson, (260) 564-4085

Date: Nov 14
Time: 9:00 AM - 2:00 PM
Event: **Eastside Spectacular #19**
Sponsor: *Gateway Chapter*
Address: Belleclair Fairgrounds 200 S. Belt East, Belleville, IL
Contact: Kevin Kious, (618) 346-2634

Date: Nov 14
Time: 9:00 AM - 12:00 PM
Event: **Simon Pure Fall Show**
Sponsor: *Simon Pure Chapter*
Address: Fraternal Order of Eagles # 2692 4569 Broadway, Depew, NY
Contact: Jeff Murbach, (716) 713-7236

Date: Nov 14
Time: 10:00 AM - 2:00 PM
Event: **Eagle Lake Brewery Collectibles Show**
Sponsor: *Schell's Border Batch Chapter*
Address: Eagle Lake American Legion Post 614 100 N. 3rd, Eagle Lake, MN
Contact: Tom Terwilliger, (515) 341-3347

Date: Nov 14
Time: 8:00 AM - 1:00 PM
Event: **Turkey Pluck-Off Swap Meet**
Sponsor: *Cascade Breweriana Association*
Address: East Portland Moose Lodge 1891 16411 NE Halsey St., Portland OR
Contact: Michael Boardman, (503) 880-8252

Date: Nov 15
Time: 10:00 AM - 2:00 PM
Event: **The Brew City Advertising Show**
Sponsor: *Unique Events*
Address: Waukesha Expo Center 1000 Northview Rd., Waukesha, WI
Contact: Jim Welytok, (262) 366-1314

Date: Nov 21
Time: 8:00 AM - 2:00 PM
Event: **Windy City Pre-Thanksgiving Trade Session**
Sponsor: *Windy City Chapter*
Address: American Legion Post #76 570 S. Gary Ave., Carol Stream IL
Contact: Ed Harker, (312) 927-9329

Date: Nov 25
Time: 6:00 PM - 10:00 PM
Event: **Warren Taylor Memorial Night Before Thanksgiving Show**
Sponsor: *Gateway Chapter*
Address: Airpath Instrument Co. 13150 Taussig Ave., Bridgeton, MO
Contact: Al Kell, (314) 348-3786

Date: Nov 29
Time: 9:00 AM - 2:00 PM
Event: **Sunday After Thanksgiving Show**
Sponsor: *Queen City Chapter*
Address: Little Miami Brewing 208 Mill St., Milford, OH
Contact: Tom Groth, (937) 554-9262



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Mark your calendars



The Guzzle n' Twirl SHOW

THE **BIGGEST** BEER COLLECTIBLES SHOW IN THE MIDWEST-SINCE 1973

Saturday-Oct.9-10,2026
 9AM til 3PM at Aldrich Ice Arena
 1850 White Bear Ave. Maplewood,MN



and don't forget



CANvention 55

Sept. 3-5th 2026
Minneapolis, MN

BCCA **NORTH STAR CHAPTER** **Schell's**
 BEER COLLECTIBLES CLUB OF AMERICA BREWERIANA CLUB BORDERS BEER

B'Gosh It's Good!

Bi-Annual Breweriana Show



Hosted By: **Fifth Ward** BREWING COMPANY

Autumn 2026

Saturday, October 3rd, Noon-4pm
1009 S. Main St., Oshkosh WI

- Fifth Ward Taproom open for Bar Service @ Noon-
- Free to Public & Vendors-
- Non-Alcoholic Beverages Available-
- Family Friendly Atmosphere-

Vendors! Reserve Your Booth
 No Charge!
 Call Jared Sanchez
 @ 920-410-7073
 -Set-Up from 9am-Noon-
 -Please Provide Own Tables-

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\$12,000 DF



\$3,500 SF



\$7,000 SF



\$6,000 SF



♦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

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All advertising inquiries should be directed to:
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NABA Ad Manager
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Durham, NC 27707
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.....\$200
Half page.....\$100
Quarter page.....\$50

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 15	July
Fall	September 8	Oct/Nov
Winter	November 20	January

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BREWERIANA COLLECTOR Magazine

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...

\$16,500 **SOLD at Auction**

\$35,000 **SOLD at Auction**

\$19,000 **SOLD at Auction**

\$24,000 **SOLD at Auction**

\$10,000 **SOLD at Auction**

\$31,000 **SOLD at Auction**

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