

# BEER CANS

## & Brewery Collectibles

Mar / Apr 2022

Vol. 52, Issue #2

A bi-monthly  
magazine for  
the Brewery  
Collectibles Club  
of America®

# RED FOX



# LAGER



## A SLY TAIL OF A NEW FIND

P. 10



# RED FOX BEER



Also inside: Anheuser-Busch Animals | Atlantic in Norfolk | U-Permit Cans





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HOBBIES ARE FOR FUN and Jim Parr, a 17-year-old Dedham High School senior, enjoys collecting beer cans. His collection

of 425 cans represents brands from all over the world

(Photo by Larry Vreish)



Vintage beer cans & signs



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## BEER CANS & BREWERY COLLECTIBLES

is a bimonthly publication of the  
Brewery Collectibles Club of America

Vol. 52 No. 2, Mar/Apr 2022 Pub. No. USPS 335910

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## WHAT'S ON TAP

MARCH / APRIL 2022



## SPECIAL FEATURES



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### BREWING IN NORFOLK



### ON THE COVER:



The recent find of a Red Fox flat caused quite a flurry in the hobby. It seems that Largay, the brewer of Red Fox, never had a canning line for filling flat tops! So what happened? Jules Kish and some Fallfest friends attempt to solve the mystery in the speculative story on page 10. You're invited by the author to throw in your two cents worth.

Photo by Jules Kisch

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Beer Cans & Brewery Collectibles (USPS 335910) is published bi-monthly by the Brewery Collectibles Club of America (originally known as Beer Can Collectors of America), 747 Merus Ct., Fenton MO 63026-2092, (636) 343-6486. Periodical postage paid at Fenton, Missouri and additional mailing offices. POSTMASTER: Send address changes to Beer Cans & Brewery Collectibles, 747 Merus Ct., Fenton MO 63026-2092.

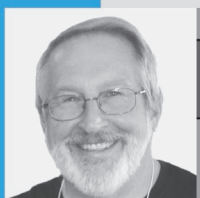
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Beer Cans & Brewery Collectibles is published to serve historians and collectors of beer cans and breweriana, and to advance public knowledge of brewery advertising collectibles. The Brewery Collectibles Club of America is a non-profit association and is exempt from Federal income tax under Section 501(c)(3) of the Internal Revenue Code. All gifts, grants and contributions are tax deductible.

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## POINT OF BREW

BY JOE PRIN #29315, EDITOR

# Help Wanted: Long Hours, No Pay

As your Magazine Editor, my digital inbox is like a funnel. Officers and committee members, as well as our membership throughout the BCCA, drop and forward notes from others to me through the funnel. Sometimes I know the original source of the comment, other times I don't. A common question I receive is "When are we going to see a story on \_\_\_\_\_?"

That's a good question! Terry Scullin, your Features Editor, sent me a note saying how he would like to see a story come in on a multi-generational collecting family and what they collect. Or unusual collecting specialties and how they came to be part of a person's life. Terry also reminded me that in 2011, a panel of highly respected can experts determined what was, in their considered opinion, the **rarest** beer can in America (Tiger Beer, USBC1 138-32). Then, in 2013 a somewhat less august panel picked the **ugliest** can in America (yellow Silver Bar, USBC1 134-10).

”

What do you find interesting or know about that you think others would get a kick out of, too?

Those are fun stories to read! If you've had to sit through my torturous reports at CANvention, you know I always ask for the order. Close the deal. So here it comes.... Can you put a story together for your magazine? Like, right now? What do you find interesting or know about that you think others would get a kick out of, too? How about craft cans that shouldn't have been allowed to happen? Or a poll of "If you could have only one cone top, which would it be?" Or perhaps a spotlight on a collector that deserves to be shared—or the artist who designs the labels for your favorite brewery. All good story material, and we can help you pull it all together, including the photography.

Why do we not have a story on \_\_\_\_\_? Because it hasn't been written yet. And yes, just because we did a story on it in 1984 doesn't mean it can't be refreshed or updated. Take care of that, will you?

### Something is Different Here

Yes, your suspicions were true. It was a conspiracy. Your November/December 2021 magazine **was** different. Or should I say it literally felt different. We wanted to do something a little special for our 50th Anniversary wrap-up issue, so we wrapped it up in a much heavier than usual paper for the front and back cover. No great pulp magic here: It's the same material that's used on your Roster. Yes, several copies were still lost, shredded, folded and mutilated; not as many, but not zero, either. As usual, when that happens, contact Sue at the BCCA office (see page 3) and request a replacement.

### Oh, those guys

I don't often get the space to thank a special group of people: our business advertisers. In this issue, Good Guys Auction, Millers Auction, Discovered Relics, Can Smart Auctions, Tavern Trove Auctions, Arts Beer Cans and Morean Auctions have chosen to financially support this magazine and the BCCA with their advertising dollars. Thanks, folks, we very much appreciate your continued commitment to this publication.

America's ugliest beer can.  
BC&BC, Feb/Mar 2013, pp. 12-15



America's rarest beer can.  
BC&BC, Jun/Jul 2011, pp.20-24





# Paying Tribute

*to those who loved the hobby*

## BCCA Tribute Membership Program

How many times have we all reminisced about a person or persons who brought passion, accomplishments and contributions to this hobby that we love? Now there is a way to pay homage to them. Introducing the **BCCA Tribute Membership Program** that will recognize deceased BCCA members and their influences to our hobby.

For only \$15 per year (\$45 for three years) or \$100 for a **Forever Membership**, a Sponsor can list as much or as little information as they would like about this special member's gifts to the hobby. Information such as a photo, BCCA#, when they joined, birth and death dates and chapter affiliations can be just some of the important knowledge to share. A small biography to include BCCA National contributions, area of hobby interests and collecting origins can also be included.

A very special area on the BCCA website will house all of this information for the duration selected. A **Forever Membership** also includes the recognized member's photo that will be put on the **Tribute Wall** at the BCCA Headquarters in St. Louis, MO.

To place a tribute, go to the BCCA website at [www.bcca.com](http://www.bcca.com) and enter your information. Should you wish, you can also contact the BCCA office at 636-343-6486 to place your tribute.

What a GREAT way to honor those who brought so much to the hobby in the past and can continue to make a difference to the BCCA now and in the future.

*(Special note: This program is separate from the In Memoriam section of the website that started in 2017.)*





## PRESIDENT'S MESSAGE

BY DON HARDY #3648

# I've Been Everywhere, Man

Greetings, everybody. Well, this is the March/April edition of the magazine; I hope that by now the weather is starting to warm up. On with spring! Let me start by giving a little recap of things that have happened.

”

On the way, we managed to visit nine craft breweries and sample 110 beers.

In January I traveled to Philadelphia with Mike England, Beer Dave and Mark Crane (thanks, Mark, for letting us stay at your house for two nights). It was supposed to be a revisit to the Atlantic City Showboat venue, but, as you all know by now, the hotel decided to do a major construction project, and we had to put any further CANvention talks on hold. But we still went on the trip to hit some breweries and make our way down to Norfolk to check out the Hilton. On the way, we managed to visit nine craft breweries and sample 110 beers. The best, in my opinion, were Dogfish Head in Delaware and Three Notch'd in Virginia Beach.

Once in Norfolk, I was privileged to be invited to sit in on an important meeting of the CANvention committee. I admit I didn't know what was involved in the committee procedures, but I was totally impressed. These members work hard and long. We started at 7:30am and didn't stop till 5:00pm for a dinner break. They go over every little detail and walk the whole venue in every room. I even got to see the Presidential Suite. OH MY! I was sorry my trip was cut short, so I missed two days that involved tasting the food and a walk-through with the local chapter volunteers. Keith Bryant will do a great job as CANvention front man. So much to see and do in Norfolk. You don't want to miss this one.

Later in January, Vice President Mike Newton, Secretary Clayton Emery and Board member John Feinen joined me at my house for our second BCCA Board meeting, attended by others via Zoom. The meeting lasted a little over three hours. We covered many topics. You can check the video on Facebook and see the minutes posted on the BCCA website. Our next Board meeting will be in March at the Luck O' the Irish Show in Kentucky. I'm sure you can find the info in this issue.

As I write this, I'm getting ready to go to the Bullfrog Superbowl show and then head to the Blue-Gray show in Virginia, the Cabin Fever Reliever in South Bend and later to the Buckeye show in Toledo.

Please look for the new Tribute Membership program mentioned in this magazine and on our website. It's all ready to go and hopefully we have some members already listed.

Safe travels, and I hope to see you at a show this spring.

Cheers, *Donald W Hardy*



Above is your CANvention committee: Dave Gausepohl, Ron Jones, Kathy Covell, Mike England, Mark Crane, Mary Legeret, and the CANvention Host Liaison Keith Bryant in the lobby of this year's CANvention hotel in Norfolk.

Right: Secretary Clayton Emery, myself, and BCCA Vice President Mike Newton in my basement bar the night before the January Board Meeting.





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## I LIKE IT!

BY ALAN PASCHEDAG #21104

# Color Me OD

*Here is some thought-provoking commentary on those who emptied our collectibles during and after WWII and the connection to the people bringing the container to life. Charlie Smith #29978 shares his connection to olive drab cans.*

In the First Gulf War, my buddies and I were sitting at the northernmost military base, FOB Bastonge, on New Year's Eve. We broke into the chow tent, stole a couple cases of near beer and made a bonfire to sit and drink it around. Every time I hold an olive drab beer can, I feel a connection to the GI in WWII who probably "liberated" that can of beer in a similar raid.

I have always considered my collections temporary, buying and selling cans almost as fast as I put them on the shelf, grabbing whatever I decided to collect at the time. At the 2014 Dallas CANvention, however, that all changed. My wife Dana bought my first ever OD can, a 1+ Pabst OD flat. There's just something about the uniqueness and rarity of the war cans, which were produced for only three years, give or take. OD cans and Victory cans (called Propeller cans) turn up occasionally as they are found around bases and battlegrounds around the world. I feel a personal connection to each one in my collection. With the help of friends and other collectors in the hobby who always look out for each other, I acquire one or two new OD cans a year.

I always think of the GIs who drank them and what they were doing at the time: who they were, where they were and how they earned that beer and a much-needed rest. Sometimes I get clues and figure a rough history out; other times I have no idea as to the why or how of the can's journey. All cans have a story, but the war stories that come with OD cans are unique. I bought 12 Schmidt OD cones that a man had found resting in the loft of his grandfather's barn in Italy, no doubt emptied and left by a few GIs with a night off. I have a letter from the widow of a sailor who drank my HP Blatz OD cone on a ship for VJ day and a Schmidts OD cone with the unit and date scratched on the side celebrating the liberation of Luzon. I've got a Fort Pitt that a guy brought back with him and drank while remodeling his kitchen, where it ended up in a wall. All those things are such a GI thing to do.

Over time I have expanded my collection into WWII war bond and bottle cap drive signs and posters, as well as other items such as boxes, bottles and booklets. It really is incredible to find these rare bits of U.S. history that were produced during only three of the last 246 years of our nation's existence. I know I will never be able to "complete" my OD collection for a variety of reasons. Some are one of a kind, and many are locked away in collections today. Others I just plain cannot afford. But I still love everything about my WWII collection and will never stop working to grow it. Happy collecting!



Got a great "I Like It" item of your own? Take a few high-resolution photos, write a couple of words (actually more than a couple) and send them to me at [beachboy34@verizon.net](mailto:beachboy34@verizon.net).





**THE RUSTY BUNCH**

CHAPTER

# SPRING THAW RAFFLE!

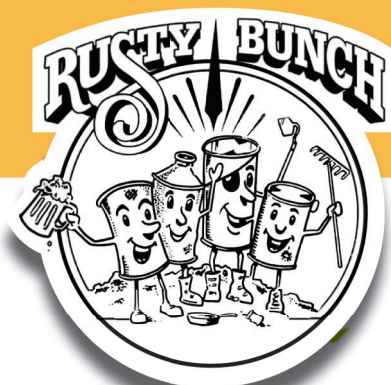
**NEW CUMBERLAND (HARRISBURG), PA • APRIL 21-23, 2022**



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- Chapter meeting Friday evening April 22nd





# Look what came out of the FOX'S DEN!

By Jules Kish #7855



A Red Fox flat top? “It must be made from a cone top.” “It **has** to be fake.” “Can’t be—the brewer never had a canning line.” “No way!” These are the first things you think of when someone says they have a Red Fox flat top. This can had never been seen by beer can guys or gals up until the summer of 2021.

At a Connecticut flea market in the summer of 2021, an antique dealer came across a Red Fox flat top beer can with the Largay Brewing Co. of Waterbury, CT label on it. I was lucky enough to purchase it from that dealer in a bidding war at the Red Fox Chapter Fallfest in Auburn, MA. The flat top and cone top are shown side by side, with the front logos aligned. As seen, the flat top front label design is identical to the rare Red Fox Beer “withdrawn free of revenue tax paid” cone, with the withdrawn statement on the top front of the cone (only two known?). Continental Can Co. has used the cone artwork for the front of the flat top. The backs of the cone and flat top are different, as seen on the next page.

It’s unfortunate that we beer can collectors know so little about Continental Can Co. The “8” after the concentric Cs is possibly a manufacturing plant identification, while the stamped “8B” to the lower right of the seam is probably a date code. This can has been totally unknown to beer can collectors until this find. The interest developed at Fallfest was surprising. Just about everybody there wanted to see



the can and hold it like it was the Holy Grail. Many theories were passed back and forth. One thing was agreed upon by all: the flat top was real and had been filled with beer.

The evidence shows that it was probably on a shelf where it was never moved and became faded from sunlight. The faded area is precisely 180 degrees around the can, making it unlikely that it was in a dump, since the can would have had to be buried exactly halfway and parallel to the surface. Also, there isn't the severe rusting that a dump would produce. The inside still retains some metallic shine.

After it was found, a photo surfaced that seemed to support the existence of the can (*shown below*). It portrays a U.S soldier holding what is obviously a Red Fox flat.



Certain facts are known that make the origin of this can a mystery. It has the withdrawn free statement on the front, which means it was sent overseas or more probably was sent to a military base in the U.S. Upon examination of the lids and seams by several knowledgeable restorers, it was decided that the can was manufactured shortly after WWII, in 1946 or '47. The mystery deepens, since Largay never had a flat top canning line. So—how did it happen? Two plausible theories were discussed at the Fallfest show.

#### Theory 1

Some surmised that the Ruppert Brewing Co. in Virginia filled the can because in 1948 it purchased the rights for Red Fox beer after Largay went out of business. However, withdrawn free cans were not permitted in 1948. Since Largay and Ruppert were on friendly terms in 1946, Ruppert could have filled the Red Fox flats prior to its Red Fox rights purchase.

#### Theory 2:

The most likely hypothesis starts with the Wehle Brewing Co. of West Haven, CT and its owner Raymond Wehle. In 1943 the doors were closed and the brewery was sold. Raymond was out of a job so he joined Largay in Waterbury quite soon after the West Haven plant closed. We have proof of this in a business letter Raymond wrote on July 25, 1943. Raymond Wehle, while employed by Largay during the period the Red Fox flat was made, could be the key to the mystery.



Interestingly, the can was bottom opened

Raymond was still the owner of the defunct Wehle Brewing Co. in 1946. As far as is known, the brewery was shut down, but the canning line was still in working condition. In fact, Raymond might have been the person to convince Largay to can flat tops using the Wehle canning line until Largay could get its own.

Some people thought of a third theory using the defunct Wehle Brewing Company's canning line. Since Raymond was no longer the owner of the Wehle Brewing Co. in 1946, and the brewery was shut down in 1942, it 's highly unlikely that the Wehle canning line was used to fill the Red Fox flats.

Another possibility: Raymond's brother, Lewis Wehle, was the chairman of the Genesee Brewing Corp of Rochester, NY. It would seem to make sense that in 1946, he would sign a contract with his brother to make a run of Red Fox flat top cans probably using Red Fox Beer and the Genesee canning line.

So there you have our reasoning, but will we ever know for sure? Does anyone else have a better supposition?

”

One thing was agreed upon by all: the flat top was real and had been filled with beer.





# CANVENTION

# 51

NORFOLK, VA • SEPT. 8-10, 2022



*Coming to Norfolk for CANvention 51 on September 8-10, 2022?  
Here are a few of the things to help you start planning your visit to Norfolk.*

## Stop by and have a beer!

Be sure to stop by one (or more) of the city's local breweries. Let them know you're in town for the BCCA CANvention!

- ◆ Benchtop Brewing Co, 1129 Boissevain Ave, [benchtopbrewing.com](http://benchtopbrewing.com)
- ◆ Bold Mariner Brewing Co, 1901 E. Ocean View Ave, [boldmariner.com](http://boldmariner.com)
- ◆ COVA Brewing Co, 9529 Shore Dr, [covabrewco.com](http://covabrewco.com)
- ◆ Elation Brewing, 5104 Colley Ave, [elation.beer](http://elation.beer)
- ◆ Maker's Craft Brewery, 735 E. 23rd St, [makers.beer](http://makers.beer)
- ◆ O'Connor Brewing Co, 211 W. 24th St, [oconnorbrewing.com](http://oconnorbrewing.com)
- ◆ Reaver Beach Brewing Co, 3800 Colley Ave, [reaverbeach.com](http://reaverbeach.com)
- ◆ Rip Rap Brewing Co, 116 E 25th St, [riprapbrewing.com](http://riprapbrewing.com)
- ◆ Smartmouth Brewing Co, 1309 Raleigh Ave, [smartmouthbrewing.com](http://smartmouthbrewing.com)

## Attractions

### Doumar's Restaurant • 1.5 miles • \$

Doumar's is the birthplace of the ice cream cone and an ice cream lover's heaven with homemade shakes, sundaes, desserts and everything pertaining to ice cream. Dine here for a North Carolina-style barbecue, hamburgers and limeade, which are all homemade.

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

### Elizabeth River Ferry • 0.1 miles • \$

Hampton Roads Transit operates three 150-passenger ferries that travel between North Landing and High Street in Portsmouth and the Waterside festival marketplace in downtown Norfolk. Ferries operate every 30 minutes and cost \$2.

[gohrt.com/routes/ferry](http://gohrt.com/routes/ferry)

### Norfolk Waterside District • 0.2 miles • FREE

You'll find restaurants, events, festivals, live music and more right along the waterfront. Some of the notable restaurants are Cogans Pizza, Starr Hill Market Bar, Stripers and The Market Norfolk.

[watersidedistrict.com](http://watersidedistrict.com)

### American Rover Sailing Cruise • 0.2 miles • \$\$\$

The ship can carry up to 149 passengers and sails the Elizabeth River and the Hampton Roads Harbor with narrated two-hour cruises. You can also choose one of the sunset cruises for stunning views. Please make a reservation beforehand..

Website: <https://www.americanrover.com/>

## Open house/collection tour info

As of this printing, there are three open houses lined up for those of you arriving early. Visit these collectors and their homes from 10am to 3pm on Monday, September 5. Enjoy a chance to sample some local brews, nibble some snacks and view some great collections.

**Keith Bryant #26660** (5.2 miles from Hilton/ 10 minutes)  
106 River Point Crescent, Portsmouth, VA 23707, 757-966-1112

**Kurtis Bosh #34076** (16.1 miles from Hilton/ 21 minutes)  
1121 Murray Drive, Chesapeake, VA 23322, 757-410-7719

**Peter Stephenson #16260** (27 miles from Hilton/ 34 minutes)  
771 Ledford Lane, Smithfield, VA 23430, 757-357-2345

## Advance Shipping

If you'd like to send items and materials in advance of your arrival in Norfolk, ship them to:

Keith Bryant #26660  
106 River Point Crescent, Portsmouth, VA 23707-1028

Please clearly mark multiple packages "1 of \_." Send Keith advance notice of any shipments to ensure receipt. He'll hold your items at his residence and arrange delivery to the Hilton, unless other arrangements are made. Packages will be delivered to the Hilton on Monday, September 5.

Hilton has on-site return shipping options for Saturday shipments. More information on this soon.

For questions about things to see and do in Norfolk, advance shipping, or anything our host Chapters can help you with to make your CANvention 51 experience the best possible, contact Keith Bryant #26660 at [abeercanman@cox.net](mailto:abeercanman@cox.net).



# DISCOVERED RELICS



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# The Man Behind The Smile

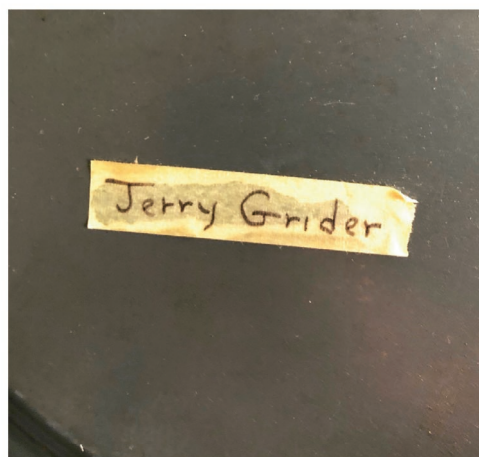
By Trey Rowe #34252

Who was “Jerry”? Many seasoned breweriana collectors will recognize the intriguing and memorable sign for M. K. Goetz Brewing Company of St. Joseph, MO. This striking oval self-framed tin lithograph sign, features a widely-smiling black man who is missing some teeth and is happily grasping a frothy goblet of beer. It is fittingly titled “Jerry’s Smile.”

This sign is intriguing in so many ways, especially because it features an African American man who is depicted realistically and with dignity, and not in a cartoonish way, as was often seen in that era. The sign was manufactured in 1903 by the legendary H. D. Beach Co. of Coshocton, Ohio. At that time, it was highly uncommon to feature images of black society in mainstream advertising. In fact, Jerry’s warm smile, relaxed expression and seeming joy at holding his Goetz beer gives the impression that he is a spokesman who’s endorsing the product.

Exactly who **was** this Jerry? Because the depiction of this smiling man on the sign is so realistic, and he is specifically named Jerry, it has long been assumed that he was a real person. The story told among collectors is that Jerry was a chimney sweep in St. Joseph who worked for the Goetz family at the

*The strip of tape that gave Jerry a last name—and researchers a clue to his impressive life story.*





...our smiling Jerry was a larger-than-life character who made a big impact on St. Joseph and helped many of his fellow African Americans in a variety of ways.

turn of the last century. Following Jerry's thorough cleaning of the family's smokestack, Michael Karl (M. K.) Goetz would reward him with a goblet full of Goetz beer. Of course, that's where the smile comes in. Who doesn't like a nice cold beer after a long day's work?

That story certainly fits the picture, but recently, more than 100 years later, we learned a bit more. In 2008, my good friend and fellow Goetz collector Jerry Porter #25941 bought his "Jerry's Smile" sign from a family in Kansas. On the back he noticed an old piece of tape that read, "Jerry Grider." Now we had a possible last name for the mysterious character whose face graced the front of the sign.

After my friend Bob Fitzpatrick and I did a bit of research, poring through old newspaper archives from the *St. Joseph Gazette-Herald* and the *St. Joseph Observer* and searching the Internet, we discovered that Jerry Grider had indeed been a local chimney sweep.

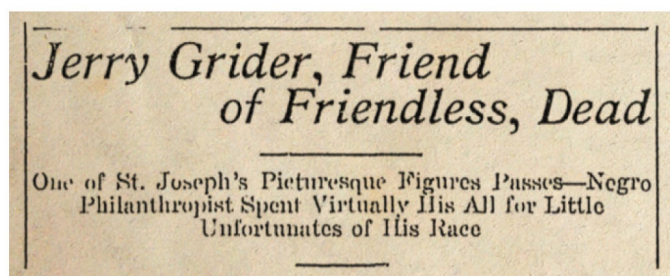
But there was so much more to his story. It turns out that our smiling Jerry was a larger-than-life character who made a big impact on St. Joseph and helped many of his fellow African Americans in a variety of ways. In fact, at his death, his accomplishments were extensively covered by the local newspapers. Jeremiah "Jerry" Grider was born in 1851, a dozen years before slavery was abolished,

his interests. Jerry was quite active in politics, as the state organizer of the Colored Men's Democratic Club. Notably, he helped to establish and operate local orphanages and old age homes for African Americans. The headline of his obituary described him as the "Friend of Friendless."

When Jerry died in 1917 at the age of 68, he and his wife had five crippled or orphaned children in their care. He was hailed as a hero for his work with the underprivileged, especially orphaned children.

Now, collectors of Goetz can admire more than just the sign we own, with the curious and interesting picture of a modest-looking black man wearing an expressive smile. We can admire *the man himself*, as he was someone who worked hard to make a difference and a better life for many people. He clearly deserved the glass of beer he was holding—for much more than just his chimney sweeping.

*Special thanks to local historian Bob Fitzpatrick, who did the lion's share of the research for this story, and to Jerry Porter, who provided pictures of the Goetzes and the "Jerry Grider" tape from his personal collection.*



The headline on Jerry's obituary in the January 17, 1917 *St. Joseph Gazette*.

and he lived as a slave in southern Missouri, not finding out he was free until several years after the Civil War had ended.

Jerry made his way to St. Joseph, where he worked long hours and six days a week as a chimney sweep and later became the official sweep of the city, a lucrative position—because by law, chimneys had to be swept with some regularity to avoid fires.

By various newspaper accounts over a number of years, Jerry was described as industrious and ambitious, but he often encountered rivalries, especially among his fellow African Americans in St. Joseph. He apparently was outspoken, had a booming voice and "his laugh could be heard a block away." He was no stranger to controversy and not afraid of a good battle when it came to protecting



Brewery founder M.K. Goetz (1833–1901) and his wife Caroline.





**D**uring Prohibition (1920–1933) the federal government began requiring producers to acquire federal permits in an effort to regulate the production of beverages containing any level of alcohol. Beverages with up to 0.5% of alcohol were legal and widely available as this amount of alcohol was deemed non-intoxicating.

What was made illegal during Prohibition was the sale and distribution of “intoxicating” beverages through any channel other than a physician’s prescription or a drugstore (with a special exception for sacramental wines, a story in itself). Though much discussion on the definition of “intoxicating” took place prior to the passing of the Eighteenth Amendment, a level of alcohol not to exceed ½ of 1% by volume was ultimately reached as the limit of a “non-intoxicating” beverage.

In an effort to further regulate the production of beverages containing any level of alcohol, the federal government began requiring producers to

acquire federal permits. (For further information on Prohibition alcohol permits, refer to the late Bob Kay’s research on Prohibition era permits. His work included extensive lists of both L and U permit holders of the ‘20s and early ‘30s. [BobKayBeerLabels.com/permits.htm](http://BobKayBeerLabels.com/permits.htm)).

#### PERMIT CATEGORIES

A-permits for medicinal alcohol were introduced first in the early 20s but were soon eliminated by subsequent legislation. H-permits were required from the mid-20s until the end of Prohibition for medicinal alcohol products. The L-permit was introduced in 1926 for any beverage created through the de-alcoholization process and was required for these beverages until the end of Prohibition. The U-permit was introduced with the passing of the Cullen-Harrison act in early 1933, which did not repeal Prohibition, but rather changed the definition of “non-intoxicating beverages” to include an



## Searching for elusive

# U-PERMIT BEER CANS



While labels were used almost exclusively on bottles, a similar lax attitude towards enforcement was also likely given to brewers packaging beer in the newly-introduced cans. With no penalty for including U-Permits on packaging beyond the new legislation, there was no urgency for brewers to alter their can printing processes immediately. As a result, U-permits remained on some beer packaging for several years beyond the act of August 1935.

### "PRE-TAX" CANS

I first noticed the U-Permit on beer bottles from the early 1930s. I never gave a thought about U-permits on beer cans until I stumbled across an early Heileman's Old-Style cone top that clearly had a U-permit number printed on the can. I also discovered that *United States Beer Cans Volume I* indicated that this can was "Pre-Tax". Knowing that requirements to include both a U-permit and an "Internal Revenue Tax Paid" (IRTP) notice went back to at least December 1933, I found it strange that cans would be listed as "Pre-Tax." I believe that the Old Style case was caused by an oversight of the brewer in failing to include the proper tax language on their cans. It did not take long for the mistake to be rectified.

In thinking about the timeline, brewers beginning to package and sell beer in cans starting early 1935, and the U-permit being federally required until August 1935, I felt that there must be additional examples of U-permit beer cans. It didn't take long to discover additional examples of early U-Permit cans. In some cases, the U-permit is clearly discernable on the USBC book picture. A great example of this is the early Grain Belt cone top can where the U-permit notation is clear on the lower front of the can. In other cases, the U-Permit notation is so small it

alcohol level of up to 3.2% by volume.

Brewers were required to obtain a federal U-permit to produce and sell beer and were further required to display the U-permit number on their products. U-permits were required on beer packaging until August 1935 when the passing of the Federal Alcohol Administration Act eliminated the U-permit requirement.

From the passing of the Cullen-Harrison Act until the legislation of August 1935, U-permits were required for only about 2 ½ years. The window is even smaller for beer cans, as the first beer sold in cans, by the Krueger Brewing company, occurred in early 1935. The actual period that U-permits would have been required on cans was only a few short months. However, according to Bob Kay, communication to brewers about the legislation of August 1935 eliminating the requirement for U-permits was poor, and brewers were allowed to use their existing inventory of labels already including the U-permits.

The actual period that U-permits would have been required on cans was only a few short months.





Fig. A



Fig. B

almost required a magnifying glass to find it (e.g. Miller *USBC Vol I* 99-027). I've been searching now for over two years, and I have identified over 100 examples of U-permit beer cans, and I speculate the actual number is probably well above that.

While tracking down these early beer cans, I learned a few things about the U-permit. The idea of “poor communication” about the Federal Alcohol Administration Act of August 1935 is supported by evidence. U-permits are generally more common on cans from the west coast than cans from the

east, as though it simply took longer for the news to travel out west. U-permits are rarely seen on eastern cans beyond 1936, yet I've found multiple examples of west coast cans from '37 and '38 still including the U-permit notation. A couple of the west coast brewers included date stamps on the bottom of cans. When these dates are legible, it provides clear historical evidence about the longevity of

U-permits appearing on beer cans. (Fig. A – Rainier Brewing Company and General Brewing Corp, both from San Francisco, are great examples of brewers that date stamped their cans in the 1930s).

I had even read speculation that a few U-permits appeared on cans into the 1940s. In discovering a Gold Age Beer cone top from El Ray Brewing Company (Fig. B), I found evidence that U-permits did indeed appear into the 1940s. The Gold Age Beer cone top includes language “withdrawn free of

internal revenue tax for export” which was typically associated with export to soldiers during WWII, yet the can also includes the U-permit notation.

## U-PERMIT NUMBERING

The U-permit notation also varies slightly from one can to another. A typical example is the Grain Belt cone top, “PERMIT NO. MINN. U-812.” While the permits were a federal requirement, the geography behind them was based on numbers assigned to regional districts. In all, 12 districts were created for U-permit numbering. Sometimes the district number was included, while in others the state was identified without reference to the district number. In some cases, no reference is given to the state or district as in the example of the Bay State Ale flat top can (*USBC Vol I* 35-15) which reads “PERMIT NO. U-121” or the Beverwyck Famous Ale cone top can (*USBC Vol I* 151-32) that includes the simple notation “PERMIT NO. 256.” Some states also required tax notation separate from the federal notation. Wisconsin cans were at one time required to include a registration number, New York cans had to show a license number, and in Massachusetts a state permit number was required. A Massachusetts example is the Dawson's Ale cone top can (*USBC Vol I* 158-23) that includes both a Massachusetts state permit number and a federal U-permit number (Fig. C). As the permit was no longer required after August 1935, notation on cans changed rapidly. Miller flat top cans (*USBC Vol I* 99-27 or 29) changed quickly from “NO. 7 U-231”, to “WISC. REG. NO. B-21” (Fig. D).

One other interesting part of 1935's Alcohol

”

... I have identified over 100 examples of U-permit beer cans, and I speculate the actual number is probably well above that.



# or elusive U - Permit beer cans

Fig. C



Fig. D



Administration Act was the illegalization of certain language brewers were adding to their packaging after the end of Prohibition. Several brewers were adding language, particularly to paper labels on bottles, touting the return to “full strength” beer. The federal government deemed this language to be encouraging and promoting the consumption of high strength beer. In referring to these statements the act itself read “This statement should not encourage you to drink or to increase your alcohol consumption for health reasons.” The act specifically prohibited language including “strong,” “full-strength,” “extra-strength,” “high-test,” high-proof,” “pre-war strength,” “full old time alcoholic strength,” and similar statements.

While I’ve seen several examples of this prohibited language on bottles of the early ‘30s, I’ve found only one example on a beer can. The Heileman’s Old Style cone top can (USBC Vol 1177-05) included the language “FULL OLD TIME ALCOHOLIC STRENGTH” over the words “STRONG BEER.” While there was no penalty

for including the U-permit notation on products after the act passed, one can imagine there may have been penalties for including this forbidden language. Heileman evidently acted quickly to eliminate this wording. Occasionally, to make quick changes to packaging, (as opposed to printing entirely new labels or new cans), brewers used a quick strike-out technique to alter existing packaging. That technique was used on a few of these cans prior to altering the can’s appearance in future versions (see (Fig. E). Interestingly, though “STRONG BEER” was included in forbidden language, the use of the word “STRONG” continued to appear on beer packaging for decades.

It’s fun to think about how our American history has played out even in such mundane spaces as the fine print on a beer can. The direct results of both federal and state legislation often end up illustrating the societal attitude of the times, and during the ‘20’s and ‘30’s one of the biggest issues out there was the nation’s attitude towards the consumption of alcohol.

...the act itself read “This statement should not encourage you to drink or to increase your alcohol consumption for health reasons.”

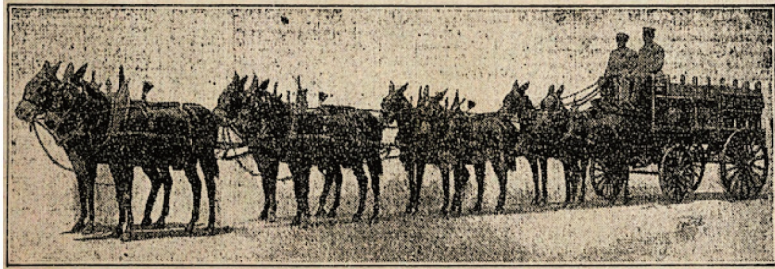
Fig. E



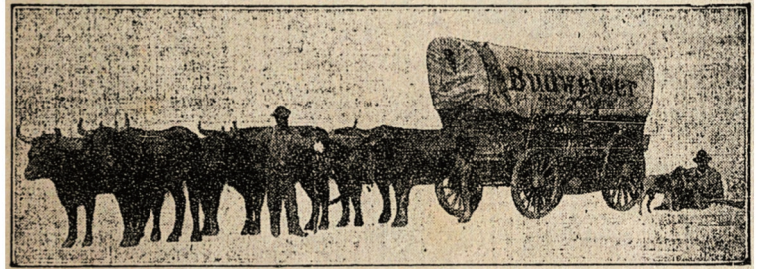




# the Animals of An



EIGHT-MULE TEAM RESTING FOR A MOMENT IN TOWN



SIX-OX PRAIRIE SCHOONER AS IT LOOKED ON MAIN STREET

By Ed Wierzbinski  
#12484

Unless you've been cloistered in an Alpine Monastery for the past century, you're aware that the name Anheuser-Busch is synonymous with animal rights and the humane usage and treatment of animals in advertising. There's never been a shortage of animals throughout Anheuser-Busch advertising history. The brewer was actually using animals in the times before Prohibition.

Back in 1911, Budweiser took a six-ox prairie schooner and an eight-mule team beer wagon on an international advertising tour. They did have a pair of each in reserve for any necessity. One pair of oxen was apparently perfectly white and came from Texas. The other pairs, one brown and one black, were Kentucky bred. The mules were purebred from Mexico. Each group was perfectly matched. The two images shown above were from a June 6, 1911 Bridgeport, Connecticut newspaper. An article from Wikipedia also documents different animals.

The Bevo fox figure still sits on the corners of one of the A-B buildings today.



Prohibition-era  
Bevo metal sign

Bevo was a non-alcoholic malt beverage, or near beer, brewed in the United States by Anheuser-Busch. Bevo enjoyed its greatest success during the Prohibition years. At the peak of its popularity in the early 1920s, more than five million cases of Bevo were sold annually. A publication put out by A-B's Vehicle Department showed the rig used during that time. Some Bevo advertising featured "Renard the Fox," a tricky character that appeared in medieval fables as early as the 12th century. The back of the wagon is where you will see the aforementioned fox. Bevo was produced in what was then the "Bevo Building" at the Anheuser-Busch complex, where to this day the fox figure is on each corner of the building.



# Anheuser-Busch



Prohibition-era Busch Extra Dry Ginger Ale livestock truck with its performing mule.



1929 photo of August A. Busch Sr. with Tom, the world's largest ox.



April 1953 ad promoting eight white mules.

**SEE THEM...**

**unique team of  
EIGHT ALL WHITE MULES  
shown by Budweiser**

See this all white 8 Mule Team in action on the streets.

Far more handsome and only about two-thirds the size of ordinary mules, these unusual animals step daintily and rapidly along, pulling their sparkling wagon with grace and ease.

They're a sight that you and your family will never forget. Don't miss them!

See them on the streets or at ...  
**PEMISCOT AUTO SALES**  
106 EAST 5th ST.  
MAY 5 & 6

Those who know... buy Bud

For just one glass of the world's most famous beer, ask for 7 oz. Bud Junior.

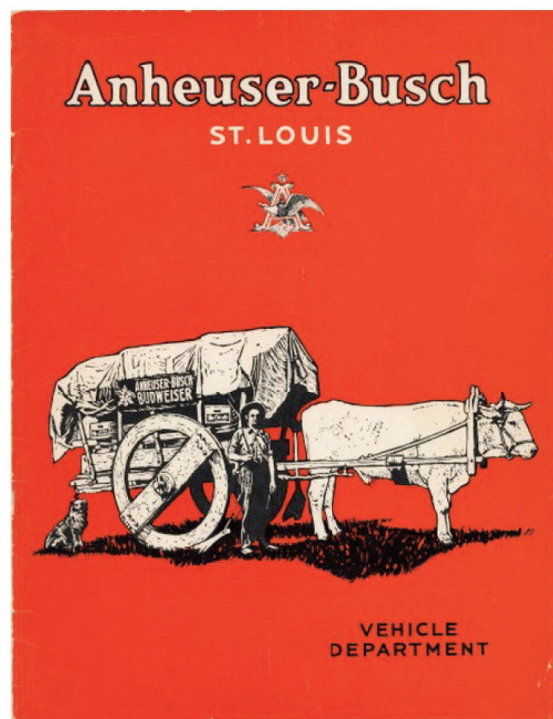
**Budweiser**  
LAGER BEER  
ANHEUSER-BUSCH, INC. ST. LOUIS, MO. NEWARK, N. J.  
**JOHN DUNAGAN, Distributor**

Prohibition forced A-B to expand its facilities to manufacture other products—including trucks. Above is an example of one capable of transporting large livestock. It used to promote Busch Extra Dry Ginger Ale with a performing mule. A version was used to showcase "Tom," the "World's Largest Ox."

Tom even graced the cover of the promotional literature used by the A-B Vehicle Department.

Anheuser-Busch never stopped searching for and acquiring unique animals to use as promotional attractions around the country—and the world, for that matter. A clipping from an April 1953 newspaper shows another addition to the already recognized unique animal inventories at A-B.

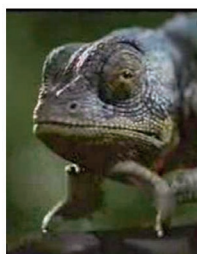
The original Budweiser Clydesdales were purchased from Patrick Shea, owner of Shea's Brewery in Winnipeg, Manitoba, Canada, who had also used them for promoting his brewery. Rebranded for Budweiser, the horses were first introduced to the American public on April 7, 1933, to celebrate the repeal of Prohibition. August A. Busch, Jr. presented the hitch as a gift to his father, August, Sr., who was guided outside the brewery by the ruse of being told his son had purchased him a new car, but instead was greeted by the horses, pulling a red, white and gold beer wagon. The hitch







One of the magnificent Clydesdales seen on the CANvention 51 tour in St. Louis in August, 2021.



proceeded to carry the first case of post-Prohibition beer from the St. Louis brewery in a special journey down Pestalozzi Street. Recognizing the advertising and promotional potential of a horse-drawn beer wagon, Busch, Sr. had the team sent by rail to New York City, where it picked up two cases of Budweiser beer at New Jersey's Newark Airport and presented them to Al Smith, former four-term governor of New York and the 1928 Democratic candidate for president. Smith was an instrumental force in the repeal of Prohibition.

The Clydesdales then continued on a tour of New England and the Mid-Atlantic States, a journey that included the delivery of a case of beer to President Franklin D. Roosevelt at the White House.

A-B's iconic Spuds MacKenzie, a bull terrier, first showed up in a Bud Light Super Bowl XXI commercial in 1987. His fame proved to be short-lived: critics claimed that the beer maker was using Spuds to appeal to children in order to get them interested in their product at an early age. It also came out that the dog portraying Spuds was actually female! In the face of these controversies, A-B decided to retire Spuds in 1989.

Six years later, those amiable amphibians Bud, Weis and Er, moved from the obscurity of the swamp to the bright lights of 1995's Super Bowl XXIX. As the story line developed, new characters were introduced. At Super Bowl XXXII we met Louie and Frankie, two wisecracking lizards who later hire an inept ferret hit man whose effort to finish off the frogs is a complete flop. So popular did the lizards become that they displaced the frogs entirely and continued appearing in TV and radio ads into the early 2000s.

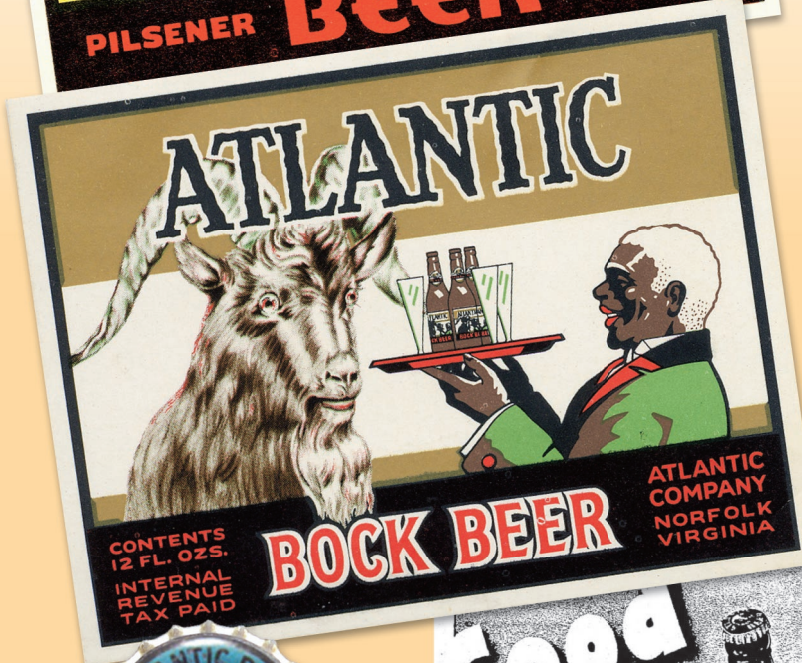
Whether it's the dogs... Or the frogs... There will always be A-B critters...



The Atlantic Company brings brewing to

# Norfolk

By Ken Jones #11378



The history of Atlantic Beer began when the Atlantic Ice & Coal Co. (AI&C) was incorporated in Pennsylvania in 1912. The company grew very fast and had spread across the eastern and southern United States by the early 1930s. An Atlanta, GA-based group of investors bought the company in the early 1930s. As Prohibition ended, AI&C saw an opportunity to enter the beer market with a ready-made network of ice houses that could store, distribute and sell beer for eager, thirsty customers.

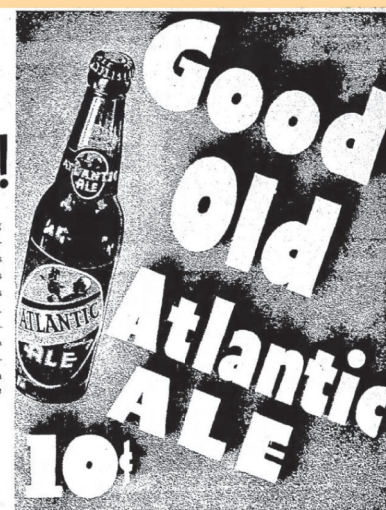
In early 1934, AI&C set up a subsidiary company called the Southeastern Brewing Co., which initially distributed Lion beer from New York throughout the southeast. The real goal was for AI&C to sell its own brand of beer. It built its first brewery in Chattanooga, TN in 1934. Old South Ale and Old South Beer were instantly popular at the local watering holes. The Old South logo pictured an iconic, well-dressed African American waiter carrying a tray with bottles and glasses. The logo was not derogatory to most customers, and the brand was popular at African American bars and stores. AI&C then bought the existing Atlanta Brewing & Ice brewery in Atlanta in late 1934. As capacity grew,

1937 Danville, VA ad announcing Atlantic Beer and Ale



try it today!

Enjoy the delightful flavor of light, exhilarating Atlantic Beer... rich and satisfying, brewed expensively yet sells for only 10¢ here because it's made in Virginia. This all-grain beverage is brewed the long, slow, costly way that produces a "brewed-in" flavor and a healthful stimulation. Atlantic Ale is slightly heavier in body than Atlantic Beer. This sparkling, golden Ale has a time-mellowed potency that brings pleasant exhilaration and a hearty glow of stimulation with a "stepped-up" staying quality!... Try it today! You'll understand!



now sold in Danville!

UNION-MADE

brewed in Virginia





”

Due to strict local Virginia laws prohibiting any point-of-sale advertising signs, lights or other marketing pieces, there aren't any Atlantic Norfolk-only items.

Atlantic Norfolk bottle box



AI&C expanded Old South Beer distribution into the Carolinas and Virginia in 1935.

Another competing brewery (based in Statesville, NC) was also selling its own brand of Old South Beer in the Carolinas. This led to lawsuits that went all the way to the U.S. Supreme Court. Eventually, AI&C lost the legal battle and in 1936 had to change Old South Beer to Atlantic Beer. (That's a story for another issue.)

Atlantic Beer sales were strong, so on February 19, 1936, AI&C announced plans to build not one, but two more breweries. The new breweries in Charlotte, NC and Norfolk, VA would open by July 1, 1936. A fifth Atlantic brewery would also open in Orlando, FL in 1937. About this time AI&C changed the company name to The Atlantic Company.

The Norfolk brewery opened in mid-1936 (at 219 Boush St. & Brooke Ave.) with a capacity of 75,000 barrels. The master brewer was E. C. Epple. The brewery was built in a former Anheuser Busch/Boush Cold Storage building complex. Atlantic Ale, Atlantic Beer and Atlantic Bock Beer were the main brands. In 1941 Signal Beer was introduced, as well. By the mid-1940s the brewmaster was E. F. Hermanutz.

In 1942, As WWII intensified, Atlantic Co. introduced a special beer to support the war effort called "Victory Blend." This beer was produced only



# BOTTLES



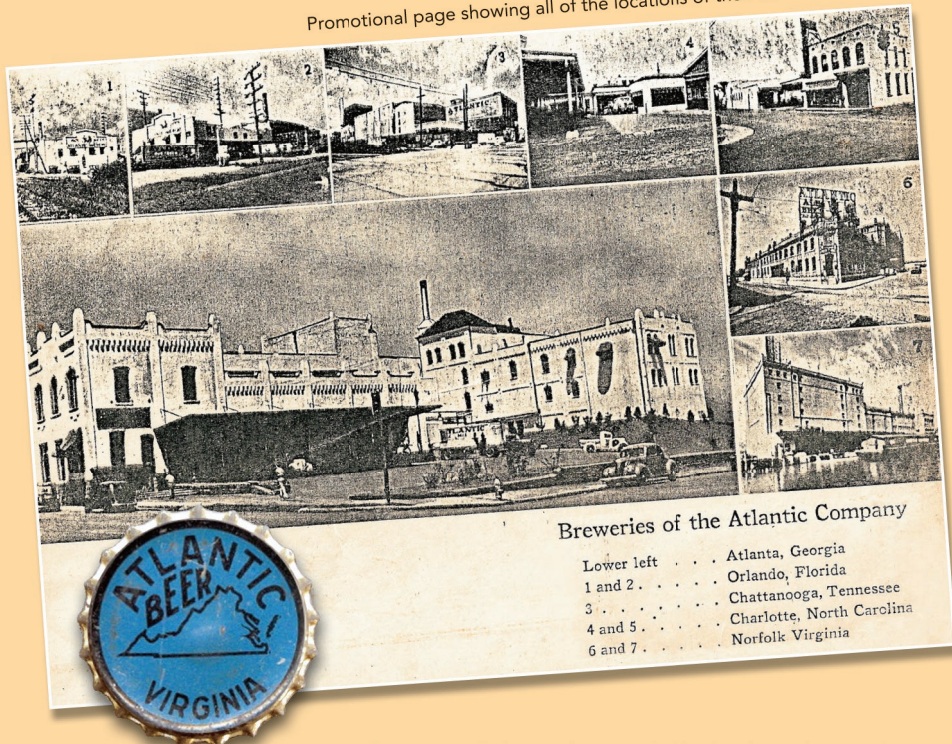
Promotional page showing all of the locations of the Atlantic Company.

at the Norfolk brewery and had special body and neck labels. Defense Bond stamps were given away in exchange for Virginia Atlantic crowns for war metal reuse and to help fund the war efforts.

By 1948, sales were dwindling due to advertising from regional and national beer brands. Atlantic Co. decided to focus on cold storage and convenience stores, rather than invest more money in updating and replacing brewery equipment. The Atlantic Norfolk brewery ceased brewing in 1949; the Charlotte, NC Atlantic brewery increased production to supply the Virginia market. By 1956, the remaining three Atlantic breweries had also closed.

Glasgow Brewing Co., resumed brewing in the former Atlantic brewery in 1949. It produced Glasgow Beer in IRTF and non-IRTF cone top cans and bottles. Sales were poor, and by 1951 that company had also closed.

The Norfolk Atlantic brewery only had bottling lines and did not produce any cans. Due to strict local Virginia laws prohibiting any point-of-sale advertising signs, lights or other marketing pieces, there aren't any Atlantic Norfolk-only items. There are advertisements, labels, cases, letterheads and crowns.



Ken Jones collects Georgia breweriana and all Atlantic Co. items. The labels, crowns, ads and cases pictured here are from his collection. Brewery photographs are courtesy of the Norfolk Public Library.

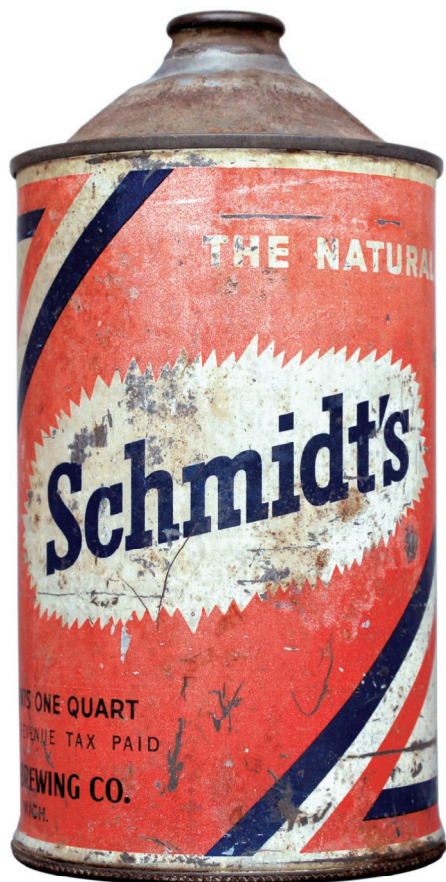




## VINTAGE CAN CLOSEUP

BY CHRIS TAYLOR #29470

# The Natural Brew



**Schmidt's The Natural Brew 32 oz quart, 2 known**  
**Brewery: Schmidt Brewing Co., Detroit, MI**  
**Similar to USBC I: 218/13**  
**Can Company: Continental Can Company**  
**Can Plant: 8-41A Patents Applied For**  
**Year: 1941**

In the early days of locating cans to be photographed for the *USBC I* guide book, a detailed list of all known beer cans was compiled based on the 1988 BCCA *Catalog of American Beer Cans* by Fred Wolpe #7413. These spreadsheets were printed and mailed to key collectors and brand specialists to verify the cans, most down to canning codes and other key identifiers.

Having been an avid Michigan can specialist since the late '70s, I assisted in the Michigan can section on rating and pricing. It was in that spreadsheet that we noticed a listing of a Schmidt's "The Natural Brew" quart cone. Discussions amongst Michigan and quart collectors ensued, and it was unanimously agreed that only the Schmidt's No sugar No Glucose quart (218/13) was known to have been produced, but all agreed that it made sense that one should exist. It was the early days of the Internet, and no social media existed yet, so we were never able to verify who added that can to the compilation. When *United States Beer Cans* came out a few years later, only the No Sugar No Glucose quart was pictured, so "The Natural Brew" quart remained a mystery to the greater hobby.

In 2009, an example finally turned up at CANvention, and a low-resolution photo of the can in an extended hand served as the only evidence of its existence for many years. Eventually, the can was photographed by Jim Wolfe for the online *USBC I* Supplement. The photos in this article will eventually be added. Closer inspection of this weathered example indicates that it was repurposed early on as an oil funnel on a farm tractor with the bottom removed. Was this the example that was listed in the spreadsheet years earlier but never photographed for the hardcover *USBC I*?

The can code indicates a pre-World War II production, and newspaper ads confirm that Schmidt's Brewing Company of Detroit began selling Schmidt's in cones in June 1941, giving a very short marketing window prior to the end of civilian can production. Interestingly, No Sugar No Glucose 12 and 32oz cones were produced pre- and post-WWII, while examples of Natural Brew 12oz cones are also known both pre- and post-war; it's only a matter of time before a matching post-WWII Natural Brew quart is also discovered.

In March 2021, a rough dumper of a second Natural Brew quart was found in Michigan's Upper Peninsula, bringing the total currently known to the hobby to two.

I am always interested in learning about additional examples of the cans I spotlight, as well as hearing about any interesting or sleeper brands people would enjoy reading about. I can be reached at ctay777@gmail.com.





# There has never been a better time to sell !

Prices are at an all-time high. So, whether you have a small group of cans or an entire collection, get in touch with Jeff Lebo at CanSmart Auctions when you want to **turn your cans into cash!**



Email Jeff at [jefflebo@aol.com](mailto:jefflebo@aol.com), call 717-210-1716 or visit us at [cansmartbeercans.com](http://cansmartbeercans.com).



There's something for everyone at



[auctions.cansmartbeercans.com](http://auctions.cansmartbeercans.com)







## OUR CHAPTERS MATTER

# Jersey Shore Delivers Big

By Joe Radman  
#6898



Several years ago, a discussion started concerning how the Jersey Shore Chapter could host an event to show our appreciation for our active or recovering service members at a Veterans Hospital.

Two things happened that led to the accomplishment of this goal. The first was a chance meeting between chapter member Doug Perry and two officers of a group called the Knee Deep Fishing Club. Doug overheard a conversation while waiting in a checkout line and chimed in when two gentlemen were discussing their club. The fishing club, based on Lake Hopatcong, Mount Arlington, NJ, was interested in hosting a fishing trip for recovering wounded warriors. Doug brought this information back to the chapter. After several discussions between the groups, it was agreed that the fishing club would organize the on-the-lake event at Lee's County Park. The chapter would put on a picnic after the fishing for an estimated 100 people.

The second thing was to contact the Veterans Hospital. Paul Dodge stepped up with the contact. Paul has known Laurie Tomaino, a manager at the Lyons Veterans Hospital in Lyons, NJ, for many years. Laurie was very receptive of our plan and worked with her management to bring it to fruition.

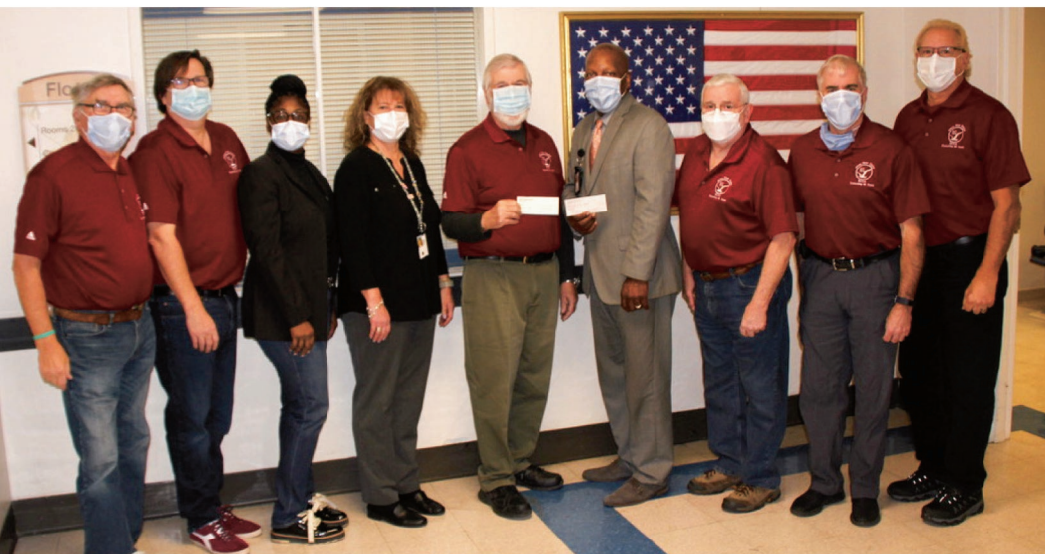
Several issues had to be settled: A date convenient to all parties, the okay by Lee's County Park, lining up the volunteer boats, purchasing supplies for the picnic, hauling them forty-five miles to the lake and, most importantly, making certain that the veterans could attend.

On August 29, 2015, the day began at 8:00am with registration, coffee, bagels, all sorts of breakfast goodies and the distribution of T-Shirts commemorating the day.

At about 9:00am the veterans boarded the boats, along with a captain and a first mate to help with the poles, bait and any fish caught (all catch and release). While this was happening, the JSC prepared the propane grills and set up tables and food stations for the burgers, hot dogs, salads, corn on the cob, chips, soft drinks and dessert. On this first outing, 17 veterans attended, including two children of one veteran. It was a great success, attended not only by the veterans but also a Boy Scout troop that led us in the Pledge of Allegiance, county officials, local police, the Knee Deep Fishermen and some 15 JSC volunteers and their spouses.

The first of five outings that the chapter and the fishing club hosted for the veterans was in 2015. For our last outing in 2019, Turkey Lardinois BCCA #12529 and a veteran flew in from Reno, Nevada to participate. He spoke with each veteran and donated funds to help with expenses.

The 2020 event was canceled due to an extensive algae bloom on the Lake and COVID-19. The 2021 event was also canceled by COVID. Since the JSC could not host the veterans for two consecutive years, the members decided to donate the proceeds of our 50/50 raffle raised at CANvention 50 in St. Louis to the Lyons Veteran Hospital. Turkey pledged to match whatever was raised and matched the chapter's share of \$1,670. The chapter then rounded up the amount to \$2,000.



*Chapter members handing over the two checks to Lyons Veteran Hospital officials. L to R: Mark Oleske, Paul Dodge, Sonia Kelley, Laurie Tomaino, Joe Radman and George Bradley accepting the checks for the Lyons VA, Doug Perry, Al Aprea and Joe Germino. Both Mark and Doug are veterans. The \$3,670.00 donated will go for personal items that the veterans would ordinarily have to purchase with their own money.*



## CRAFT CAN CLOSEUP

BY T.K. REINKE #29202



# When Men Were Men

**A**t the risk of overstating the obvious, when it comes to beer consumption, one thing is clear: Dudes have long ruled the brew roost. We'll stop well short of suggesting that such gender "leadership" is anything to brag, boast or strut our stuff about and just settle on the fact that men are more inclined to be beer drinkers and to drink more beer than their female counterparts. Shocked, I know.

It stands to reason, therefore, that much of the past gender-centric beer can art was focused on what would catch a man's eye. Obvious examples include the lovely lasses who adorn the 007 cans, the wholesome Miss Rheingold candidates, the not-so-subtle allure of Penny and her friends on the Tennent's cans and the voluptuous beauty of Fatima Yechburgh of Olde Frothingslosh fame.

[Editor's note: Read the complete history of the Olde Frothingslosh brand in the Dec/Jan 2011 and Feb/Mar 2011 issues of *BC&BC*.]

However, recent data suggest that today the fairer sex is more inclined to partake in beer—craft beer in particular—than their predecessors were a generation or more ago. Gals are gaining ground on the guys, so should we expect to see some can art to catch the eyes of this rising female demographic? We went looking for dudes on recent craft can labels, and the answer to this question is a resounding "it depends."

If male political figures are your thing, then you have several cans from which to choose. Religious figures pop up here and there, like Pontius Pilate and a reverend, and a couple featuring Indian royalty have been released recently.

If none of these tickle the female fancy, then you'd better like facial hair on your guys and appreciate a little eccentricity, at least according to the cans appearing here. A quick scan of recent Canadian and International Brand News columns suggests these trends are the same everywhere—so ladies, please don't shoot the messenger!







## AUCTION BLOCK

BY ED SIPOS #28710

# Go Big and Take It Home!

For this edition of the Auction Block, I decided to focus on Miller Auction Co.'s December 4, 2021 catalog. The auction took place at the Monroe County Fairgrounds in Tomah, Wisconsin. As you can see, several high-end beer items were available. I've included a small sampling of the higher-dollar items that sold. One that caught my eye was the Blatz Old Heidelberg truck bed topper that was used by the Sheboygan Malt Products Company. If you had an old 1930s-era truck to put this on, it would be quite a head-turner. Likewise, the Paul Stanley Hamm's Beer helicopter motion sign was not only a big seller, but a big sign in itself. Rare, indeed, but you need display room! Anyhow, I hope you find these items as interesting as I did. Until next time, cheers!



Seitz Beer and Ale Two Sided Glass Light-Up Sign, Easton, PA, \$6,000

Blatz Old Heidelberg Truck Bed Topper, Sheboygan, WI, \$4,250

Schlitz Brewing Co. "factory scene" Framed Paper Litho, Milwaukee, WI, \$5,300

Pabst Brewing Co. "factory scene" Framed Paper Litho, Milwaukee, WI, \$10,500

Pabst Brewing Co. Framed Paper Litho, Milwaukee, WI, \$6,000

Dubuque Malting Co. Framed Paper Litho, Dubuque, IA, \$3,250

Hamm's Beer Paul Stanley Motion Sign, St. Paul, MN, \$13,500

Val. Blatz Brewing Co. Reverse-on-Glass framed sign, Milwaukee, WI, \$15,500

Zang's Beer Tin Sign, Denver, CO, \$4,250



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## UNITED STATES BRAND NEWS

BY BOB LETTENBERGER #21139

# Is That Can Really From South Carolina?



Look at your beer can shelves. Depending how you organize your collection, it will become obvious that some states have more breweries issuing more cans than others. In the craft realm, California, Colorado, Illinois, New York, Pennsylvania, Virginia and Wisconsin stand out. (Yes, there are other states that easily make this list. However, you get the idea of where we are going.)

There are other states that you would not expect to have a significant number of

cans. Enter South Carolina. The 79 cans in this issue were all added to the New Can Database within the last 120 days. Yes, just the last four months! This is surprising as one does not normally think of the Palmetto State as a brewing powerhouse. According to the Brewers Association, South Carolina has 95 craft breweries operating 130 venues around the state. This places it 29th in the U.S., but with a steady increase in new breweries over the past decade. On the consumption end, South Carolinians are

doing rather well. The Beer Institute reports that South Carolina ranks 16th in the U.S. in per capita consumption (adults 21 and over). This is good for 32.7 gallons annually per person. Of those big can-producing states I mentioned, only Wisconsin ranked higher on the consumption meter at 36.2 gallons per person annually. (If you are wondering, North Dakota is at the top of the barrel with 45.8 gallons per person.)

As you'll see, the brewers in our nation's eighth state have many wonderful cans; and



are showing the inclination to produce more. Go get them!

Until we chat again, look for new in places you might not expect to find them, like South Carolina. Be sure to visit the New Can Database and explore all of the current cans. If you find a can that's not in the record, please let Jeff Galloway know (gallowayj@aol.com). Remember, keep opening them from the top.

Happy collecting.

Bob

Bob can be reached at [bccamagazine@gmail.com](mailto:bccamagazine@gmail.com)

p - printed, s - sticker, sw - shrink wrap, sp - sticker on printed

## All 120z

### South Carolina

- Columbia Craft Brewing Company/Columbia, SC
1. Alien Hat Watermelon Flavored Kettle Sour - sw
2. Carolinian American Style Ale - sw
3. Famously Hop IPA - p
- Commonhouse Aleworks/North Charleston, SC - sw
4. Broad Path English Style Brown Ale
- Freehouse Brewery/North Charleston, SC - p
5. Freehouse Premium Lager
6. Folly's Blonde Ale with Grapefruit Peel
- Frothy Beard Brewing Co./Charleston, SC - s
7. Tides Irish Red Ale
- Gran Strand Brewing Co./Myrtle Beach, SC - sw
8. Airbrush Hazy IPA
- Holy City Brewing/Charleston, SC - sw
9. Second Summer Sour Lager w/ Pineapple
10. Washout Wheat Hefeweizen
11. Holy City Brewing Oktoberfest Bavarian Style Lager
12. Bubba American Brown Ale
13. Chucktown Follie Brown Ale
14. Krazy Hayes American IPA
15. Paradise Session IPA
16. Pedishaw Sour Wheat Ale
17. Radcliffe Pale Ale
18. Red Kettle Sour
19. Strawberry Beards Forever Berliner Weiss
20. Sundial Session IPA
21. Way Out There Hibiscus Gose
22. Olfactory Hues American IPA
23. Bealze Bark Light Ale w/ Honey
- Indigo Reef Brewing Co./Charleston, SC - s
24. Bella's Helles Munich Helles
25. Drift Dive Citra IPA
26. Hive Another Honey Cream Ale
27. Mola Mola Juicy IPA
28. Shelly Beach Blonde Ale
29. Wake Up Call Coffee Blonde Ale
- King's Calling Brewing Co./Greenville, SC - sw
30. Trop Hop IPA w/ Grapefruit and Passion Fruit

- Kite Hill Brewing Co./Clemson, SC - s
31. Tigertown Lager Mexican-style Lager
- Legal Remedy Brewing Ltd. Co./Rock Hill, SC - p
32. Double Indemnity Double IPA
- Lo-Fi Brewing LLC/North Charleston, SC - sw
33. Lo-Fi Brewing Blueberry Wheat
34. Lo-Fi Brewing Mexican Style Lager
- Munkle Brewing Co./Charleston, SC - sw
35. Cerveza Contigo Lager Tradicional De Viena
36. Kerstavond Spiced Christmas Ale
37. Brugge City Brune Belgian Brown Ale
38. Haust Bier Harvest Lager
39. Helles Lager
40. 3rd Floor Tripel
41. 66 Bull Blonde Belgian Style Blonde Ale
42. Gully Washer Wit Belgian Wheat Ale
43. Gully Washer Wit Belgian Wheat Ale
44. Munk Light Belgian Style Table Beer
45. Munk Pils
46. Munk Pils
47. Silver Shoes Belgian Style Stout
- Palmetto Brewing Co./Charleston, SC - sw
48. Huger Street IPA
49. Sweet Potato Pie Porter
- Revelry Brewing Co./Charleston, SC - sw
50. Kook-asaurus Kolsch-style Ale
51. Midnight Special American Stout
52. 1685 Rice Lager
53. Achtung! Drive By Fruiting Sour Ale w/ Blackberry, Raspberry and Pomegranate
54. Achtung! Drive By Fruiting Sour Ale w/ Passion Fruit, Guava and Pineapple
55. Back Off Warchild Double IPA





- River Rat Brewery/Columbia, SC - *SW*
67. River Rat Bohemian Pilsner  
Seminar Brewing, LLC/Florence, SC - *SW*
68. Citrocity IPA  
Southern Barrel Brewing Co. - *S*
69. Beach Bully Pale Ale
70. Southern Barrel Oktoberfest  
Festbier-Style Lager  
Steel Hands Brewing/Cayce, SC
71. Jammin' Red IPA - *SW*
72. Pecan Brown Ale w/ Roasted Pecans - *SW*
73. Tropical IPA - *P*

- 
- 1 Tigertown Lager  
2 Munkle Brewing Co. Double Indemnity Double IPA  
3 LO-Fi Brewing Blueberry Wheat  
4 LO-Fi Brewing Mexican Style Lager  
5 Cerveza Contigo Una Para Todos EST. 2020  
6 Munkle Brewing Co. This Tavol 2021  
7 Munkle Brewing Co. Brugge City Bruin  
8 Munkle Brewing Co. Haust Bier Harvest Lager  
9 Helles Lager  
10 Munkle Brewing Co. Third Floor Tripel  
11 Munkle Brewing Co. Bull Blonde  
12 Munkle Brewing Co. Gully Washer Wit  
13 Munkle Brewing Co. Gully Washer Wit  
14 Munkle Brewing Co. Munk Light  
15 Munkle Brewing Co. Munk Pils  
16 Munkle Brewing Co. Munk Pils  
17 Munkle Brewing Co. Silver Shoes Stout  
18 Huger Street PA  
19 Sweet Potato Pie Porter  
20 Zookasaurus  
21 Revelry Brewing Co. Mr. Squeaky  
22 Revelry Brewing Co. Rice Lager  
23 Revelry Brewing Co. Ahtung!  
24 Revelry Brewing Co. Ahtung!  
25 Revelry Brewing Co. Back Off Warchild  
26 Revelry Brewing Co. Motel Rendezvous  
27 Revelry Brewing Co. Low Day  
28 Revelry Brewing Co. Marsh Hen Cream Ale  
29 Revelry Brewing Co. Never Sunny  
30 Revelry Brewing Co. Oktoberfest  
31 Revelry Brewing Co. Pass the Lemongrass  
32 Revelry Brewing Co. Poke Bear  
33 River Dog Brewing Co. Lowcountry Ambrosia  
34 River Dog Brewing Co. Peanut Butter Perkolate  
35 River Dog Brewing Co. Perkolate  
36 River Dog Brewing Co. Jambalaya  
37 River Dog Brewing Co. River Pat  
38 River Dog Brewing Co. Citrocitry  
39 Beach Blvd  
40 Revelry Brewing Co. Steel Hands Jammin' Red IPA  
41 Steel Hands Pecan Brown Ale  
42 Steel Hands Tropical IPA  
43 Beer Den Belle  
44 Beer Den Hoppy  
45 Munklayers Red Ale  
46 Munklayers Voltage  
47 Munklayers Transmission  
48 Munklayers Wielders



BY CAREY WILLIAMS #26979



# Foroya Björ: The Beer of the Faroes



**T**he Faroe Islands have been a self-governing territory in the Kingdom of Denmark since 1948 and are located midway between Scotland and Iceland. The climate is considered moderate for the latitude, due to a warm Gulf Stream current. The population is around 50,000 and fishing is the primary economic industry. This issue's feature can is from Foroya Björ, an award-winning brewery in Klaksvík, Faroe Islands.

The brewery was founded in 1888 and is family owned and operated by third-generation CEO Einar Wang. The brewery has 65 percent of the market share for beer and 45 percent of soft drinks, with Jolly Cola bigger than Coke on the islands. Its beers are primarily lagers, such as pilsners and Vienna dark lagers, but ales like an IPA and a stout are also produced. Foroya exports to Iceland and Russia as well.



CEO Einar Wang (above) discusses the beers produced by his brewery. In addition to making beer and soda, the company also operates a distillery.

The small town of Funningur (main photo), typical of villages on the Faroe Islands, is located on the island Eysturoy, one of 18 that make up the archipelago. The islands feature many mountains, including Middagsfjall (center, 1,972 ft.) and the pyramid-shaped Týril (right, 1,775 ft.), which dominate Eysturoy.



Mali is represented for the first time with Waraya Lager, and Spain is distributing a Rosa Blanca Hoppy Lager to Mallorca Island. Movie buffs should like the Heineken 007 can from Vietnam and the Stormtrooper 5 liter from St. Peter's in Suffolk, England.

A special thank you to Tom Eichhorst, St. Louis, MO, and Einar Wang, Klaksvik, Faroe Islands, for the breweriana and information for this column. Thank you, as always, to Marcello Mastrodicasa #22693, Firenze, Italy; Chris Neunzig #29123, Koeln, Germany; and Adam Murphy #26557F, Gateshead NSW, Australia. Other contributors are always welcome.

Cheers,

Carey

Carey can be reached at [carey.williams@fuse.net](mailto:carey.williams@fuse.net).

## 12 oz or similar

### Australia

1. Abcca 41st Canathon In The Barossa  
Nuriootpa SA  
Tooheys (Lion Group)/Lidcombe NSW - 375 ml

2. Castlemaine XXXX Gold  
Castlemaine (Lion Group)/Milton QLD - 375 ml
3. Coopers Best Extra Stout  
Coopers Brewery/Regency Park, South Australia - 440 ml
4. Little Creatures Hazy IPA
5. Little Creatures Pale Ale
6. Little Creatures Radiator Hot Choc Stout
7. Little Creatures Xpa  
Little Creatures (Lion Group)/Geelong, Victoria - 355 ml

### Belgium

8. Ginette Bio Lager  
Brasserie Belle Vue Leeuw/Saint Pierre - 33 cl
9. Pico Bello Hazy Ipa Zero  
Brussels Project/Brussels - 33 cl

### Canary Islands

10. Dorado Pilsen  
Compania Cervecera de Canarias/Santa Cruz de Tenerife - 33cl

### Equatorial Guinea

11. Sanba Premium  
Enbasa Bata/Vente - 330 ml

### Estonia

12. A.Lecoq Premium Select  
LeCoq/Tartu - 355 ml slimline
13. Saku Hele Ekstra  
Saku/Harjumaa - .33 L

### France

14. Tactical Combat Firefighter American IPA  
Noble Rey Brewing/Bouguenais - 33 cl  
Stack the cans to see the whole image!

### Holland

15. Heineken 100 Years Klm  
Heineken/Amsterdam - 25 cl

### Italy

16. Birra Nazionale
17. L'ippa
18. Rock 'N' Roll
19. Sud Di Baladin Tributo Ale
20. Super Bitter  
Baladin Craft Beer/Piozzo (Cureo) - 33 cl

### Mali

21. Waraya Lager Du Mali  
Braseba S.A./Bamako - 330 ml

### Spain

22. Rosa Blanca Hoppy Lager  
Elaborada Damm/Barcelona - 33 cl  
Made for distribution to Mallorca Island.
23. Santa Isabel Pilsener Beer  
Penta SL/Madrid - 33 cl

### Ukraine

24. Keten Brug Blanche
25. Keten Brug Blonde  
Obolon Brewery/Kiev - 33 cl

### Vietnam

26. Heineken 007  
Heineken Vietnam/Ho Chi Minh City - 330 ml





27. Seefahrer Hoang Sa  
28. Seefahrer Truong Sa  
Revolution/Ho Chi Minh City - 330 ml

## 16 oz. or similar

### Australia

29. Carlton Dry  
Carlton United Breweries/Southbank, VIC - 500 ml  
30. Great Northern Super Crisp  
Great Northern Brewing (CUB)/Natala, QLD - 500 ml

### Bosnia

31. Baraba Original Lager  
Banjaluka Pivara/Banja Luka - 50 cl

### Bulgaria

32. Pirinsko  
Pirinsko(Carlsberg)/Blagoevgrad - 50 cl  
33. Stolichno Amber Pils  
Zagorka/Stara Zagorka - 50 cl  
34. Zarsko Svetlo  
Bolyarka/Veliko Tarnovo - 50 cl

### China

35. Lauterbach  
Lauterbach/Juancheng - 500 ml  
36-37. Tanks Che Craft Beer  
Liaoning Tianhu Brewery/Fushun City - 50cl

### Estonia

38. Hopster Pilsner  
LeCoq/Tartu - 500 ml

39. Rock  
Saku/Harjumaa - 568 ml

### Germany

40. Ak Weizenbier  
Argentur Global Beverage - 500 ml  
41. Binding Hefeweizen  
42. Binding Schwarzbier  
Binding Brauerei/Frankfurt - 500 ml  
43. Dressler Hefeweiss  
44. Dressler Pilsener  
Burghof Vetrriebs/Frechen - 500ml  
45. Gilde 96  
Gilde Brauerei/Hannover - 500 ml  
125 years of Hannover Football team  
46. Herrnbrau Zwickl Kellerbier  
Herrnbrau Brauerei/Ingolstadt - 500 ml  
47. Alleachtung Arminia!  
Krombacher/Krombach  
Arminia Bielefeld Football team  
48. Landgang Pils  
Landgang/Hamburg - 500 ml  
49. Richmodis Kolsch  
Richmodis Brau/Koln - 500 ml  
50. Grantler Hell Grumpy German Helles  
Schloss Brauerei/Hermgiedorf - 500 ml  
51. Schoder Hefeweizen  
52. Schoder Schwarzbier  
NUGA Brewery/Saarbrücken - 500 ml  
53. Schwarzer Herzog Pilsener  
54. Schwarzer Herzog Wheat Beer  
Hofbrauhaus Wolters/Braunschweig - 500 ml

55. Teisnacher 1543 Festmarzen  
Fittl Brau GmbH/Teisnach - 500 ml  
56. Warsteiner Europa Stosstan  
Warsteiner/Warstein - 500 ml  
57. Welde No. 1 Party Dose Hefeweizen Hell  
Weldebrau/Plankstadt - 500 ml  
58. Wiener Lager  
Privatbrauerei H. Egerer/Pilsting Grosskollnbach - 500 ml  
59. Wurenbacher Hefeweissbier  
60. Wurenbacher Witbier  
Karlsbrau/Hamburg - 500 ml  
61. Zih Schwarzbier  
Privatbrauerei Eibau/Eibau - 500 ml

### Italy

62. Spaceman  
Brewfist/Codogno - 500 ml

### Lithuania

63. Birzenburg Lager  
64. Birzenburg Unfiltered  
Rinkuskiai/Birzai - .5 L  
65. Scotty West Dark Lager  
European Beer & Beverage/Vilnius - .5 L

### Switzerland

66. Farmer Amber  
67. Farmer Hefe-Weissbier  
Braueri Ramseier/Hochdorf - 50 cl  
68. Feldschlosschen 1876  
Feldschlosschen/Rheinfelden - 50 cl





69. Mani Per Il Nepal  
Falken/Schaffhausen - 50 cl  
Made for export to Nepal.
70. Ober Land Amber  
Rugenbrau/Interlaken - 50 cl
71. Wartech Lager  
Wartek/Basel - 50 cl  
Special Carnival edition for Italy.

## 5 Liters

### England

- 72f&b. Stormtrooper Galactic Pale Ale  
St. Peter's Brewery/Suffolk

## Germany

73. Bauhofer Export  
Bauhofer/Renzen-Ulm
74. Breitenlesauer Hell  
Krug Brau/Waischenfeld
75. Gaffel Kolsch Brings 30 Years
76. Gaffel Kolsch #Zusammenanstoßen
77. Gaffel Weiss
78. Tax Buddy  
Privatbrauerei Gaffel Becker/Cologne
79. Holz Lander  
Ziegenmühle/Schleifreisen
80. Hummel Kellerbier  
Hummel Brauerei/Merkendorf

81. Kupfer Spezial  
Winkler Brau/Lengenfeld
82. Monchshof Hell  
Kulmbacher/Kulmbach
83. Veltns Pilsener  
C&A Veltns GmbH & Co KG/Meschede-Grevenstein

## Set

### Poland

- 84-86. Krolewskie  
Warka/Zywiec - 500 ml  
Set of the 18 Warsaw districts important historical moments.



61 62 63 64 65 66 67 68 69 70



71 72 front 72 back 73 74 75 76 77



78 79 80 81 82 83



84 85 86





# Hunting The Buffalo Sabres Can

**W**ell, it's a new year. The Canadian government briefly dropped the requirement for a COVID test in December (for Canadians returning to Canada), but with growing Omicron cases, I knew it was just a matter of time before it was reinstated, as well as the U.S. government closing its border (to us) again. So that was my cue to get in my car on December 16th (it was also a record-setting day with a mild, 60-degree temperature) to make a can and grocery run to Niagara Falls, NY with a secondary hope of finding the newest Labatt Blue Buffalo Sabres cans (2 x 355mL, 2 x 710mL). Success all around, as my brother had been there the week before, with little success and with a lot of grocery store shelves nearly empty. Oh, and the next day the Canadian government reinstated the requirement for that test!

So, as I write this post-Christmas, another Toronto Maple Leaf hockey game this week is postponed. That means six in a row over the last two weeks, unfortunately. But, luckily for us "can fans," it's that time of the year again, one of my faves, to collect, report and show the annual Molson and Labatt USA hockey issues. The Labatt USA

cans are "Products of Canada," meaning they are made in Canada (12oz) and brewed and filled here. Molson continues its annual tradition of coming up with new designs, and this year's are quite different and pretty nice, in my opinion. There are the usual four: Toronto, Montreal, Ottawa and Edmonton. All but Ottawa are pictured—it's sort of strange that I have yet to find even a pic of the Sens. I have three of the four Sabres cans; John Ahrens #9 confirms that there are three Philadelphia cans (the 24oz Blue Light version has been scrapped); Claude Tunison in Michigan has found all four Detroit Red Wings cans (two 12oz, two 16oz); and we await Pittsburgh and/or Columbus Blue Jacket cans.

Happy Collecting.

Jim

*Jim can be reached at [jimsbeerguy@gmail.com](mailto:jimsbeerguy@gmail.com)*

s - sticker, sw - shrink wrap

## 12oz/355mL cans

1. **Ace Hill Lemon-Cayenne Radler**  
Ace Hill Inc./Toronto, Canada - Crown B21166  
First released in a SV, now in a metallic, printed can.
2. **Ace Hill Matcha Lager**  
Ace Hill Inc./Toronto, Canada - sw  
New release last year. (I had to look up matcha; it's a kind of tea.)

3. **Blue Light**  
Brewing Company of Canada/Toronto - Crown CE5214  
I was happy to get three out of four of the new "Let's Go Buffalo" designs for the Sabres on my December "quick trip" to the USA. The Labatt Blue can is Crown CE5213.
4. **Budweiser**  
Labatt Brewing Company/La Brasserie Labatt - Crown CE4410  
I've finally traded for a very difficult special issue "Alberta Made" Bud can that was produced in 2017 around the time of the U.S. state series of aluminum bottles.
5. **Budweiser**  
La Brasserie Labatt/Labatt Brewing Company/6 cities - MCC  
It's not the first time, but I found the newest French version of Bud (new grey block text on the front) in Toronto stores in December. Then, a couple of days later, I also saw the 473mL French version in a liquor store near where I live.
6. **Busch Light**  
Labatt Brewing Company/La Brasserie Labatt - NA  
I found this pic on a provincial liquor web site, Newfoundland, maybe; the can has yet to be CANfirmed.
7. **Canterbury Dark Mild**  
Pacific Western Brewing Company/Prince George, BC - Crown B15624  
This new design is from 2019, when several Canterbury cans last changed.
8. **Coors Light**  
Molson Coors Canada/5 cities - Crown CE5271  
I was expecting a new Toronto Raptors can/design(s) early in 2022; however, these were released in December. Great looking new design, but couldn't they have used more of the can? Or made the can black, like a few years ago?





9. **Flywheel Lager**  
Sons of Kent Brewing/Chatham, ON - Crown B21619  
A new size for this can, as it was first released in a 473mL shrink-wrap in 2020. Now both sizes are metallic, printed cans and are their first "real" cans.
10. **Hoyne Brewing Fiesta Ale**  
Hoyne Brewing Company/Victoria, BC - sw  
A colorful release from Hoyne in 2021.
11. **Miller Lite**  
Molson Coors Canada/5 cities - Crown CE5273  
Our second year with a holiday design; these are available here in 30-packs, while Larry found them in BC in a smaller quantity.
12. **Nelson Faceplant Winter Ale**  
Nelson Brewing Company/Nelson, BC - sw  
A new design.
13. **Old Style Pilsner**  
Molson Coors Canada/5 cities - Crown CE5208  
We showed the "8-Pack" can last issue; this is the regular can with the new design.
14. **Red Truck Fresh Tracks Mocha Chocolate Stout**  
Red Truck Beer Company/Vancouver, BC - sw  
New release last year.
15. **Sleeman Cream Ale**  
La Brasserie Sleeman Brewing & Malting/Guelph, ON - Ball  
Sleeman changed all of its can designs in 2019 except that the 355ml Cream Ale can didn't make an appearance (the 473ml did) until 2021.
16. **Sleeman Rousse Red Ale**  
La Brasserie Sleeman Brewing & Malting/Guelph, ON - Ball  
This previously bottled-only brand made its first appearance, (finally!) in a can in a mix pack last year.
17. **Stanley Park Electro Lager**  
Stanley Park Brewing/Vancouver, BC - Ball  
First printed can for this beer.

18. **Stanley Park Shadow Play Dark Lager**  
Stanley Park Brewing/Vancouver, BC - Ball  
A new release in 2021. Nice can.
- 16oz/473mL Cans:**
19. **(Amsterdam) Neon Haze Hazy Ipa**  
Amsterdam Brewing Co. Limited - Ardagh Group  
A new design for a new LCBO listing, the can is now in a printed version for the first time.
  20. **Beau's Porter Porter**  
Beau's Brewing Company/Vankleek Hill, ON - Crown B21989  
What a great name, CANSidering that this new beer was created in partnership with Porter Airlines and is available on flights.
  21. **Bud Light**  
Labatt Brewing Company/La Brasserie Labatt, 6 cities - MCC  
In my opinion, this new design draws a blank! No sign of new 355s yet.
  22. **(Cameron's) Cruising Through The Galaxy Hazy Ipa**  
Cameron's Brewing Company/Oakville, ON - Crown B21155  
Now in a printed can.
  23. **Carling Ice**  
Molson Coors Canada/5 cities - Crown CE8269  
Finally! It's been ten years since the Carling family had a design change.
  24. **Carling Lager**  
Molson Coors Canada/5 cities - Crown CE8268  
New design. In my opinion, this is a nice change, nothing elaborate for these value brands.
  25. **Carling Light**  
Molson Coors Canada/5 cities - Crown CE5280  
New design. It's interesting that these cans have a "treeline" design around the top (as we called it back in the day) similar to an Old Vienna can from 20 years ago.

26. **Category 12 Juicy Data Hazy Ipa**  
Category 12 Brewing/Victoria, BC - Crown B21787  
A nice looking new version. First printed can for this beer.
27. **Coors Light**  
Molson Coors Canada/5 cities - Crown CE5287  
New Toronto Raptors can for 2021-22.
28. **Flywheel Lager**  
Sons of Kent Brewing/Chatham, ON - Crown B21618  
A very nice effort for a first printed can.
29. **Great Lakes Premium Lager**  
Great Lakes Brewery/Etobicoke, ON - AG  
GLB tried three sticker label cans before settling on this final design for its newest printed can. Nice!
30. **Howe Sound Hopraiser**  
Howe Sound Brewing Co./Squamish, BC - Ball-digital  
Nice looking can. Larry informs me there are now three Howe Sound digitally printed cans. These are the first to show up west of Ontario.
31. **(Lake Of Bays) Mystery Beer One**  
Lake of Bays Brewing Co. Limited/Baysville, ON - sw  
Back for a second year, now in a green on white can (first year was white on green).
32. **(Lake Of Bays) Mystery Beer Two**  
Lake of Bays Brewing Co. Limited/Baysville, ON - sw  
Red on white this year.
33. **(Lake Of The Woods) Dead Man's Switch New England Ipa**  
Lake of The Woods Brewing Company/Kenora, ON - sw  
First printed can for this beer, following a sticker label and shrink-wrap.
34. **Laker Lager**  
Waterloo Brewing Ltd./Kitchener, ON - NA  
This version (new side panel) is from a new international can supplier (referred to in a quarterly financial report), due to supply issues from Waterloo's regular supplier. Ditto for Laker Ice and Laker Red.





35. **Maple Sports Ale**  
Maple Beer Company Inc./Kingston, ON - sw  
Second version (2020) from this contract brewer; it now has "Kingston" and a World Beer Awards graphic.
36. **Miller Lite**  
Molson Coors Canada/5 cities - Crown CE5272  
2021 holiday design.
37. **Molson Canadian**  
Molson Coors Canada/5 cities - Crown CE5223  
Annual issue and another nice new design for the Toronto Maple Leafs.
38. **Molson Canadian**  
Molson Coors Canada/5 cities - Crown CE52xx  
The EDMONTON OILERS new design returns to a 473mL size can for 2021-22 (a 710mL outlier the prior year).
39. **Molson Export**  
Molson Coors Canada/5 cities - Crown CE5221  
A contact attended a MONTRÉAL CANADIENS game just prior to fans not being allowed in again and gathered empties of the new can; this is the "CSP" version, sold only at Centre Bell.
40. **Moon Juice Raspberry Sour**  
Moon Underwater Brewery/Victoria, BC - Ball  
First printed can for this beer.
41. **Moosehead Small Batch - George B's English Porter**  
Moosehead Breweries Ltd./La Brasserie Moosehead/  
Saint John, NB - Crown B22309  
New release in 2021.
42. **Moosehead Small Batch - Scratch Series No. 50 IPA**  
Moosehead Breweries Ltd./La Brasserie Moosehead/  
Saint John, NB - Crown B22643  
Really nice can, in my opinion; again, why is metallic gold a favorite color for cans?
43. **Moosehead Small Batch - Tangerine Witbier**  
Moosehead Breweries Ltd./La Brasserie Moosehead/Saint John, NB - Crown B21167  
A nice, colorful can for this 2021 release.
44. **Muskoka Craft Lager**  
Muskoka Brewery/Bracebridge, ON - AG  
New design. Also in 355mL size.
45. **Muskoka Winter Beard Stout**  
Muskoka Brewery/Bracebridge, ON - Crown B22397  
New release in a real can!

46. **(Nickel Brook) Cause & Effect Steady Blonde Ale**  
Nickel Brook Brewing Co./Burlington, ON - Crown B22443  
NB redesigned its cans last year and released new printed versions following shrink-wraps.
47. **(Nickel Brook) Headstock**  
Nickel Brook Brewing Co./Burlington, ON - Crown B22375  
New printed can design.
48. **(Nickel Brook) Naughty Neighbour American Style Pale Ale**  
Nickel Brook Brewing Co./Burlington, ON - Crown B22203  
New printed can design.
49. **(Nickel Brook) Wicked Awesome New England Style IPA**  
Nickel Brook Brewing Co./Burlington, ON (Crown B21894)  
New printed can design.
50. **Prince Eddy's Blonde Ale**  
Prince Eddy's Brewing Company/Pictou, ON - Crown B22066  
A new design and second ever printed can from this brewery. The name has been altered, too.
51. **Prince Eddy's So Many Friends Session NEIPA**  
Prince Eddy's Brewing Company/Pictou, ON - Crown B21960  
The Prince has a new Crown ... can! First printed can!
52. **Pump House Crafty Radler**  
The Pump House Brewery/Saint John, NB - Crown B21988  
A nice surprise to find this first printed can; it has a Moosehead can # on it, so I can't help but wonder if it's canned at Moosehead, also in Saint John.
53. **Red Racer IPA - 500ml**  
Central City Brewers & Distillers/Surrey, BC - NA  
New version with design/side panel changes. Now with a gold band around the top.
54. **Red Racer Raspberry Wheat - 500ml**  
Central City Brewers & Distillers/Surrey, BC - NA  
For some reason, the Quebec refund info has been deleted and other changes have been made on the side panels.
55. **Red Racer Slow Ride Hazy Pale Ale - 500ml**  
Central City Brewers & Distillers/Surrey, BC - sw  
New release.
56. **Rolling Rock**  
Labatt Brewing Company/La Brasserie Labatt, 6 cities - MCC  
Along with a new side panel, Labatt has added "Brewed In Canada" English/French text to the neck. Also on the 355ml cans now.

57. **Wayne Gretzky No. 99 Amber Ale**  
Wayne Gretzky Craft Brewing/Niagara-on-the-Lake, ON - sw  
No. 99 scores another one; the latest addition to his lineup.
58. **Wolf Black & Tan**  
Wolf Brewing/Nanaimo, BC - s  
I'm not a fan of sticker label cans for Can of the Year, but this one works! Another nice van can with awesome artistry/design/print reproduction. It's called "A New Adventure" and is, in fact, a limited edition artist series.

## Other Misc. Size Cans

59. **Bomber Skyline Lager - 568ml**  
Bomber Brewing Company/Vancouver, BC - s  
Now being canned in Toronto by Amsterdam Brewing Company (was Henderson Brewing first batch). BB is using the 568mL size, which is unique to Amsterdam here. Sold at Donnelly Group restaurants.
60. **(Labatt) Blue - 24oz/701ml**  
Brewing Company of Canada/Toronto - Ball  
New "LET'S GO BUFFALO" design for the annual release.
61. **(Labatt) Blue Light - 24oz/701ml**  
Brewing Company of Canada/Toronto - Ball  
"Let's Go Buffalo."
62. **Molson Canadian - 24oz/701ml**  
Molson Coors Canada/5 cities - Ball  
For the first time in many years, this size can is being sold in the USA. Looks like a "CANadian" can, if not for the "IMPORTED" graphic at the bottom. Likely came out in "early COVID" times (2020), according to the Molson #.
63. **Old Style Pilsner - 710ml**  
Molson Coors Canada/5 cities - Ball  
Larry Sampson sends along the "large" size format can in the new design from BC.
64. **Pabst Blue Ribbon 5.9 - 710ml**  
Stroh Canada/Guelph, ON - Ball  
I believe this is a new size being sold for the PBR extension here in Ontario. And it's a domestic can; I bought an imported version in Quebec a couple of years back.







# CALENDAR OF EVENTS

BY SCOTT SPENCER #28573

**S**hows listed below are linked from the listings on the BCCA website as of February 1. To list your chapter show, use the form on [www.bcca.com](http://www.bcca.com) in the drop-down window under events. If you have questions about using the form, contact Scott at [spencer@zianet.com](mailto:spencer@zianet.com).

For complete show information, visit [www.bcca.com/events](http://www.bcca.com/events).

## Deadlines for listings:

May/June issue – April 1  
July/Aug. issue – May 1  
Sept./Oct. issue – July 1  
Nov./Dec. issue – Sept. 1  
Jan./Feb. issue – Dec. 1  
March/April issue – Feb. 1

## Events Note

While the spread of COVID-19 has diminished, health officials have not declared an end to the pandemic. Please consider your safety and that of others when attending a show. Check with show organizers for any health safety guidelines that may be in place.

## March

- 17-19 **Queen City**, Covington KY, 45th Annual Luck 'O The Irish Show, Doug Groth, 937-554-9262, [truckwashdoug@aol.com](mailto:truckwashdoug@aol.com)
- 19 **BCCA Board Meeting**, Covington KY, in conjunction with the Luck 'O The Irish Show, BCCA, 636-343-6486, [bcca@bcca.com](mailto:bcca@bcca.com)
- 19 **Windy City**, Carol Stream IL, Spring Beer Can-Breweriana-Mancave Trade Session, Ed Harker, 312-927-9329, [balprkhar@sbcglobal.net](mailto:balprkhar@sbcglobal.net)

- 19 **Horlacher**, Macungie PA, Spring Breweriana Show, Larry Handy, 267-221-8300, [ohhugo1@aol.com](mailto:ohhugo1@aol.com)
- 20 **A-1**, Maricopa AZ, Spring Show, Kent Grant, 520-247-1840, [texzona58@gmail.com](mailto:texzona58@gmail.com)
- 26 **Atlantic**, Lexington SC, Brewery & Soda Advertising Collectibles Show at the BallPark, Gary Papas, 803-238-5909, [greatbuy@yahoo.com](mailto:greatbuy@yahoo.com)
- 26 **Columbine**, Westminster CO, Kick the Winter Doldrums, Jim McCoy, 720-420-9942, [jimrealone@gmail.com](mailto:jimrealone@gmail.com)

## April

- 2 **Carrie Nation**, Hays KS, 1st Annual Old West Breweriana Roundup, Dave Yost, 620-397-3127, [dcanman@hotmail.com](mailto:dcanman@hotmail.com)
- 2 **Simon Pure**, Lancaster NY, Spring Show, Jeffrey Murbach, 716-713-7236, [jmurbach@gmail.com](mailto:jmurbach@gmail.com)
- 2 **Schultz & Dooley**, Ballston Lake NY, Annual Spring Show, Bill Laraway, 518-439-2739, [brewcoll2@gmail.com](mailto:brewcoll2@gmail.com)
- 3 **Lake Erie**, Medina OH, Blue Heron Breweriana Show, Pat Newton, 216-548-8542, [patrick.newton@safelite.com](mailto:patrick.newton@safelite.com)
- 3 **Badger Bunch**, Delafield WI, Annual Spring Beer Can & Breweriana Show, Mike, 414-750-3469, [alumbtsguy@gmail.com](mailto:alumbtsguy@gmail.com)
- 10 **Chicagoland Breweriana Society**, Elk Grove Village IL, Spring Show, Jim Radeck, 630-222-0840, [jimwit78@yahoo.com](mailto:jimwit78@yahoo.com)
- 21-23 **Keystone, ECBA, CCSI & The Rusty Bunch**, New Cumberland PA, Spring Thaw Brewery Collectibles Show & Crownvention, Larry Handy, 267-221-8300, [OhHugo1@aol.com](mailto:OhHugo1@aol.com)
- 22-23 **Packer & Badger Bunch**, Green Bay WI, Titledown Trade-A-Thon 41, Rob Smits, 920-469-1466, [stuffball1993@yahoo.com](mailto:stuffball1993@yahoo.com)

## May

- 1 **Bullfrog**, Wauconda IL, Spring Trade, Ken Kieliszewski, 847-202-1877, [kenscans@sbcglobal.net](mailto:kenscans@sbcglobal.net)
- 7 **Old Style**, Onalaska WI, La Crosse Beer & Brewery Collectibles Show, Paul Nelson, 608-780-6630, [broon-swagger@yahoo.com](mailto:broon-swagger@yahoo.com)
- 14 **Westmont Stroh's & Bullfrog**, Elk Gove Village IL, Combined Forces Show, John Nelson, 630-431-3164, [nelsonjj@comcast.net](mailto:nelsonjj@comcast.net)
- 14 **BCCA Board Meeting**, Elk Gove Village IL, in conjunction with the Combined Forces Show, BCCA, 636-343-6486, [bcca@bcca.com](mailto:bcca@bcca.com)

## June

- 5 **A-1**, Phoenix AZ, Brennan's 20th Anniversary Show, Kent Grant, 520-247-1840, [texzona58@gmail.com](mailto:texzona58@gmail.com)
- 5 **Old Reading**, Leesport PA, Beer Can & Breweriana Show, Tad Steeley, 610-780-2353, [taddsteeley2353@gmail.com](mailto:taddsteeley2353@gmail.com)
- 14-18 **Columbine**, Greeley CO, Combined Show for ABA & Columbine Chapter, Jim McCoy, 720-420-9942, [jimrealone@gmail.com](mailto:jimrealone@gmail.com)
- 17-18 **Miami Valley**, Lebanon OH, 47th Annual Ohio Mini-Convention & Breweriana Show, Rick Ordeman, 937-558-6993, [rick@ordesignenv.com](mailto:rick@ordesignenv.com)

## July

- 22-23 **Michigan & Rusty Bunch**, Frankenmuth MI, Summerswap, Clayton Emery, 231-920-6013, [claytonemery32806@aol.com](mailto:claytonemery32806@aol.com)
- 30 **Simon Pure**, Depew NY, Summer Show, Jeffrey Murbach, 716-713-7236, [jmurbach@gmail.com](mailto:jmurbach@gmail.com)
- 31 **Prison City**, Joliet IL, Hartog Memorial Picnic & Trade Session, Willy Novak, 630-291-7943, [OldstyleWilly@att.net](mailto:OldstyleWilly@att.net)

## August

- 3-7 **NABA Convention 51**, Pittsburgh PA, NABA, 919-824-3046, [jfo@mindspring.com](mailto:jfo@mindspring.com)

## September

- 8-10 **CANvention 51**, Norfolk VA, 636-343-6486, [bcca@bcca.com](mailto:bcca@bcca.com)

## October

- 2 **Westmont Stroh's**, Elk Grove Village IL, OktoBIERfest Show, John Nelson, 630-431-3164, [nelsonjj@comcast.net](mailto:nelsonjj@comcast.net)
- 16 **Prison City**, Joliet IL, Chapter Trade Session, Willy Novak, 630-291-7943, [OldstyleWilly@att.net](mailto:OldstyleWilly@att.net)

## November

- 5 **Simon Pure**, Lancaster NY, Fall Show, Jeffrey Murbach, 716-713-7236, [jmurbach@gmail.com](mailto:jmurbach@gmail.com)
- 6 **Chicagoland Breweriana Society**, Elk Grove Village IL, Fall Show, Jim Radeck, 630-222-0840, [jimwit78@yahoo.com](mailto:jimwit78@yahoo.com)
- 19 **Windy City**, Carol Stream IL, Pre-Thanksgiving Beer Can / Breweriana / Mancave Trade Show, Ed Harker, 312-292-7932, [balprkhar@sbcglobal.net](mailto:balprkhar@sbcglobal.net)

## December

- 2-3 **Horlacher**, Macungie PA, BCCA "Penguin Frolic", Larry Handy, 267-221-8300, [ohhugo1@aol.com](mailto:ohhugo1@aol.com)

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## REMEMBERING

- ☛ #995 **David Taube**  
Muskego, WI 1948 – December 1, 2020
- ☛ #4750 **Alan Risse**  
Theodosia, MO 1955 – December 12, 2021
- ☛ #10362 **Arnold Port**  
Cedar Rapids, IA 1924 – December 26, 2021
- ☛ #16797 **Russ Hoepfer**  
Priest River, ID 1953 – August 5, 2021
- ☛ #16915 **Ricky Moses**  
Lavonia, GA 1954 – September 7, 2021
- ☛ #26973 **Darrell Butkin**  
Grand Rapids, MI 1955 – October 10, 2021

If you know of a BCCA member who has passed, please contact Paula Fatura #30483 at [plfatura@gmail.com](mailto:plfatura@gmail.com). You can perpetuate the memory of a friend or loved one with a tax-deductible gift to the BCCA Special Reserve Fund.

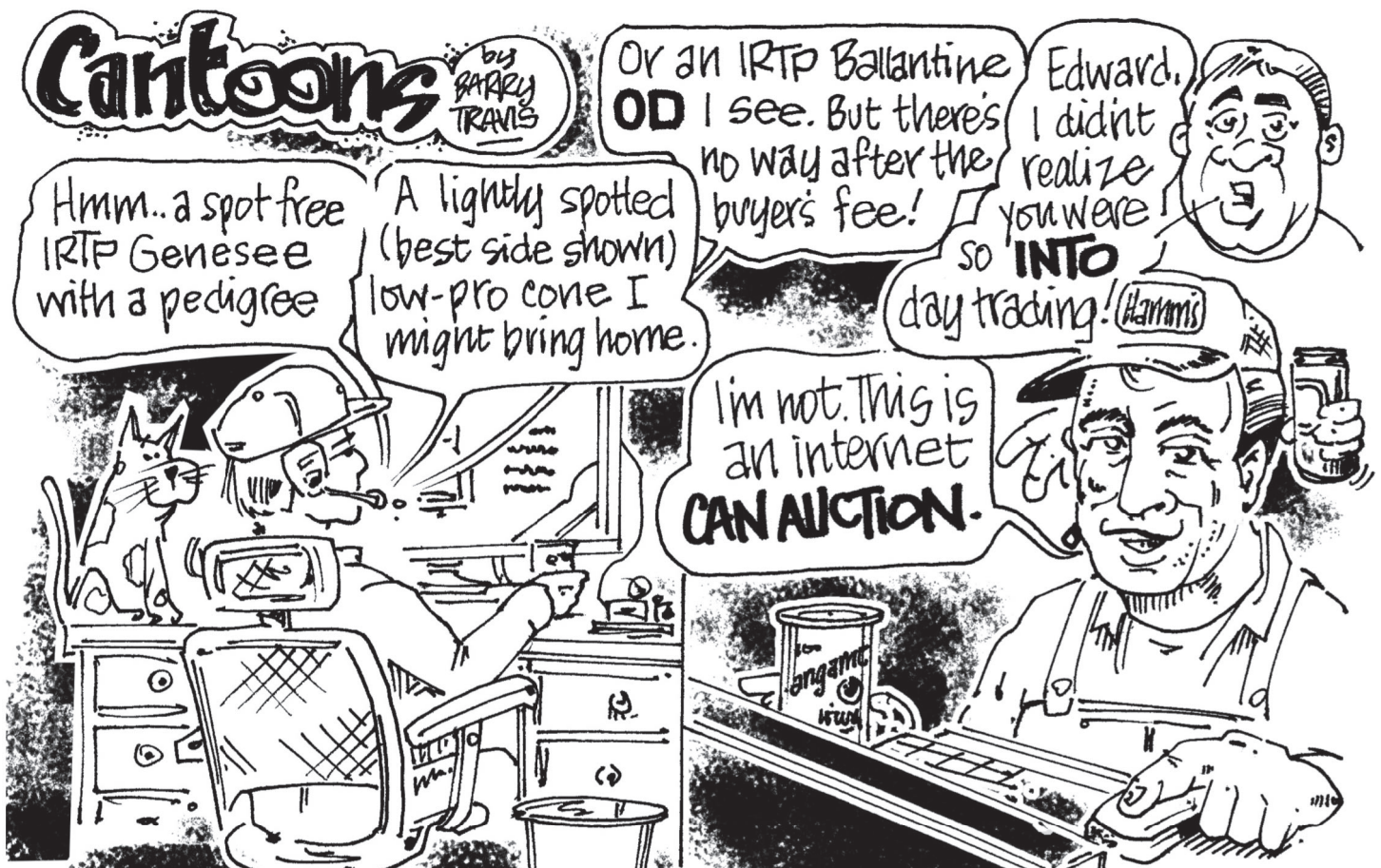
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# You're Invited

**Make plans to attend our 2022 shows**  
All shows 9am – 1 pm

Sunday, March 20 – Davenport, IA  
**Quad Cities Show**

Friday/Saturday, June 3-4 – Dubuque, IA  
**Tri-States Show**

Sunday, July 24 – Ankeny, IA  
**Beer, Soda & Bottle Collectibles MEGA Show**

Saturday, October 15 – Newton, IA  
**I-80/Speedway Breweriana Show**

For more information, contact:  
MikeEngland@BCCA.com or 515.360.3586

## Hawkeye Chapter

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



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

**Saturday, March 19, 2022**  
**9 AM - 2:30 PM**  
**Holiday Gardens Event Center**  
**101 Brewery Hollow Rd,**  
**Potosi, WI**

**\$3.00 Admission**

**Homemade Food - Catfish, Burgers, Pies**  
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**Summerswap July 22-23, 2022**  
**Frankenmuth, MI**

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# The BCCA Welcomes



# Its Newest Members!

*Cheers to the following individuals who joined the BCCA from December 7, 2021 through January 17, 2022!*

35744	Donald Dostert	Waterford, MI	Rejoins ...		
35876	Stanley J Lewandowski	Maricopa, AZ	1223	Randy Coffey	St. Louis, MO
35877	Laurie Baburek	Omaha, NE	5593	Michael Brooks	Willard, MO
35878	Madonna Burtschi	Oreana, IL	10505	Andrew Bantham	Fort Collins, CO
35879	John McGinley	Mission Hill, MA	11452	Timothy Britt	Albany, LA
35880	Robert Henry	Medford, WI	14071	Chris Manners	Thurmont, MD
35881	Joseph Garwood	Burney, CA	16947	James Johnson	Cheyenne, WY
35882	Douglas Meyers	Phoenix, AZ	27519	Dan Durochik	St. John, IN
35883	Cliff Funka	Maumee, OH	27656	Thomas Strickland	Chester, VA
35884	David Lyon	Lupton, MI	31006	Eric Quick	Danville, IL
35885	Sara Okerglicki	Stanley, WI	31145	Dale Williams	Laporte, IN
35886	Mark Foley	Ashville, NC	31657	Ron Ecoff	Allison Park, PA
35887	Daniel Utter	Surprise, AZ	32123	Jeff Cooper	Pineville, MO
35888	Mindy Reno	Vicksburg, MI	32229	Randy Johnson	Lake Elmo, MN
35889	John Kimmich	Stowe, VT	32653	Steve Gola	Grayslake, IL
35890	Lauren Pattan	Alton, IL	32989	Davod Ricanati	Santa Monica, CA
35891	Zachery Barnes	Oakdale, MN	33937	Cam Kinkade	Toledo, OH
35892	David Freimark	Neenah, WI	33991	Roger Killen	New Albany, IN
35893	Patrick Newton	Grafton, OH	35219	Tina Quick	Danville, IL

## Titletown Trade-A-Thon 41

**Breweriana & Beer Collectibles Trade Show**  
**Friday, April 22 & Saturday, April 23, 2022**  
**KI Convention Center & Hyatt Regency, Downtown Green Bay**

**165 Eight-foot Trade Tables.**

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 (Registration form available at [packerchapter.com](http://packerchapter.com))

**Pre-registration ends April 14, 2022.**

(NOTE: Additional \$5.00 fee is added after April 14, 2022)

**Registration includes: "Early Arrivers" Thu. Social ♦ Fri. & Sat. Night Hospitality Room ♦ Live Band Fri. Night ♦ Fri. Door Prize Drawing & Booze Baskets Raffle ♦ Sat. Trade Hall Raffle ♦ Sat. Night Aloha Shirt Contest ♦ Sat. Night Raffle (includes a one-week stay in Kailua-Kona, HI).**

Sponsored by the Packer Chapter, U.A., a member of the BCCA, NABA, ABA, & BCWC.

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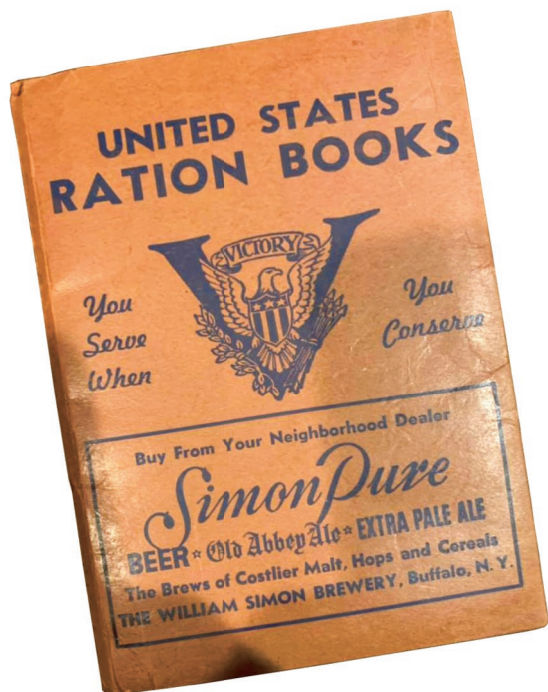
**Titletown Trade-A-Thon - Where a Weekend in Green Bay can lead to a Week in Kailua-Kona, Hawaii**





## SHOW AND TELL

BY TERRY SCULLIN #1041



During WWII, ration books like these contained tear-out stamps good for rationed items like sugar, meat, cooking oil and canned goods.

# On The Home Front

During World War II, Americans were issued a series of ration books like our Simon Pure-branded one that contained removable stamps. To buy a rationed food item, you had to give the grocer the right stamp. The first nonfood item rationed was rubber. The Japanese had seized plantations in the Dutch East Indies that produced 90% of America's raw rubber. President Roosevelt called on citizens to help by contributing scrap rubber—things like old tires, rubber raincoats, garden hoses, rubber shoes, bathing caps—to be recycled.

Like a number of other breweries, Yuengling began to make ice cream during Prohibition. The dairy was established in 1920. Operated by the Yuengling family, it legally became a separate company from the brewery in 1935. It ceased production of ice cream in 1985. But that's not the end of the story. In February 2014, Yuengling's Ice Cream returned to the market after a 30-year absence.

Bad Frog began life as a T-shirt. Designed by a gent named Jim Wauldron in Rose City, MI, the shirt sparked such interest that people all over the country wanted one. The only problem was that people started asking for the "bad frog beer" that the frog on the shirt was holding. Wauldron learned about brewing, and his company began operation in October 1995. Before long, Bad Frog Beer was selling in 32 states and overseas! It was also banned in eight states, but do you think this amphibian with an attitude really cares?

Who can resist chomping away on a flavorful pink gumball like the ones dispensed by our rudimentary Budweiser gumball machine? Gumballs as we know them today were created in 1928 by the Fleer Chewing Gum Company. An earlier version developed in 1906 called Blibber Blubber was a commercial disaster that was extremely sticky and fell apart quickly.

You don't often see a set of these Old Reliable Lager salt and pepper shakers from the Greensburg Brewing Co. in PA. Greensburg is a part of the Pittsburgh Metro area. The brewery commenced operations in 1933, but only survived until 1942, when a combination of soft sales and the scarcity of brewing ingredients forced it to close.



1920s commemorative plate. Yuengling was one of many brewers that produced ice cream during Prohibition to help stay afloat.

A vintage Budweiser gumball machine.

Mid-1930s salt and pepper shakers from the Greensburg Brewing Co.



Late 1990s table tent. And if you don't like it, you know where you can stick it!



> **WHATCHA GOT?** If you have an unusual breweriana item you'd like to show, please send a picture to [tscullin@optimum.net](mailto:tscullin@optimum.net)



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