

BEER CANS

& Brewery Collectibles

Mar / Apr 2021

Vol. 51, Issue #2

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

HAMMIN'
IT UP
WITH A BIG
SMALL
FIND

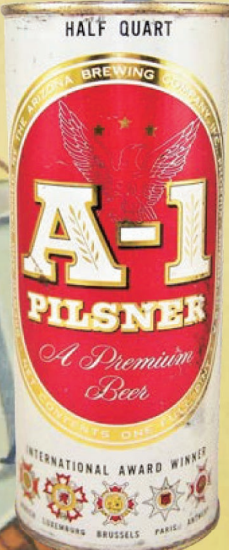
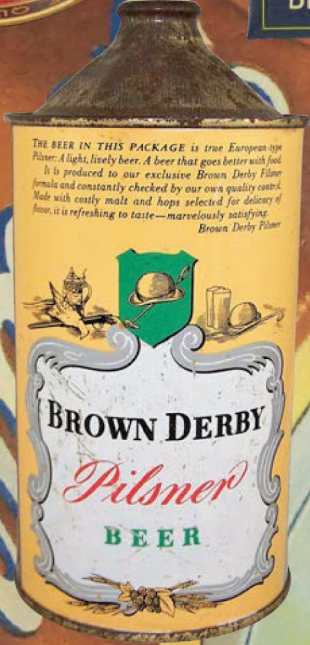
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BCCA:
OVER
50
YEARS OF
FRIENDSHIP
AND FUN

Also inside: Peoples Brewing | UnCANventional Cans | Stein's Cream Ale

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MONTHLY AUCTIONS

BEER CANS & BREWERY COLLECTIBLES

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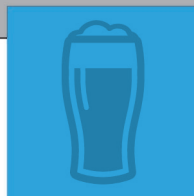
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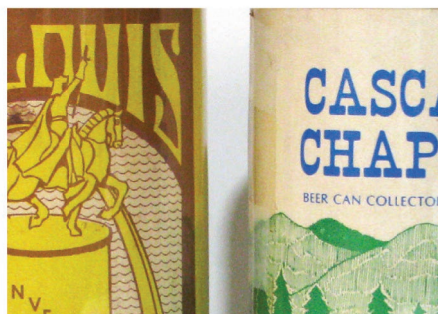
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MARCH / APRIL 2021



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RAY'S 50TH CONTEST #4

ON THE COVER:



A Hamm's 7oz? They never
made a 7 oz. Or did they?

Well, actually, they did—much to the surprise and delight of Scott Miller #35115, who is currently the deliriously proud owner of the only known example. You'll learn about this unique can's history and how Scott came to acquire it on page 7.

Cover Photo by Scott Miller #35115

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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.

To the best of our knowledge, all ads appearing in the magazine are from legitimate business enterprises. However, the BCCA cannot be responsible for delivery of merchandise from these ads. We suggest that when ordering, payment be made by check or money order and the name and advertiser be retained for possible future reference.

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A Dream Comes True

When a good story comes along, sometimes it's better that I just push away the keyboard and let someone else have this space. Here, Johann Dieken #28063 tells just that kind of story:

It's interesting how things just take off organically and then, all of a sudden, you have a community behind you. I participate in many Facebook groups, including "Wisconsin Beer Can Collectors Club" facilitated by Brian Okerglicki #35521. Sometime back, a very young high school student by the name of Vance Sayer #35539 (see the January/February issue of this magazine) submitted his "Wednesday Most Wanted" can—a Ronz cone top from Nebraska. What struck me was that it was this can that got him started in our hobby.

Fast forward many weeks. While browsing new listings on eBay, I saw a listing for a Ronz cone top! I posted this to the group, having forgotten who was looking for the can, and it didn't take long for someone to recall that it was Vance. Of course we knew that this can was going to be out of reach for him, as it was for many of us. Barry Travis #30938 suggested that we start a GoFundMe for Vance.

The idea took off, and by that evening we had a GoFundMe project with a goal of \$1,210 (based on the buy-it-now price). By the next morning, we had donations of several hundred dollars and continued to add to it through the coming week.

It appeared that the Grinch was going to steal this from us, as we were competing with several other bidders. Although we had reached our goal of \$1,210, I was worried that we were going to be out-bid.

Along came Heath Henery #27444, our Santa Claus. Just hours before the end of the auction, he reached out to me with the offer to sell us his Ronz cone top at a much lower price! We quickly accepted. Vance was now going to get his Ronz cone top—plus some extra cash to put something else into his collection. Living close by, Heath offered to deliver the can to a very excited Vance and to take a couple of photos.

Brian and I can't be prouder to belong to a group that pulled together to make a dream come true for one of our youngest collectors. I hope that at some point in our lives we can all find a way to introduce this hobby to new collectors, as we know that they will be the ones to carry it and the BCCA forward.

A special shout-out to the Cornhusker Chapter for donating \$100 to this cause. Vance is a member of this chapter and is currently a junior at Schuyler Central High School in Schuyler, Nebraska. Thank you, and big appreciations to everyone who donated their time and money to make this happen.



It appeared that the Grinch was going to steal this from us, as we were competing with several other bidders.



Heath Henery hands off. Vance Sayer scores!



MONEY IN:

Annual Dues
(Renewals & New Members)

69.2%

Sale of BCCA Publications
and Supplies

16.0%

Advertising Revenue

6.2%

Transfers for
CANvention Support

3.8%

Other Miscellaneous
Revenues

4.8%



BREWERY COLLECTIBLES CLUB OF AMERICA

Summary of Receipts and Disbursements
Fiscal Year ended September 30, 2020
(Excluding CANvention Fund)

Receipts

Annual Dues (Renewals & New Members).....	\$ 119,310	
Sale of BCCA Publications and Supplies	27,502	
Advertising Revenue.....	10,680	
Transfers for CANvention Support.....	6,500	
Other Miscellaneous Revenues	8,379	\$ 172,371

Disbursements

Bi-Monthly Magazine	\$ 53,080	
Membership Roster	8,219	
Other Printing and Postage Expenses.....	4,408	
Cost and Expenses Related to Supplies Sold	18,891	
Office Operating Expenses, including Salaries & Rent.....	70,170	
Insurance, Taxes and Other Organizational Costs	15,157	
Marketing and Other Miscellaneous Expenses	12,311	182,236

Excess of Disbursements over Receipts for the Year (9,865)

Beginning Cash Balance at September 30, 2019 (General Fund)

87,857

Ending Cash Balance at September 30, 2020 (General Fund)*

77,992

Dues Revenue Deferred to Years 2021-22
under the 3-year Membership Program

22,870

Special Reserve Fund.....

43,678

Total Cash Balance at September 30, 2020..... \$144,540

**Note: Pursuant to a board resolution in June 2001, \$50,765 of the General Fund cash balance at September 30, 2020 is specifically reserved for the development of new products related to our hobby; only the remaining \$27,227 is available for regular club operations.*

AUDIT REPORT

I have examined the records of the Brewery Collectibles Club of America for the fiscal year ended September 30, 2020 and the financial statement appearing above.

The examination included reconciling the bank accounts, reviewing documents supporting expenditures, a review of control over money received, and other audit tests as deemed necessary.

It is my conclusion that the cash receipts, disbursements, and balances for the fiscal year ended September 30, 2020 are fairly presented in the above financial statement.

Fran Kelch #11043
BCCA Audit Committee
January 25, 2021



MONEY OUT:

Bi-Monthly Magazine
29.1%

Membership Roster
4.5%

Other Printing and
Postage Expenses
2.4%

Cost and Expenses Related
to Supplies Sold
10.4%

Office Operating Expenses,
including Salaries & Rent
38.5%

Insurance, Taxes and Other
Organizational Costs
8.3%

Marketing and Other
Miscellaneous Expenses
6.8%



PRESIDENT'S MESSAGE

BY KEITH KERSCHNER #11507

Preparing To Exit The Tunnel



Our webinars and online shows have ignited interest and given members an opportunity for interaction.

It's now three months into 2021. My thoughts touch the pages much sooner than you even have the chance to read them. Spring is upon us. And soon, summer will follow. The light is growing brighter as we prepare to exit the tunnel that has been COVID-19.

Vaccines are rolling out across the country. Our opportunity to gather together is that much closer to becoming a reality.

The impact COVID-19 has had on this great hobby is evident as major shows have canceled or scrambled to reschedule. Resilience is also apparent as the hobby finds ways to make the best of things. Before restrictions were tightened this fall, I had the opportunity to attend multiple Chapter-sponsored shows in PA, NJ, IN and CA. It was a

pleasure to see many familiar faces at these shows and a greater satisfaction to meet many new collectors and some I had known by name only.

Our CANvention committee continues to work diligently towards CANvention 50v2.0 this August in

St. Louis. The anticipation is high for this event, and those who can attend should be prepared to follow any needed precautions to ensure the membership's safety. Show your support by making an effort to register early this year. You can still contact Dave Gausepohl for any room needs at Beerdave@fuse.net.

Recent growth in the hobby can be attributed to the craft beer explosion. The number of breweries, their related products (cans and bottles), advertising and enthusiastic followers have been a shot in the arm for us. It's no secret that many are struggling. Restrictions have caused them to reinvent the way they do business. Let's all make a conscious effort, as collectors and consumers, to go out of our way to purchase something from a craft brewer near us. These uncomplicated relationships we start may eventually blossom into an opportunity that benefits a local chapter or the BCCA as a Brewery Industry Partner. The hobby's future has a brighter path forward with them in it.

Meanwhile, the BCCA will continue to keep members engaged in the hobby. Our webinars and online shows have ignited interest and given members an opportunity for interaction. I ask members with a background in brewery history or some specific niche in the hobby to consider providing their knowledge for a future program.

With the overwhelming support of its membership, the BCCA will continue to grow the hobby.

Remain strong throughout these uncertain times and, above all, stay safe.



Here I am with Secretary Mike Newton (middle) and Vice President Don Hardy (right) at the IBC Chapter show in Indianapolis, IN held on October 29-30, 2020. This was the first time all the BCCA officers were finally able to physically see each other in nearly a year.



With me are BCCA Hall of Famer Jim Wolf (middle) and past President Charlie Smith (right) at the 19 Relief-Man Cave and Breweriana Show in Kutztown, PA in October.

From the Land of One of a Kind

BY SCOTT MILLER #35155

In the 1970s it seemed that every boy collected beer cans. As a kid growing up in Minneapolis, I was no different. My favorite was Hamm's! Then I left for college, eventually grew up, sold all my breweriana, got married, had kids and was living the dream! Fast forward many years, and I found myself living in Houston, TX, about to become an empty nester. One Saturday in 2016 I met the president of Houston's Grand Prize chapter. He gave me a Hamm's sunburst can with a vanity lid that had been found in a wall in Michigan. I started collecting again—top quality Hamm's, pre-1970, period!!

I joined the national BCCA, local chapters in Minnesota and Texas and the Rusty Bunch. One day in late 2018 I happened across a Rusty Bunch forum titled "Today's find 11/15/18: Hamm's 7oz." Hold it! Hamm's 7oz? They never **made** a 7oz. Or **did** they? The picture showed "Hamm's 7oz Sunburst Baltimore, ALL ALUMINUM." WAIT! WHAT? This lidless and never-filled can would rival the holy grail of Hamm's, the short-lived blue crown label with the red stripe "Special Preferred Stock" (USBC1 #79-24). This 7oz. can is the only one known by this author and several Hamm's big hitters.

I reached out to the owner, Michael Murphy #26902, to learn about its history and what it would take to acquire it. Michael had appraised an estate in Illinois that included a large breweriana collection. Having a quality collection of his own, he acquired many cans that day, including the Hamm's Sunburst 7oz. Michael wanted to trade the can, and we worked a deal for an on-grade Bay State Ale!

Hamm's was founded in 1865 and by the 1950s had become one of the largest regional brands. The brewery began an aggressive expansion strategy to become a national beer, ultimately becoming number five nationally by the mid-1960s. Hamm's purchased the Rainier brewery in San Francisco (1953-1972), the Acme brewery in Los Angeles (1957-1972), the Gunther brewery in Baltimore

(1959-1963) and the Gulf Brewing Company brewery in Houston, Texas (1963-1967). Sadly, some poor decisions, coupled with bad luck, led to the demise of Hamm's beginning in the mid-1960s. The original St. Paul brewery was shuttered in 1997.

Why did Hamm's consider a 7oz can? Why Baltimore? Why wasn't it put into production? Here's what we know. Any additional information on this can is welcome and will make this story more complete. Gunther had a 7oz all-aluminum flat top in production at the time Hamm's purchased the brewery in 1959. Hamm's was apparently considering utilizing Gunther's 7oz can production line with the Hamm's Sunburst label (used from 1955 to 1962) for the northeast market sometime during 1959 to 1962. The demise of the Kaiser Aluminum plant in Baltimore may have contributed to the decision not to produce the Hamm's 7oz aluminum can. It's not known if any other designs were considered or if there are any other survivors.

This can was photographed for the USBC supplement at BCCA's CANvention 49 in Albuquerque in 2019.

”

Michael wanted to trade the can, and we worked a deal for an on-grade Bay State Ale!



Side view

Front view

Side view



CRAFT CAN CLOSEUP

BY T.K. REINKE #29202

There's No Need to Fear... Voodoo Ranger is Here!



Some of the Voodoo Ranger cans that were first released in 2020



The Voodoo Ranger Kit comes with a cap, glass, and tin tacker and is pictured here with the only known New Belgium Voodoo Ranger to get wide distribution in cans that is not a hop-forward IPA.

Careful readers of the Craft Can Closeup column may remember our 2020 Mar/Apr column where we reported on, and expressed some worry about, the sale of New Belgium Brewery to a subsidiary of the Japanese brewery Kirin. Among our many concerns at the time were whether it was “too much to hope that the Voodoo Ranger series of IPAs will not only be available in the future but continue to expand with different hop combinations and can art to match.” Fast forward several months, and we’re pleased to report that the Voodoo Ranger IPA series is alive and well. In terms of brewery collectibles, New Belgium has blown our concerns clear out of the water and exceeded even our most imaginative expectations.

We are compelled to admit up front that the sale of New Belgium to a Kirin subsidiary prevents it from carrying the Independent Craft seal of certification from the Brewer’s Association (BA), which purists may say makes these cans inappropriate for inclusion in this column. We understand, support and fully appreciate the goals of the BA, but we’re talking Voodoo Ranger (VR) here; the hoppy goodness of the beers in this series tends to cloud our vision enough that we might forgive their corporate ownership. And if we can be so forgiving, then we might fully enjoy many shelf-worthy cans that have been released since we first raised the false alarm, plus other breweriana, including tin tackers, ball caps and, if you can believe it (and you should, because it’s true), an action figure.

Truth be told—and we never lie in this column, at least not intentionally—we would not be writing about New Belgium again were it not for this odd new poseable collectible. The contents of the VR cans are always enjoyable, and the artwork is always fun, so we would have gone on our happy can collecting way regardless, but an action figure is a whole new ball game, and our readers deserve to be informed.

We're guessing that the original run of these poseable figures—definitely “not a doll” but an apparently unique and first-of-its kind brewery collectible—as fairly small. They are not currently offered for sale on New Belgium’s website and can be ordered only on the separate site www.Vootique.com, which suggests New Belgium was neither prepared for nor interested in a mad rush of orders. Marketing of the figures seems to have been extremely targeted too: the only reason we knew it was available was because of a well-produced and humorous video advertisement that showed up in a social media feed that we can’t find anywhere else on the Internet. We suspect the all-knowing computers out there targeted us for the ad because of the number of craft breweries we follow or the number of Voodoo Ranger can pictures currently on our phones. Or perhaps the ad showed up because somewhere someone has us pegged for total suckers for all things breweriana, which would be a completely accurate assessment!



The Voodoo Ranger action figure pack (front and back)

...the hoppy goodness of the beers in this series tends to cloud our vision enough that we might forgive their corporate ownership.



The 2020 Voodoo Ranger Hoppy Pack 12-pack carrier continues the fairly recent tradition of prominently including pictures of craft cans on the packaging.



OUR CHAPTERS MATTER

The Garden State Chapter

Chapter picnic - 1981



By Terry Scullin
#1041



1979 SuperSwap can

The Garden State Chapter, which celebrated its 45th birthday in 2020, was one of the very first BCCA chapters on the East Coast.

It all started in 1974, when a half dozen or so New Jersey collectors who had discovered one another by scouring the BCCA roster met at the Piscataway home of Bob Taylor #822 and decided to start the process of forming an official chapter. The Garden State Chapter was recognized by the BCCA in 1975 and was officially incorporated in the State of New Jersey in 1976.

The Chapter's very first trade shows took place in the backyards of guys like Jim Ryan, George Eckert and early BCCA legend and Hall of Famer Bill Christensen. No money changed hands—people just traded stuff. Our first show in an actual hall took place in the spring of 1976. Looking for a catchy name, we modestly christened it "SuperSwap!"

The late '70s were the BCCA's heyday. For SuperSwap IV, held at the Princeton Day School, we filled over 500 tables. It was amazing. In 2008 we renamed our spring show to honor Bob Taylor (AKA Jake Brews), founder and our first president, who had passed away. Our twelfth First Annual Bob Taylor Memorial Show would have taken place in April 2020.

In October 1978, the Chapter added a second show, which we named Oktoberfest (not as clever as "SuperSwap," but it did the job). Then, in 1993, we collaborated with our Jersey Shore Chapter pals to inaugurate what we billed as New Jersey Weekenders: come to Jersey for the Jersey Shore show on Saturday and stay for the Garden State show on Sunday. This arrangement went on for the next 14 years.

The Kickoff Classic, our third annual show, started in 1979. The idea was that after the long holiday season,



collectors would be hungry for a show. And the perfect date would be the bye Sunday before the Super Bowl. This has turned out to be our best-attended show—and in 40 years it has been snowed out only once!

Since 1977, a Garden State Chapter favorite has been our annual picnic. It's where we more senior members have watched our children, and now our grandchildren, grow up. The main event was the Gottfried Krueger Memorial Softball Game, a tradition that lasted until just the last few years, when it got to the point that most of us would need oxygen after running to first base.

And the beers we drank! Like the 97-degree July Sunday in the '80s when the guy in charge of the beer showed up with a quarter keg of Krueger Old Surrey Porter: we were comatose by the third inning. For the next three picnics, we stuck to Rolling Rock...

Over its glorious 45-year history, the Garden State Chapter has had seven presidents: Bob Taylor #822; Steve Pawlowski #1168; Jack McDougall #12352; Jay Dertinger #18572; Scott Manga #23939; Gene Abate #26652; and Terry Scullin #1041. All but Bob and Gene, who sadly are no longer with us, are still very active in running the Chapter.



All of the Garden State Chapter presidents in one photo!



Special commemorative coaster celebrating 40 years.

Oh, My Gosh, It's Frothingslosh

The history of the BCCA in Pittsburgh started in 1972 with three North Hills youths, a Pittsburgh Brewing Company employee and a soon-to-depart BCCA member. Pittsburgh's first BCCA member was Charlie Miller #30, who introduced the hobby to high school students Bruce Nist #396, Ken Conner #448 and Dave Haberman #2085. Together they regularly met at the home of PBC's Walt Wolff, who'd been tasked by the brewery to be the liaison between the brewery and the BCCA. Walt was instrumental in helping the group increase its collections and make contacts with other collectors.



The Chapter's 1970s officers: Dave Haberman, Will Hartlep and Jan Kirkpatrick

Charlie Miller soon left, moving to Baltimore, where he helped found the Chesapeake Bay Chapter. Back in Pittsburgh, Bruce, Ken and Dave joined with Jim Cyphers #487 and submitted a chapter application to the BCCA, and in April of 1973 these four formed the Olde Frothingslosh Chapter, the club's eleventh. Chapter membership grew to 100 members by 1976. In June of that year, the chapter held its first "big" show, drawing 165 collectors to the South Park venue. That attendance figure would be the highest for the next 16 years.

In 1977, Olde Froth began holding sessions at the 125-table Castle Shannon Fire Hall, which regularly sold out. Also in that year, the chapter held its first two-day session at the Meadows Hilton, drawing over 150 attendees and featuring guest Marsha Majors, Miss Olde Frothingslosh. Marsha became a regular at the chapter's sessions, signing autographs and kibitzing with attendees. Olde Frothingslosh held another two-day show at the Meadows in 1979, filling 120 tables.

By 1980, the hobby began to ebb, and along with it went chapter membership. Over the next fifteen years, presidents Clyde Moyes, Walt Wimer and Dave Lockerman held sessions in a variety of locations, trying to stem the decline, and at one point

attendance dropped to ten or twelve tables a show. In the 1990s Bud Hundenski, a new BCCA member but longtime ECBA member, joined the chapter. Primarily due to his efforts, show attendance began to grow. At the same time, Tom Zalewski became chapter treasurer, and his efforts put the chapter ledgers back in the black.

In 1998, under the guidance of new president Jerry Lorenz and his wife Debbie, the chapter submitted a bid to host the 2002 CANvention, and after the chapter hosted a terrific hospitality suite and accompanying sales efforts at the Tempe CANvention, its bid won. The CANvention had to be pushed back to 2003 due to construction delays at the new Pittsburgh Convention Center, but when it happened, it was a huge success. One of the largest and most well-run CANventions, it featured many new services and events not seen before at the annual BCCA event.

In the nearly twenty years since the Pittsburgh CANvention, the Olde Frothingslosh Chapter has fared well. Under the continued leadership of Jerry and Deb Lorenz, it has held between three and five shows a year, many held at local breweries through the efforts of member Bud Hundenski. Tragically, in 2016 Bud died in a freak accident at his new home. In Bud's spirit, the leadership of the chapter has pledged to continue to serve and provide enjoyment to its membership and the BCCA in the years to come.



By Will Hartlep
#3109

The June 1976 Olde Frothingslosh trade session sold over 100 tables and drew 165 attendees.



The 1999 Tempe Hospitality Crew. Note the 2002 banner. The date would later be changed to 2003. Not shown is Jim Romine, who without question is the best raffle master ever.

un CANve CANve CANs!

By Ed Weirzbinski #12484
and Ray Knisely #877



ntional ntion

The BCCA held its first convention in 1971. To mark the occasion, the Board of Directors had the foresight to create and order 300 commemorative cans. That was the beginning of the official CANvention cans that now total 49.

Anheuser-Busch even chose to honor the event with a special Busch Bavarian Beer can. There were gold stickers on its front and back faces declaring the "First Annual Convention." In addition, the normal blue bottom stripe contained the words: "Collectors' Edition: September 24-26, 1971." And that was the beginning of unofficial CANvention commemorative cans.



In the years following the first CANvention, more brewers such as Schlitz, Schmidt's of Philadelphia, Yuengling, Hamm's, Genesee and Dixie have created special issue cans to commemorate or promote the BCCA CANvention.

Another trend developed with paper label cans, which were created by chapters or individuals to be distributed at the event for either promotional or commemorative purposes.

Chapters are the backbone of the BCCA. A huge factor when it comes to CANventions, they're what make the events possible and as popular as they are. It's only natural that chapters would be responsible for a good portion of unofficial CANvention commemorative cans. There's an ongoing effort to add more chapter cans to the BCCA Supplements. Many chapters have produced annual cans for their memberships. The ones mentioned here are only those that can be associated with CANventions.

It has long been a tradition for chapters to campaign for the opportunity to host a CANvention. Generally, three or more years prior to the voting



on a CANvention location, a competing chapter will put together a can and display it at the current CANvention in hopes of soliciting favorable votes. The success of such an attempt is never guaranteed.

Some past CANvention attendees sought to make their presence known at the event. The resulting can labels ranged from cartoon drawings to serious graphics that commemorated a person's attendance. One popular attendee (Walt Hintz #85) even had birthday wishes extended by way of these cans, twice! Some were used as banquet menus on the dining tables. Some emulated existing brands, while others resorted to humor to garner attention. One rare can surfaced that had the signatures of the first 25 BCCA Presidents.

Another tradition among chapters was to create a can that would promote the CANvention host chapter. Sometimes the host chapter would issue a can thanking the membership for their favorable votes. Or perhaps a chapter would issue a can to highlight its attendance at a particular event. One such can (actually a cone) feted the Playboy Chapter's 10th anniversary of meeting at CANventions.

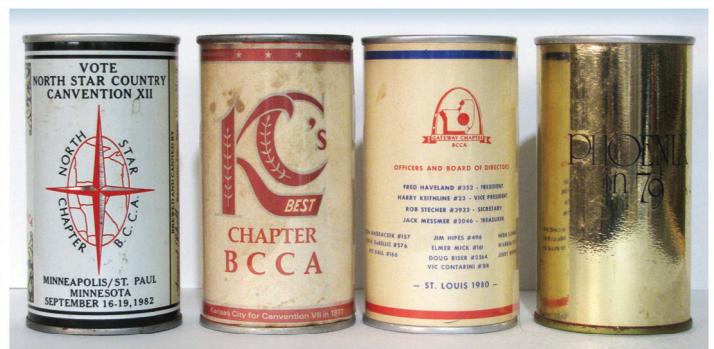
A group of unofficial CANvention cans is unique in that they were produced by breweries, canning companies and even the BCCA. These cans had the original brand graphics (at least on one side). Some had the graphics on the whole can, with a minor deviation to honor the event. Two cans that never made it into production but were part of



CANventions are the Placer Gold and the Crawgator brands. The Placer Gold ended up as part of the banquet table centerpiece, and the Crawgator was handed out at the New Orleans CANvention.

One of the more prolific creators of paper label cans was John Paul, BCCA #42. (He was also a member of the Tontine Chapter.) I'm sure it helped that he owned his own print shop in Cincinnati, OH. We attribute at least 34 different cans to his love of the hobby and of attending our CANventions. He would decide on a design and produce it in multiple color variations.

The Tontine Chapter is composed of members who have attended every one of the 49 CANventions so far. It started with 45, but the number has now dwindled to seven. Twelve Tontine Chapter paper label cans created between 1978 and 1990 have been tracked down.





Photos by Ray Knisley. If you have additional unCANventional cans, please let Ray and Ed know about them.





NEW OFFICE MANAGER

Welcome Sue Dressel

As you may have read in the January issue of this magazine, Kevin Kious has retired as BCCA Office Manager. After he made his announcement, we all had the same question: Who could we possibly find to fill this challenging job? Our prayers were quickly answered when we interviewed Ms. Sue Dressel.

Sue and her husband Mark have been married for 21 years. Between the two of them, they have four daughters and five grandchildren, with another on the way! Sue has a BS degree in Marketing from Ferris State University, MI, and about 25 years of experience in development, membership and communications. Sue has lived in many places in the U.S. and abroad, including 3 1/2 years in Kuala Lumpur, Malaysia, but has found St. Louis, MO to be her forever home. Her BCCA ties go back to her husband's side of the family; Henry Herbst was Mark's uncle. Sue's side of the family is represented, as well, as John and Paula Fatura, both past BCCA presidents, are her aunt and uncle.

Sue and Kevin have been working together during the transition, and we all look forward to now having Sue at the BCCA office. Please take the time to reach out to her and welcome her to the BCCA family!



The BCCA Welcomes

Its Newest Members!

Cheers to the following individuals who joined the BCCA from November 19, 2020 through January 8, 2021!

#35647	David Matyus	Soda Springs, ID
#35666F	Debbie Schmeh	Cincinnati, OH
#35667	Lucas Touchette	Russellville, MO
#35668	Scott Wenstrom	Durand, IL
#35669	Kevin Hedstrom	Loveland, CO
#35670	Christopher Bunsey	Avon, OH
#35671	Mark Kastner	Menden, NY
#35672	Donn Wilt	Middletown, DE
#35673	Bradley Miller	Danielsville, PA
#35674	Sandy Hudson	Grosse Pointe, MI
#35675	Frank Liberti	Mt. Vernon, IN
#35676	John Reynolds	Franklin, IN
#35677	Greg Thomas	Duluth, GA
#35678	David Dayya	New Canaan, CT
#35679	Greg Frieders	Sugar Grove, IL
#35680	Scott Lovelace	Madison, WI
#35681	Bryan Bowling	Plainfield, IN
#35682	Jim Peterson	Shawnee, KS
#35683	Ken Kreie	Bloomington, IL

#35684	David Mounts	Glenshaw, PA
#35685	Robert Yakow	Chuluota, FL
#35686	Jeffrey Vitelkites	Baltimore, MD
#35687	Gwen McAndrews	Des Moines, IA
#35688	Rikk Ulrich	New Ulm, MN

REJOINS:

#6144	Donald Walter	Oregon, IL
#6178	James Michael Grady	Pittsford, NY
#8022	Tom Gates	Missouri City, TX
#13943	Robert Sim	Palmyra, PA
#24337	David Farr	Ozark, MO
#25862	Joseph Cataldi	Franklin, IN
#30354	Paul Ligenza	Farmington Hills, MI
#32982	Christopher Rumm	Rancho Cordova, CA
#34897	Woody Chandler	Lancaster, PA
#34086	Dwayne Ernst	Key West, FL
#21832	Kurt Chambers	Portland, OR



BCCA Membership Cards

2021 BCCA Membership Cards are now available on the BCCA website for members to download and print at <https://www.bcca.com/membership-card/>

The Membership Card page is still a work in progress, so you'll notice two minor issues that are still being worked on.

- The main page graphic may look incorrect depending on what device you are viewing the page on.
- When printing your card, the default is 6 pages, so choose to print only page 1.

You'll need to be registered and logged in to access the Membership Card page. If you're logged in and cannot access the page, or if there is incorrect information on your card, simply drop me an email at idgetrust@comcast.net and we can resolve the issue rather quickly.

Click the print icon at the top right of the card to view and print two sizes of your membership card (Remember to print only page 1).

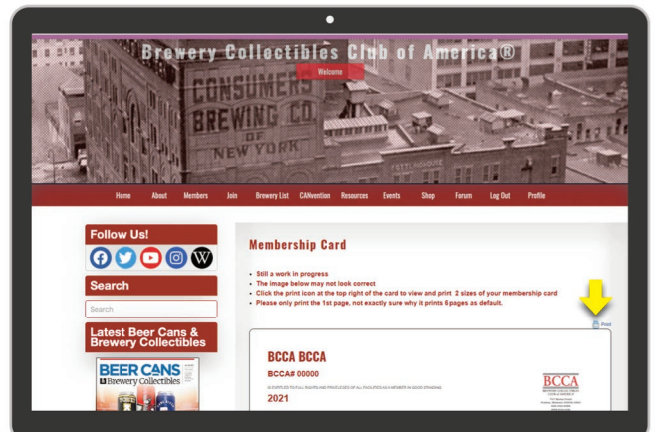
1. Go to <https://www.bcca.com> and click "Log In"



2. Go to Members and drop down to Membership Card



3. Click the "Print" icon and remember to print only page 1



4. Below is what the printout will look like



If you have any website issues, comments or suggestions, please contact me via email at idgetrust@comcast.net.



VINTAGE CAN CLOSEUP

BY CHRIS TAYLOR #29470

A True Bock Star

Neuweiler's Bock by Louis F. Neuweiler's Sons, Allentown, PA
Manufactured by: American Can Company, Plant 17: Jersey City, NJ

- USBC 103/05
- Spring 1938 and 1939
- Quantity known: 3 indoor / Less than a case of grade 2 or lower



February, 1939 newspaper ad showing Neuweiler's Bock in cans.

With the springtime bock season here, I thought it would be appropriate to feature an early bock beer opening instruction can: Neuweiler's Bock. The unmistakable orange, silver and black Art Deco design is unlike any other bock can, which makes it a favorite for bock, instructional and Pennsylvania collectors. Advertisements featuring the graphic can first appeared in Delaware and Pennsylvania newspapers in March 1938 through the spring of that year, reappearing again in February of 1939 for at least two more months.

One of the first examples to be pictured appeared in the March/April 1981 BCCA News Report. The black and white image showed a totally hand-repainted example. Several outdoor examples surfaced in the mid-1980s, including one found inside a pickle jar in a dump near Northampton, PA. Throughout the 1990s, a few dumpers were found north of Allentown, and there were a couple of finds ranging from two to four in the Pocono Mountains. In addition, a nice grade 2 outdoor can turned up in an advanced bock collection (the can that would eventually appear on page 105 of USBC).

This Bock label gained coveted status in 2001 after gracing the front cover of the deluxe edition of USBC Vol I. The image is retouched because no on-grade example of the can was available at the time. In addition, one of the first on-grade examples surfaced that year in a group of 1930s cans that had been amassed by an American Can Company employee. Coincidentally, in May of that same year, I was lucky enough



Some samples of the various outdoor examples that have been found over the years.

”

...including one found inside a pickle jar in a dump near Northampton, PA.

to dig five presentable examples in the Poconos with Rusty Buncher Dwight Barbacci (a highlight of my years of digging cans.) In 2003, another nice one was dug down the road from that site.

Over the years, three indoor examples have surfaced, including one that had been fashioned as a drinking mug. In 2016, four more dumpsters were dug by BCCA President Keith Kerschner and Mark Porambo, curiously within an eighth of a mile of where I found mine in 2001.

The aforementioned are by no means the only Neuweiler's Bock finds that have taken place, but they're a good representation of the better dumper examples found over the past 40 years.

Special thanks to Tom Rutledge, Dan Morean, Dwight Barbacci, Mark Porambo, Marc Tracy and Dan Baker for their assistance.



Two of the three known on-grade cans (the third is pictured at the bottom right of the previous page).



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Show Coordinator Larry Handy - 267-221-8300 or ohhugo1@aol.com

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To reserve rooms: Call hotel directly at 703-478-2900 - Deadline: March 13, 2021
Special Show Rate: \$89 single/double **Begins 4/13** Mention Blue-Gray Show "BGS21"

**Pre-Registration deadline
April 1, 2021**

Registration form available at bluegrayshow.com
or on the BCCA Calendar



ONE TO REMEMBER

BY JOE GULA #32597

An Amazing Acquisition

Hello, fellow collectors, this is Joe Gula #32597. The Stein's Canadian Cream Ale can you see here is believed to be a one of a kind. The person who originally found the can was Bob Peterson. Bob was a big part of why I collect today, and I asked him to tell the following story of this amazing acquisition in his own words.

I was a BCCA member from 1976 to the early '80s (I went to the CANvention in Philadelphia) and am currently a member of the Simon Pure Chapter. Let me admit something—I hate dumping! I don't mind getting my hands dirty, but dumping never appealed to me. I was always looking for a way to acquire cans without dumping.

Around 1978 or 79 I decided to set up a stand at our county fair and try to ferret out some cans from the public. I built a "wall" of about 150 cans and had a sign there that I wanted to buy old beer cans. The first year a guy claimed he found a couple of cans in a wall of his house he was remodeling. I told him I was interested, and he later brought me a very clean Waldorf Ale can. My plan was beginning to work. But the only other success I had that

year was when a guy told me of a friend in nearby Angola, NY, who had some old cans in his barn. He promised he'd talk to the friend, who he thought would sell them to me. That was all I got the first year.

The second year at the fair, I sold only enough fifty cent cans to pay for the spot.



As the third year setup ended, I concluded that this just wasn't worth my time. Then, as I was packing to take it all down on Sunday night, a guy came up to me and said he was told about my stand by a friend two years prior. **He** was the guy who had the cans in his barn and was interested in selling them!

The backstory: This guy and a friend had made a bet on who would be the first to collect 50 different beer cans. He won. He got the friend's cans and put them around his barn workbench, and still had a few left, if I was interested.

Angola was about twenty-five miles away, so I made the trip and bought the 30 cans he had left. I then sold everything **except** the Stein's Canadian Cream Ale can to Kevin Michael, a major dealer in the 1980s.

A year later Kevin called and wanted to buy the can. We talked, and I decided to sell my entire collection of about fifty very pristine New York State cans, mostly flats, including the Stein's, to him.

I know two of the subsequent owners of this can. It has changed hands a few times in recent years and is in a very safe,

comfortable home now. That's my story, and I'm sticking to it.



BY: RAY KNISLEY #877

For this month's contest, I have a bunch of easy ones to match up. Something on the item helps to identify the city, thus the year of that CANvention. Maybe the hardest item is the picture of Miss BCCA. So get your submission in early.

Match the picture letters (A to E) and years (1 to 5), and send your guesses to me. My email address is below.

Here are the years to match with the pictures.

1 - 1974 2 - 1987 3 - 1988 4 - 2003 5 - 2017

I will draw the winner from the first five correct submissions. A prior year's CANvention-related items package will be sent to that winner. Other CANvention-related items may be awarded, based on answers and the number of entrants.

I will have more contests in future magazines, so enter them all.

I'm looking forward to hearing from you regarding items for the display at CANvention 50 in 2021.

Contest #3 Answers

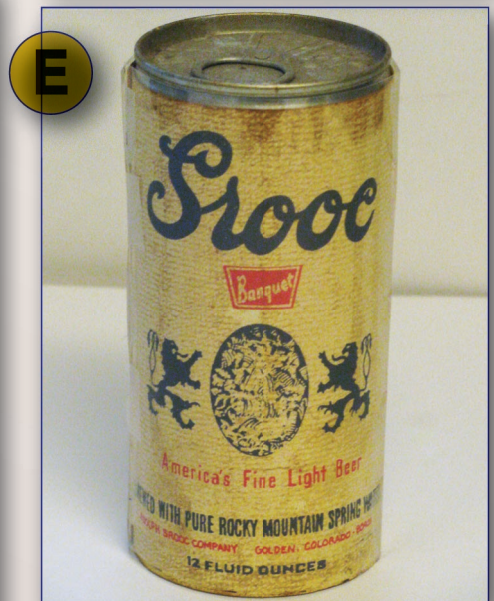
A - 1979 B - 2018 C - 1995 D - 1977 E - 1985

The winner of Contest #3 is:

**Barbara Rowley
 #26720.**



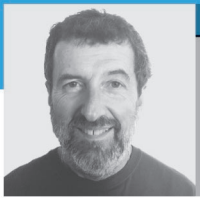
Miss BCCA
 Sandra McSephney



You Can Help ...

Do you have CANvention items that should be considered for the display in St. Louis? If so, please contact me. As chair for the noncompetitive display of CANvention-related memorabilia, I hope to add as many different items as we can locate.

Contact Ray at: rayknisley@verizon.net



BOOK REVIEW

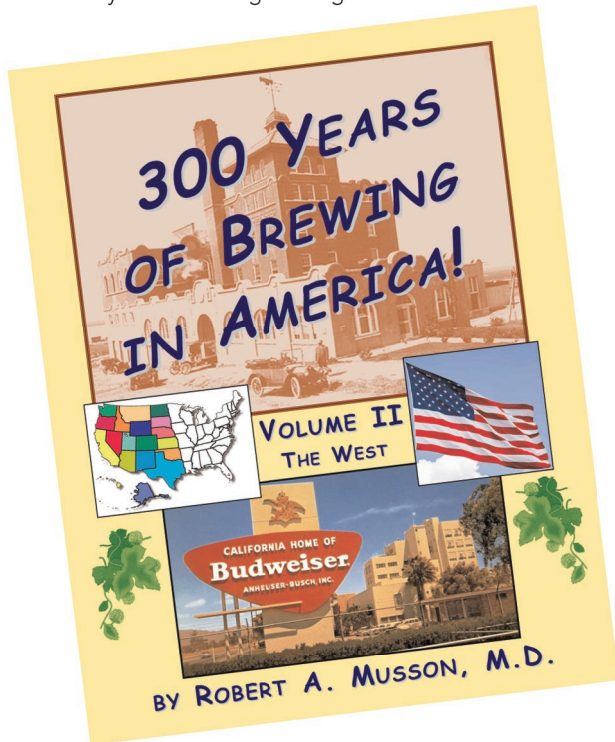
BY KEVIN KIOUS #29100F

Go West, Young Man

Writer/publisher Rob Musson #26605 has a goal of completing an eight-volume series on the breweries of America. While this is a massive undertaking, the speed with which the second volume has followed the first makes me optimistic that he will handily reach his goal. Considering the quality of this volume, brewery enthusiasts have a lot to look forward to.

This second volume covers the “West,” which ranges from Vancouver and Bismarck to Galveston and San Diego, plus everywhere in between. Oh, and for good measure, Fairbanks and Honolulu. A very vast and diverse territory, indeed.

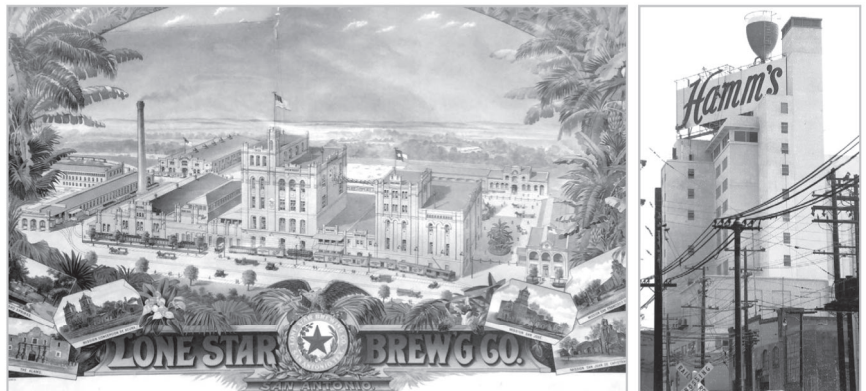
It would take a lifetime of family vacations to cover this ground, but with book in hand, you can take the whole tour in a couple of hours. You’ll encounter plenty of pleasant surprises along the way, and you won’t have to worry about running out of gas.



REVIEW OF:

300 Years of Brewing in America, Volume II (The West),

by Robert A. Musson, M.D., Zepp Publications, Greer, SC, 2020. Soft cover, 202 pages.



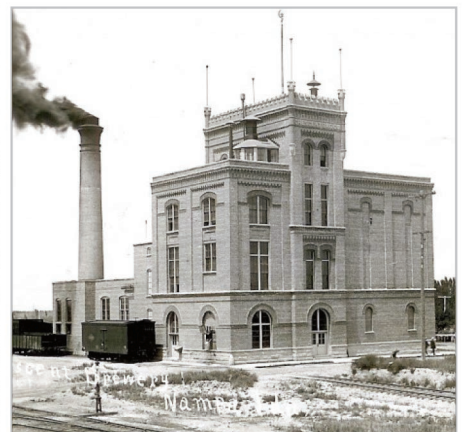
This book features many photos of the more “imaginative” architecture used by breweries in the western states.

Thankfully, some of them are still around, leading to interesting before/after images. Brewery architecture was a bit more imaginative in the West. While there are many brick castles, some were built of stone or frame, with more regional motifs.

Much of the action takes place in the populous states of California and Texas. But many of the smaller states had a considerable brewing industry as well. The American West was also a focus of the national brewing giants, with A-B, Pabst, Schlitz and Falstaff all getting involved. Many of the regional breweries, large and small, that are familiar to can collectors show up in the book, too. So do many obscure 19th-century breweries.

The array of photos in this book is truly stunning. For instance, I have no clue why so many pre-Prohibition breweries in Washington were the subjects of photographers who took very high quality photos, let alone how they came to be preserved over all these years. But I’m sure grateful to Musson for bringing this to the hobby’s attention—and for donating a copy of his book to the BCCA library. A copy would go great in **your** library, too.

As the author said of his first volume, the contents represent a “collection of historic breweries” and the focus is on the physical plants, with a huge number of photographs. There is plenty of text woven throughout to tie the historical elements together. The contents are well-edited (I found one typo) and arranged alphabetically by state and then city. The only downer is that so many of their stories end with a version of “no longer standing.”





I Like It (Virtually)

Well, as they say, we're living the new normal. Don't let it get you down; there are lots of collectors and "shows" still going on (some actually in person). If you haven't attended a virtual show, give it a try. While not the same as seeing your friends in person, it's the next best thing. Many collectors have managed to acquire long-wanted cans through virtual Facebook shows, posts and all sorts of creative groups. Scott Smith #10493 used both a Facebook group and a virtual show to get some prized additions to his collection. Here's his story:

I'm a member of the Facebook group called Wisconsin Beer Can Collectors Club, which was created by Brian Okerglicki #35521.

Every month we hold a virtual beer can and breweriana show called "The Cheesehead Candemic." As I write this, we're in the middle of our seventh online virtual show. This Facebook group rekindled my passion for beer can and breweriana collecting simply because of the great people in it. Because of the group, I'm more active than I've ever been in more than 40 years of being a BCCA member.

The people I've met are just incredible—friendly and extremely helpful in aiding me to acquire pieces that have been elusive in the past. I've made dozens of new friends, albeit virtually. Since joining I've added more than 40 cans to my collection through the Candemics! We share our passion for the hobby with activities such as:

- Milwaukee Monday (anything Milwaukee-related)
- Two for Tuesday (pairs of anything in your collection)



- Wednesday's Most Wanted (an item you desire to add to your collection)
- Three for Thursday (trio of anything in your collection)
- Friday's Fave (one of your favorite pieces in your collection)

We get to show off our collections through these daily activities, and it's truly enjoyable to see what everyone else has. As a matter of fact, Wednesday's Most Wanted helped me obtain a pristine example of one can I've wanted since I was a young collector: a Cook's Goldblume Beer USBC 158-06. I've always loved the steamboat imagery on this cone top, but before this, I just didn't have the trade stock necessary to add it to my collection.

Now, thanks to the Facebook group and Candemics, it sits proudly as a centerpiece of my collection.

I had the green Goetz Lager Beer cone in the past, and I always liked the color and label on that can. During a Candemic show, a real beauty was made available. It now completes my Goetz Cone Tops.

In my 44 years as a member of the BCCA, I've never been to a CANvention. Because of this Facebook group, I'm planning on heading to St. Louis in September to attend my first one!

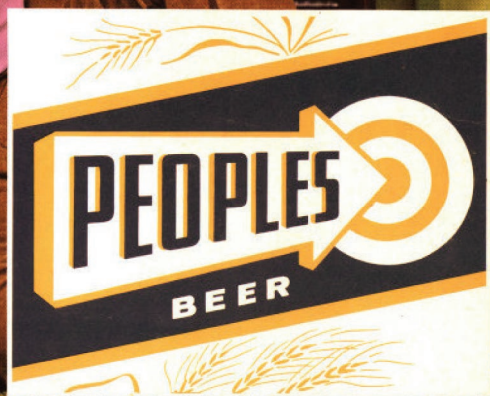
If you've never joined one of the Facebook groups for breweriana collecting, I highly recommend it. **I Like it!** Great people, great friends and just plain great fun.

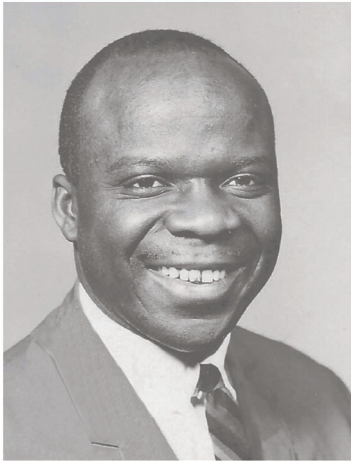
Got a great "I Like It" item of your own? Take a few high-resolution photos, write a couple of words (actually more than a couple) and send them to me at beachboy34@verizon.net.





**"PEOPLE WHO KNOW THEIR BEER
DRINK PEOPLES"**





Ted Mack, Sr.

Theodore (Ted) Mack, Sr. was president of the Peoples Brewing Company, Oshkosh, WI from 1970-1982, becoming one of the first Black men to head a major American brewery. (Although some sources call him the first, this wasn't the case, according to brewery historian Douglas Hoverson, because another Black-owned brewery, Sunshine Brewing Co. of Reading, PA, was purchased about half a year before Mack's acquisition. Sunshine didn't last long, closing about a year later.)

The history of the Macks and Peoples Beer sheds some light on how much adversity the family had to overcome.

Peoples faced an uphill battle from the get-go. Rumor and innuendo fomented a brouhaha among the residents of Oshkosh, WI and the Fox Valley. The *Milwaukee Sentinel* ran a story on April 14, 1970 intimating that white employees would be replaced by Blacks if the sale by Peoples' stockholders was approved. It was also rumored that the brewery's name and beer would be changed. Mack assured the shareholders that this would certainly not be the case.

But the damage had been done. A number of taverns in Oshkosh pulled Peoples products, and rumors swelled. Mack was persecuted in the public's eyes and demonized by some, although certainly unfairly. He did all he could to right the ship. On April 27 he held a press conference at the Oshkosh Chamber of Commerce, assuring the public that the brewery was going to stay the same and that he was not going to run away from this challenge. He also met with other local groups, including the Tavern League. It worked—sales rebounded and stock sales increased enough to raise the necessary funds to complete the purchase of the brewery. However, the challenges and stigma remained.

PEOPLES BEER

By Gregg Bosak #4808

MAKES A COMEBACK



But Ted Mack, Sr. never met a challenge he wasn't ready to tackle. He was a persistent and shrewd businessman. His background was varied and diverse. He had been an army soldier, an Ohio State University football player under the legendary Woody Hayes and was a Marquette University (Milwaukee) graduate. He also had done some post-graduate studies in psychiatric social work at the University of Wisconsin-Madison.

After leaving the University, Mack was employed at the Milwaukee County Welfare Department, mainly to assist African-Americans with social opportunities. But he left the job, disappointed with the numerous obstacles he faced as he tried to make changes in the social service system.

He joined Pabst Brewing Co., eventually climbing up to plant manager, but he had a dream of running his own brewery. His son, Ted, Jr., said his father learned about every position in the plant. He was well-suited to run his own brewery, and when the opportunity arose, he jumped at the chance.

The Peoples Brewery was Oshkosh's third. It had been founded in 1911 by locals with the intention of selling stock to local citizens and the surrounding area. It even survived Prohibition, but by 1969, Peoples had to be sold or face bankruptcy. It was a great opportunity for Ted Mack, Sr.

However, small breweries were declining drastically. Peoples was only the 11th-largest brewery in Wisconsin. By the 1970s, consolidation and dominance by the major breweries led to a decline in the number of breweries, reaching



Photo from the author's Wisconsin State University-Whitewater yearbook showing students enjoying the first cans of Peoples Beer served on campus in 1970.



Prohibition-era bottle

its nadir in January, 1983, when 51 brewing concerns operated a mere 80 breweries. But Ted, United Black Enterprises (UBE) and its board of directors felt that the purchase of the brewery was a golden opportunity.

The company was sold for \$365,000, with an additional \$70,000 paid for the existing inventory. Helping was a \$390,000 Small Business Administration-backed loan, approved on the condition that UBE raise an additional \$200,000 for operating costs through stock sales. According to Ted, Jr., sale of stock was very successful. Peoples even purchased the 107-year-old Oshkosh Brewing Co. in November, 1971 (along with the brands Chief Oshkosh, Badger and Rahrs) and enhanced its production systems by installing new equipment like a new tapping system, inventory growth and canning beer in the new pop top cans.

Much of the capital for the purchases came from stock sales. By mid-summer 1970, it was reported that 65,000 shares at \$5 apiece had been issued. In November, as production began with a special holiday beer, Ted, Sr. told the *Milwaukee Journal* that Peoples had about 1,000 stockholders. All 21 employees were kept on, producing about 25,000 barrels of beer per year, which wasn't at capacity but was more production than the previous owners had accomplished. By year's end, 15 more employees were added.

Peoples also bought a facility in Milwaukee that included a garage, office space and a small warehouse. One of Ted, Sr.'s goals was to integrate the two locations. "We have no white employees here

(Milwaukee) and no black employees in Oshkosh. We're going to have to change that," he told a newspaper in November 1970.

Why Peoples failed.

Despite these improvements, by November 1972 Peoples Beer had ceased to exist. There were numerous reasons for this failure, and much of the blame depends upon whom you ask. In Ted, Jr.'s eyes, discrimination played a major role. "My father's business ended because of systematic racism," Ted, Jr. stated. "He was practically black bagged. He was competing against the big boys like Budweiser. They were scared of my daddy. So they took him out before he got too big."

But brewery historian Lee Reiherzer reasons that the brewery's demise was primarily business- and situation-related. Local trade was not lucrative enough to support the debt Ted, Sr. had incurred in purchasing the brewery. He did fairly well in Oshkosh, and the brewery was already distributing in Milwaukee, Madison, Racine, Kenosha, Sheboygan and northern Chicago, but he lacked support in other potential new markets.



They were scared of my daddy. So they took him out before he got too big.

He had an expensive plan to expand his advertising and distribution in Milwaukee, Chicago, Memphis and Gary, Indiana. It was a risky venture, and one that may have led to Peoples' downfall. Selling to retailers in Gary was supposedly against the law, plus there was a Teamsters' strike at the time. Ted, Sr. cited figures estimating that it would take only a week in Gary to sell as much Peoples beer as he sold in a month in Milwaukee.



Plastic sign



Peoples products throughout the years

- American Wurtzer Beer
- Bock Beer
- Buddy Beer
- Carleton Club Beer
- Chief Oshkosh Beer
- Girard Beer
- Holiday Beer
- Old Derby Ale
- Old Derby Beer
- Old Stock Beer
- Old Time Wurtzer Beer
- Peoples Beer
- Peoples Bock
- Peoples Holiday Beer
- Trent Ale
- Winter Brew Beer
- Wurtzer Beer
- Wurtzer Brew



**HAVE YOU
HAD IT
LATELY?**

ENJOY



PEOPLES BREWING CO. OSHKOSH, WISC.

Cardboard store display

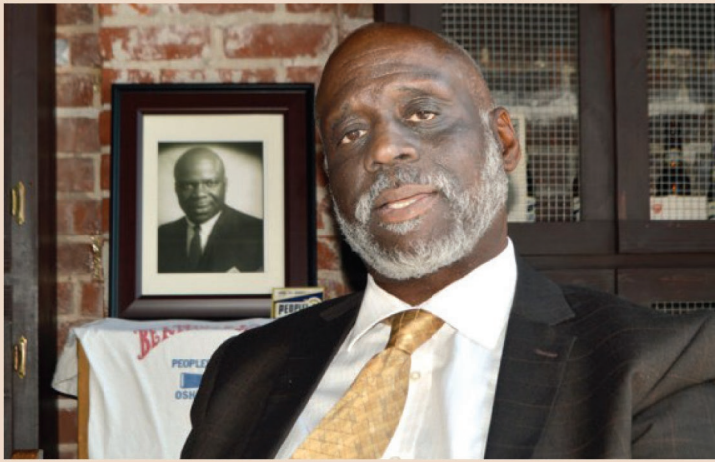


Photo of Ted Mack, Jr., with his father's photo (Ted Mack, Sr.) displayed on the wall in the background.

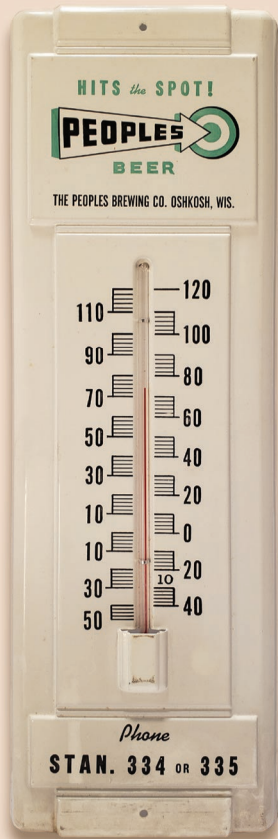
THERE'S MORE!

Scan this code to visit the BCCA website and view more Peoples photos!

↓



<https://www.bcca.com/peoples/>



But it was never to be.

Production of Peoples Beer stopped the final week of September, 1972. In early November, the employees were permanently laid off. The beer in the lagering tanks was dumped! Cited as major causes were poor sales in Milwaukee, a \$35,000 tax lien placed on the company by the IRS and a suit that Ted, Sr. brought against the Small Business Administration and the Defense Department, seeking \$100 million in defense contracts.

Racism or business risks? The real reason for the failure is most likely somewhere in the middle.

After the brewery closed, Ted, Sr. remained in Oshkosh until 1982, working as an insurance agent for New York Life. His four children attended Oshkosh schools. He eventually decided to move to Milwaukee because of his job. He was quoted in *The Northwestern* by Myles Strasser that “Oshkosh is a nice, quiet town. I’ve had no problems here.”

Ted died in Fairburn, Georgia on February 4, 2019 at the age of 88. It would appear that his death would end an era in brewing history, but, as College Game Day’s Lee Corso often says, “Not so fast, my friend!”

The return of Peoples

Ted’s son, Theodore Mack, Jr., recently announced that he has introduced his family’s brew in Oak Park (Sacramento) and that it is certified with the Brewers Association Independent Craft Brewer seal. Peoples Beer is sold in 32-ounce bottles, six-packs, 12-packs and by the case (24). Ted Jr. said his dad stood up for people and did all he could to help them, and that spirit is in the name—Peoples Beer.

One of Ted, Jr.’s main emphases is creating jobs and economic empowerment in Sacramento, following in his dad’s footsteps. He cited the fact that today there are more than 8,000 breweries nationwide, but less than one percent, about 60, are Black-owned.

One of the main catalysts for bringing back Peoples Beer is former Sacramento mayor and retired NBA All-Star Kevin Johnson, who happened to stumble across

Ted, Sr.’s story. He contacted the family and hooked Ted, Jr. up with OPB’s brewmasters, who supervise the brewing process of malt liquors to ale, lager, stout and pilsner recipes. Peoples Beer utilizes lager yeast and cluster hops, and it contains 4.7 percent alcohol per 12-ounce serving.

It will be sold in Oak Park’s Fixins Soul Kitchen, Slim and Husky’s Pizza Bereria and the Oak Park Brewery (OPB). Future plans are to expand availability to the area’s restaurants, bars and supermarkets.

Welcome back, Peoples Beer and the Mack family. We thank you for bringing back this fine brew and wish you the best of luck!

Article written by Gregg Bosak #4808. Much material comes from three main sources: Oshkosh and Fox Valley beer historian Lee Reiheizer; Antonio Harvey of the Sacramento Observer; and Editor/Writer Bobby Tanzilo, OnMilwaukee. Breweriana items other than cans from the collection of Jared Sanchez #35363.

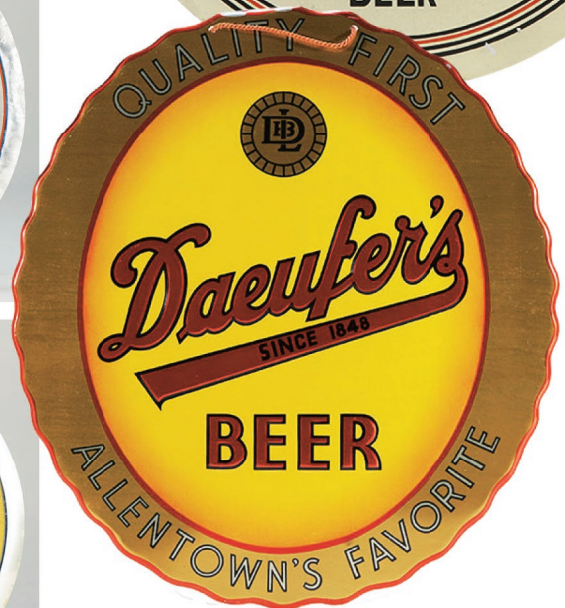


The new Peoples Beer cans recently introduced.



A Whole Lot of Leyse

If you've followed Auction Block for a while, you might be getting the idea that I like to do themes. This is especially handy when searching auctions and finding a group of similar items up for sale all at once. It also makes my job searching a little easier, especially if the items are interesting. Such is the case with these Leyse (pronounced lee-see) signs that were featured in the Morean Auctions December 12, 2020 auction. If you happen to specialize in them, they make a great display together, but you have to be willing to dig deep into your pockets to get them—especially if they're in clean condition. All prices listed include a 17% buyers premium. Cheers!



- Alt Heidelberg, Columbia Brewing. Tacoma, WA, \$2,808.00
- Bull Frog Beer, Monarch Brewing. Chicago, Ill, \$912.00
- Kingsbury, Kingsbury Breweries. Sheboygan, WI, \$1,026.00
- Marshfield Lager Beer, Marshfield Brewing. Marshfield, WI, \$912.00
- Pickwick Ale, Haffenreffer. Boston, MA, \$526.50
- Potosi Beer, Potosi Brewing. Potosi, WI, \$1,881.00
- Tivoli Beer, Tivoli Brewing. Detroit, MI, \$2,394.00
- Daeufers Beer, Daeufers Brewing. Allentown, PA, \$643.50
- Mount Carbon, Mount Carbon Brewery. Pottsville, PA, \$627.00





UNITED STATES BRAND NEWS

BY BOB LETTENBERGER #21139

Good Bye, Hello ...

Among the unique qualities of *Beer Cans & Brewery Collectibles* magazine is that as far as I know, the entire staff has never been in one place at one time. Additionally, not all members of the staff have actually met each other. While staff members come and go, we are all remembered by our contributions to the periodical you wait for and read every 60 days.

A few weeks back I received an email from Joe Prin, our editor, that Wiley Robinson #24625 had passed away unexpectedly. You will remember that for many years Wiley reported in Brand News on the newest cans from Mexico. Wiley is one of those folks that I never had the pleasure of meeting, but I enjoyed his work through the magazine.

Joe and I talked about Wiley a few times as this issue was coming together. Joe related an interesting story about a mystery Wiley left behind, "Wiley," he explained, heard that I was trying to slow down a bit on my can-quisitions (acquisitions of cans—we need this new word). I mentioned I was now only trying to get one can from each brewery. Wiley said that I needed one of his Boxcar Brewing cans! I had seen them before in some photos of his and I, of

course, agreed. Wiley brewed his own beer, a skill I highly admire.

"Several months later while Wiley and I were discussing a trade, a small USPS package arrived. The can inside (shown here)



included this note to me: 'For your collection. This can has a story behind it. It is from the first case of beer canned in 12oz cans since the Falstaff plant closed in 1968. Canned in my garage off a 5-gallon keg with an Oktober can seamer by yours truly.' The can has Wiley's initials and BCCA number on the bottom.

"I didn't get to ask Wiley about what he meant by "since the Falstaff plant closed ... " because just a few days after I received his gift, he passed away."

Joe commented to me that we should all take a minute with the ones we love.

The beginning of each year is also the time of saying hello in anticipation of new releases. A check of the annual production schedules for a number of breweries indicates that 2021 holds a number of interesting cans to watch for, many of which will be on store shelves as you are reading this issue.

Finally, as we chatted previously, Dave Kranz #22730 has been keeping up with the newest releases from Iowa breweries. Included among the new releases are the latest that Dave has sent along from the Hawkeye State. Thanks Dave!

Until we chat again, call a friend just to say "hello", trade a couple of cans or make



a date to share a beer. 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 (galloway@aol.com). Remember, keep opening them from the top. Please stay safe and well.

Happy collecting.

Bob

Bob can be reached at bccamagazine@gmail.com

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

12oz Cans

California

- 21st Amendment Brewery/San Leandro, CA - p
- Hell Or High Mango Beer with Mangos Anchor Brewing Co./San Francisco, CA - p
 - Baykeeper IPA
 - Crisp Pilsner
 - Little Weekend Light Golden Ale
 - San Franpsycho IPA
 - Tropical Hazy IPA Beachwood Brewing/Long Beach, CA - sw
 - Hayabusa Lager Dust Bowl Brewing Co./Turlock, CA - sw
 - Kash Crop Ale Sierra Nevada Brewing Co./Chico, CA - p
 - Summer Break Session Hazy IPA

Colorado

- 4 Noses Brewing Company/Broomfield, CO - s
- 'Bout Effin' Time Imperial India Pale Ale Good River Brewing Co./Denver, CO - sw
 - Four Falls Weizenbock New Belgium Brewing/Fort Collins, CO & Asheville, NC - p
 - Old Tuffy Lager Honoring the North Carolina State Wolfpack, this

brand was introduced in both 12 and 16oz versions. Both cans were featured in the "Craft Cans with College Credentials" story (January/February 2021 issue).

Georgia

- Oconee Brewing Company/Greensboro, GA - p
- Bacon & Kegs! Bacon-Infused Red Ale Here is an interesting creative collaboration between the brewery and the Waffle House restaurant. The cans, sold in four-packs, were gone in one day of sales at the brewery.
 - Chocolope Stout Sweet Water Brewing Company/Atlanta, GA - p
 - G13 IPA
 - Jack Herer Harvest Ale
 - Trainwreck Hazy Double IPA These four brews are the most recent releases in the Sweet Water 420 Strain. According to the brewery website, the 420 Strain is a rotating series of beers that come and go based on what the brewers feel like drinking. This group was released as a 12-pack with three cans of each.

Illinois

- Crystal Lake Brewing Co./Crystal Lake, IL - s
- Boathouse Reserve Barleywine Ale
 - Big Daddy Imperial IPA Haymarket Beer Co./Chicago, IL - sp
 - Blood Orange Blonde Hopewell Brewing Company/Chicago, IL - s
 - Vanilla Deluxe Imperial Stout Metropolitan Brewing/Chicago, IL - s
 - After-Burner Oktoberfest Lager Beer Miskatonic Brewing Company/Darien, IL 60561 - s
 - Vox Pilsner On Tour Brewing Company/Chicago, IL - s
 - Half Step Pale Ale Wild Onion Brewing/Lake Barrington, IL - sp
 - Drago Bourbon Barrel Aged Russian Imperial Stout
 - Drago Almond Boy Bourbon Barrel Aged Russian Imperial Stout

- Drago Molé Bourbon Barrel Aged Russian Imperial Stout

Indiana

- Sun King Brewery/Indianapolis, IN - p
- Orange Vanilla Sunlight Cream Ale

Iowa

- Backpocket Brewing/Coralville, IA - s
- Backpocket Ultra Lager
 - Backpocket Peach Ultra Lager
 - Clonefest Festbier Iowa Brewing Co./Cedar Rapids, IA - sp
 - Bohemian Rapids Czech Pilsner
 - Iowafest Festbier
 - Tragedy of the Common California Common Lager Single Speed Brewing, Waterloo, IA - sp
 - Arctic Fox Norwegian Pale Ale
 - Blurr American IPA
 - Experimental Session IPA
 - F-35 Double Dry-Hopped New England IPA
 - Gracie Gose Lemon-Blueberry Gose
 - River to River Pilsner

Michigan

- Atwater Brewery/Detroit, MI - p
- Vanilla Java Porter Saugatuck Brewing Co./Douglas, MI - s
 - RADventure IPA

Minnesota

- Bent Paddle Brewing Co./Duluth, MN - sw
- Snow Maker Pale Ale Indeed Brewing Company/Minneapolis, MN - p
 - Lucy Session Sour August Schell Brewing Co./New Ulm, MN - p
 - Schell's Firebrick Vienna-Style Amber Lager
 - Snowstorm Oat Stout

Missouri

- 2nd Shift Brewing/St. Louis, MO - s
- Coffee Liquid Spiritual Delight Imperial Stout Brewed for 2nd Shift by Crider Brewing, St. Louis.



Montana

- Bridger Brewing/Bozeman, MT - p
- 48. Ghost Town Coffee Stout
- 49. Lee Metcalf Wilderness Pale Ale
- 50. Mad Mile Cream Ale
- 51. Vigilante Wild West IPA

New York

- The Brooklyn Brewery/Brooklyn, NY - p
- 52. Bel Air Key Lime Dry Hopped Sour

Ohio

- Jackie O's Brewing/Athens, OH - p
- 53. Cool Beans Coffee Golden Ale
- 54. Hell Bettie Raspberry Imperial Porter

Oregon

- Rogue Ales & Spirits/Newport, OR - p
- 55. Colossal Claude Imperial IPA

Texas

- Altstadt Brewery/Fredericksburg, TX - p
- 56. Amber Altbier
- 57. Hefe Hefeweizen
- 58. Kolsch
- 59. Lager
- Armadillo Ale Works/Denton, TX - p
- 60. Honey Please Mesquite Bean Blonde

- 61. Idiot's Hill Strong Ale
- 62. Land Yacht IPA
- 63. Scrapy Boy Golden Ale
- 64. Tropical Squeeze Sour Ale
- Dees Ellum Brewing Co./Dallas, TX - p
- 65. Deep Winter Golden Porter
- 66. DTX Golden Ale

Wisconsin

- Ale Asylum/Madison, WI - s
- 67. Apocalypse Bingo Pale Ale
- 68. Off Switch Double IPA
- Bare Bones Brewery/Oshkosh, WI - s
- 69. Feed The Dog Malty Wee Heavy Ale
- 70. Shar-P'Haze Hazy Juicy New England IPA
- Good City Brewing Co./Milwaukee, WI - sw
- 71. Space Time Hazy IPA
- Great Dane Pub & Brewing/Madison, WI - sw
- 72. Black Earth Vanilla Porter
- Lake Louie Brewing/Arena, WI - sw
- 73. Tommy's Porter Lager
- Lucette Brewing Co./Menomonie, WI - s
- 74. 44 North Midwest India Pale Ale
- 75. Big Hoppa Hazy India Pale Ale
- 76. Borderline Obnoxious Hazy India Pale Ale
- Mosinee Brewing Company/Mosinee, WI - s
- 77. Motown American Blonde Ale

- 78. Peanut Brown English Brown Ale
- O'so Brewing Company/Plover, WI - sw
- 79. Group Hug IPA
- Untitled Art Brewery/Waunakee, WI - sw
- 80. Tripleberry Hazelnut Smoothie Stout
- A collaboration with Mikerphone Brewing (Elk Grove Village, IL).

16oz Cans

Iowa

- Backpocket Brewing/Coralville, IA - s
- 81. Iowa City Wave Mango Milkshake IPA
- Barntown Brewing/West Des Moines, IA - s
- 82. Cotton Candy Kettle Sour
- 83. Pickle Tickle Pickle Beer
- Iowa Brewing Co./Cedar Rapids, IA - s
- 84. Iowa Eagle American Lager
- 85. Jinkies! Hazy IPA
- Pulpit Rock Brewing Co./Decorah, IA - s
- 86. Blustery Pastry Kettle Sour
- 87. Dave-O Pale Ale
- 88. Don't Worry, Be Happy Pastry Kettle Sour
- 89. Prances With Wolves Pastry Kettle Sour
- 90. Salty Dog Kettle Sour





Winter Blues (& Whites)!

Got the winter and/or COVID blues? I think it's safe to say all of us have had enough of this. The Canada/USA border has been closed to nonessential travel for nearly a year now; I don't believe this has ever occurred before. I hope we can start to get back to normal soon. Production of certain usual promotional cans and some non-core brands ceased in 2020. One major consumer soft drink company CANfirmed to me this week that due to aluminum shortages and increased home consumption, only its core brands—read regular and diet—were being canned. Fortunately, one brewery has decided to forge ahead and continue to produce its annual hockey promotional cans. Thank you, Molson Coors Canada!

So, it's the time of the year where I can show you a number of new, fresh sports cans (hockey and otherwise), several of which are in our hometown Toronto Maple Leaf colors of blue and white. I'm very pleased to see a brand new, nontraditional blue and white Molson Canadian can design this season. It's a bit of a throwback to a more traditional Maple Leaf blue and white jersey design. Although last year's can was also a new design, with a player graphic for the first time, in my opinion it didn't really lend itself to or fit in with the Molson Canadian master brand design change, which started roughly two years ago in January 2019. Translation: It didn't work. This year is much better. And, by the way, Molson has decided to tweak its master brand design again, either by refreshing the package design or by modifying a number of design elements (although the basic design looks the same). These master brand design elements appear on most of

Molson's can lineup, and in all sizes, so get ready for a lot of new Molson cans again this year.

Stay safe, and happy collecting.

Jim

Jim can be reached at jimsbeerguy@gmail.com

s - sticker, sw - shrink wrap

12oz/355mL Cans

- Ace Hill Dry Hopped Lager**
Brewed in Toronto - sw
New release last year; for some reason the company name isn't on this can as it was on the last one.
- Agd Red**
Big Rock Brewery/Calgary, AB - Crown B19959
Nice, new printed can release available at both of the brewery's Toronto locations.
- Arrows Up Ale**
Saulter Street Brewery/Toronto, ON - s
One of the first can releases of 2021; "brewed in collaboration with the Toronto Arrows Rugby Football Club." See the 473mL section for SSB's first Toronto Arrows can.
- Big Rock Craft Lager**
Big Rock Brewery/Calgary, AB/Vancouver, BC/
Etobicoke, ON - Crown B15296
Speaking of BR, I purchased this at the same time as the aforementioned AGD Red can, thinking it was a new printed can. I already had it, from 2019. Oh, well, we haven't shown it until now.
- Crank Lite**
Equals Brewing/London, ON - sw
A new beer/release from an independent company (or individual).
- Granville Island English Bay Ale**
Granville Island Brewing/Vancouver, BC - Crown CE5057
A new version.
- Granville Island Lions Winter Ale**
Granville Island Brewing/Vancouver, BC - Crown CE5063
New LIMITED EDITION version. Both sizes have been sold for years without this text, so I'm not sure why this qualifies.
- Granville Island West Coast Ipa**
Granville Island Brewing/Vancouver, BC - Crown CE5056
Now in the 355ml size for the first time.
- House Of Lager Italian Pilsner**
House of Lager/North Vancouver, BC - Ball
A new entrant in canning: a simple printed can.
- Kootenay Time Lager**
Trail Beer Refinery/Trail, BC - Crown B17439
A second version of this can—a nice, new printed design from 2019.

- Lighthouse Lager**
Lighthouse Brewing Company/Victoria, BC - Crown B20057
Lighthouse revamped all of its cans and introduced some new ones last year. Its new designs are CANtastic, in my opinion!
 - (Lighthouse) Night Watch Coffee Porter**
Lighthouse Brewing Company/Victoria, BC - Crown B20266
A new release.
 - (Lighthouse) Poseidon Pale Ale**
Lighthouse Brewing Company/Victoria, BC - Crown B20265
Another new release in a great-looking can.
 - (Lighthouse) Race Rocks Ale**
Lighthouse Brewing Company/Victoria, BC - Crown B20056
One of its original brands/cans now in a new design.
 - (Lighthouse) Shipwreck IPA**
Lighthouse Brewing Company/Victoria, BC - Crown B20055
One thing I like about these great designs is they make use of the can's entire surface.
 - Miller Lite**
Molson Coors Canada/5 cities - Crown CE5069
"Lite up the Holidays" design (text on cartons). I saw a new 30-pack cube carton with these graphics and wondered if the cans were the same; they were!
 - Molson Exel Lager**
Molson Coors Canada/5 cities - Crown CE4908
In light of Molson's changing up or refreshing its now two-year old master design, I purchased a 6-pack of NA brand from 2020 before it disappears.
 - Old Style Pilsner**
Molson Coors Canada/5 cities - Crown CE5027
A great-looking new Saskatchewan Roughriders (CFL) design for the annual (or bi-annual) promotion.
 - Red Truck Citra Down Smash IPA**
Red Truck Beer Company/Vancouver, BC - sw
A new Red Truck release in 2020.
 - Whistler Brewing Grapefruit Ale**
The Whistler Brewing Company Ltd./Whistler, BC - Crown B18913
A long way from Toronto, this is a new SKU (6-pack cans vs. bottles) at The Beer Store. I thought it might be a newer version of Whistler's previous printed can. True dat.
- ## 16oz/473mL Cans
- 10 Point English Ipa**
Lake of Bays Brewing Co. Limited/Baysville, ON - sw
LOB resurrected one of its original brands for a 10th Anniversary release last year. Interestingly this picture says "Special Edition," whereas the graphics on the sample pack show a can with "Tenth Anniversary." (I haven't bought it.)
 - Alpine Lager**
Moosehead Breweries Ltd./La Brasserie Moosehead - Crown B20020
Appropriate for a new can design in 2020 is Crown #200201 The 473mL size was recently reintroduced here in Ontario.



1 ACE HILL DRY HOPPED LAGER 2 AGD RED 3 ARROWS UP ALE 4 BIG ROCK CRAFT LAGER 5 CRANK 6 GRANVILLE ISLAND ENGLISH BAY ALE 7 GRANVILLE ISLAND LIONS WINTER ALE 8 GRANVILLE ISLAND WEST COAST IPA 9 HOUSE OF LAGER ITALIAN PILSNER 10 KOOTENAY TIME LAGER

- 23. (Amsterdam) Chimney Invader Hazy IPA
Amsterdam Brewing Co. Limited/Toronto, ON - s
One of three very nice holiday label releases.
- 24. (Amsterdam) Sleigh Rider Kolsch Style Lagered Ale
Amsterdam Brewing Co. Limited/Toronto, ON - s
New release.
- 25. (Amsterdam) Snow Baller Robust Porter
Amsterdam Brewing Co. Limited/Toronto, ON - s
New release.
- 26. Beau's Davids Tea London Fog
Beau's Brewing Company/Vankieek Hill, ON - Crown B21019
A new version with the standardized Beau's side panel.
- 27. Beau's Lug Tread 2.5 Lagered Ale
Beau's Brewing Company/Vankieek Hill, ON - sw
Beau's introduced a low alcohol beer last year.
- 28. Beau's Night Marzen
Beau's Brewing Company/Vankieek Hill, ON - Crown B20142
This beer was brought back for its second year in a new design and in a very nice metallic, printed can.

- 29. Bench Brewing Lincoln Lager
Bench Brewing Company/Beamsville, ON - sw
A "Limited Edition" for the "Town of Lincoln Celebrating 50 Years."
- 30. Brock St. New England Session IPA
Brock Street Brewing Company/Whitby, ON - Ball
A new printed can (in the original BS style design) celebrating Ontario-wide distribution at the LCBO.
- 31. Brock St. Scotch Ale
Brock Street Brewing Company/Whitby, ON - Ball
Often when smaller breweries order a printed can, they order a second or third one at the same time, pending a wider distribution. This appears to be the case here, as a month later this beer was also listed at the LCBO.
- 32. Cameron's Cruising Through The Galaxy IPA
Cameron's Brewing Company/Oakville, ON - sw
Similarly, this is the first new Cameron's can in some time. Also a new listing at the LCBO.

- 33. Coors Light
Molson Coors Canada/5 cities - Crown CE5075
One of four (2 x 473ml, 2 x 355ml) new Limited Edition Toronto Raptors jersey cans. A Molson rep told me there might be a new promo in 2021 (she was right); I found these on 12/28.
- 34. Coors Light
Molson Coors Canada/5 cities - Crown CE5076
One white jersey, one red. Ironically with "00," about how the Raptors' season is going so far! The two 355s were the first new cans released in 2021.
- 35. Fine Company Blonde Lager
Molson Coors Canada/5 cities - Crown CE5070
An interesting new release, brewed exclusively at Molson's Moncton, New Brunswick brewery for distribution in NB.
- 36. Fine Company Session IPA
Molson Coors Canada/5 cities - Crown CE5071
Ditto. A big thank you for sending these along goes to a longtime BCCA member and former Ontarian who's now back residing in NB.



37. (GLB) Lake Effect IPA
Great Lakes Brewery/Toronto, ON - Ardagh Group
New design. In changing, refreshing, updating and creating new releases, GLB had a record can/beer release year in 2020, with 100+ new beers/cans, including nine new printed cans! CANtastic.
38. (GLB) Octopus Wants To Fight IPA
Great Lakes Brewery/Toronto, ON - Ardagh Group
New colors and a new menacing Octo on this ole-time GLB favorite.
39. (GLB) Pompous Ass English Ale
Great Lakes Brewery/Toronto, ON - Ardagh Group
The pompous ass has changed his appearance with a nicely updated, fresh design, including a more realistic flesh color vs. the previous pinkish wheat.
40. Granville Island Cranberry Orange Wheat
Granville Island Brewing/Vancouver, BC - Crown CE5059
Another 2020 LIMITED EDITION release. Also available in 355mL cans.
41. Heller Highwater Helles
Kichesippi Beer Co./Ottawa, ON - sw
This is the "Boston" pronunciation ... and spelling ... of its flagship brand. New shrink-wraps in its new design were ordered, and it's a mistake. 50,000 of them, the lady told me when I arrived last fall!
42. (Henderson) The Howling Beaver Rye Golden Ale
Henderson Brewing Company/Toronto, ON - s
It took two trips to the brewery to get these, as they weren't ready the first time. Turns out it was worth it, as this was a very limited release, 20 cases only, as a stopgap put in between two other scheduled releases.
43. Hometown Brewing Co. Coconut Porter
Hometown Brewing Company Inc./Langton, ON - sw
Drank this last night, actually. A new release; I didn't know we had a Coconut County in Ontario!
44. La Voie Maltée L'ambigue Bitter Red
La Microbrasserie du Saguenay/Chicoutimi, QC - Crown B18969
I found several of the LVM cans in this new design last fall while in Québec.
45. Lake Of Bays Mystery Beer One
Lake of Bays Brewing Co. Limited/Baysville, ON - sw
A 4-pack mix pack with two "Mystery Beers" was issued last fall.
46. Lake Of Bays Mystery Beer Two
Lake of Bays Brewing Co. Limited/Baysville, ON - sw
The second of two mystery beers. Another Ontario brewer also issued a Mystery Beer pack with four labelled Mystery Beers—A, B, C, D. One will become a new release this spring.
47. Lighthouse Ghost Ship Hazy
Lighthouse Brewing Company/Victoria, BC - Crown B20278
Very happy to see Lighthouse produce a printed can version of this beer last year. Awesome.
48. Lighthouse Double Numbskull IPA
Lighthouse Brewing Company/Victoria, BC - Crown B20432
New release.
49. Lighthouse Shipwreck IPA
Lighthouse Brewing Company/Victoria, BC - Crown B20279
First time for this beer to be in the 473mL size.
50. Miller Lite
Molson Coors Canada/5 cities - Crown CE5068
A special issue "Lite Up The Holidays" (text on cartons) design for the season. Only in 6-packs, and not many around.
51. Molson Canadian
Molson Coors Canada/5 cities - Crown CE5074
New design for the annual Toronto Maple Leafs can. Traditional blue and white jersey colors. Now "Official Beer" rather than previous years' "Proud Partner ..."
52. Molson Canadian
Molson Coors Canada/5 cities - Crown CE50xx
Ditto for the "Ottawa Senators" (red and black) can. Nice to see this return this season, as for some reason a can was not produced last season.
53. Molson Canadian
Molson Coors Canada/5 cities - Crown CE5090
This was a surprise: a new, changed or refreshed design two years following a huge master brand change. Looks the same, but many design elements have changed, notably a vertical CANADIAN lager on the side and now "Founded 1786" on the front.
54. Moosehead Cranberry Radler
Moosehead Breweries Ltd./La Brasserie Moosehead Ltée./Saint John, NB - Crown B19741
New size released last summer and shipped to Ontario.
55. Moosehead Small Batch East Coast IPA
Moosehead Breweries Ltd./La Brasserie Moosehead Ltée./Saint John, NB - Crown B20228
Moosehead has produced some nice cans over the years, and these 2020 releases are two of my favorites.
56. Moosehead Small Batch West Coast IPA
Moosehead Breweries Ltd./La Brasserie Moosehead Ltée./Saint John, NB - Crown B20227
2020 release.
57. (Moosehead) Susannah's Brown Ale
Moosehead Breweries Ltd./La Brasserie Moosehead Ltée./Saint John, NB - Crown B16430

- A 2019 small batch release essentially honoring the founder of what became Canada's oldest independent brewery.
58. Muskoka Twice As Mad Tom IPA
Muskoka Brewery/Bracebridge, ON - Crown B19685
This radical design change completed the three big can changes last year. Will we see new designs for their mainline brands this year?
59. Pabst Blue Ribbon
Stroh Canada/Guelph, ON - Ball
A new Limited Edition art can released in December.
60. Prop Pilsner
Saulter Street Brewery Inc./Toronto, ON - s
First release (2020) of a new brewing collaboration with the Toronto Arrows Rugby Football Club. (When I arrived at the brewery to buy some, I was told that it was available only online in 24s, but miraculously they "found" me a can!)
61. Rolling Rock
Labatt Brewing Company/La Brasserie Labatt/6 cities - MCC
I'm happy to report both size Rolling Rock cans returned to metallic versions last year. The dull base-coated cans looked awful.
62. Waterloo Maple Spiced Pecan Old Ale
Waterloo Brewing Limited/Kitchener, ON - Crown B20537
An interesting new flavored release, a printed can for LCBO distribution last fall. A little sweet ... too heavy on the maple spice, maybe.
63. Wayne Gretzky No. 99 Premium Craft Lager
Wayne Gretzky Craft Brewing/Niagara-On-The-Lake, ON - Crown B17987
Although a can # from December 2019, the printed version wasn't released (or made) until late 2020 due to a large supply of the first shrink-wrapped can.
64. (Whistler) Singletrack Citra Lager
The Whistler Brewing Company Limited/Whistler, BC - s
A very nice label, a Limited Release, for the BC Bike Race.

24oz/710mL Cans

65. Molson Canadian
Molson Coors Canada/5 cities
After producing annual hockey cans for several Canadian teams over the last number of years, Molson has now issued a first. This season's Edmonton Oilers can is large! A Toronto Beer Store Manager was in Alberta on beer business at the distribution centre (located next to Labatt's Edmonton brewery) and snapped this pic for me in Nov. Now I need a can!





Straight Outta China



Like the little pink bunny energized by a popular battery, the Chinese aluminum bottles just keep coming and coming and ... coming! But that's a good thing, right? As I've alluded to in the past, the graphics on many of these bottles are outstanding. I'll have to admit that out of all of them, my favorites lean toward the cartoonish designs. They are usually more colorful and bring a, well, cartoonish-style fun to them. I will have to say, that unlike a standard commemorative design, it is not always easy to grasp what a certain image on these cartoonish bottles represents.

Many of the commemorative bottles from China represent singular themes or events dealing with anything from retail conglomerates, state-run lotteries, sporting events and more. Such is the case with our first entry, "Moschino for Budweiser."

Moschino, the Italian high fashion house, collaborated with Budweiser on a line of clothing announced at a kickoff celebration in Beijing. Of course, the celebration wouldn't have been complete without a few cold Budweisers on hand. For the occasion, two specialty bottles were designed: one in aluminum and one in glass. The label on this bottle is unique and one I'm glad to have in my collection.

We also have a great group of bottles from the second-largest brewery in China, Tsingtao (China Resources Snow Breweries Ltd., or CR Snow, is the largest). Tsingtao was founded in 1903 by the Anglo-German brewery Co. LTD and brought a German style pilsner beer to the many western settlers living in China. The brewery was sold off to the Japanese brewery

Dai-Nippon in 1916. Once the Japanese surrendered and left China after WWII, the brewery was once again back in Chinese hands (tsingtaobeer.com). We have a total of nine Tsingtao bottles this issue, including a cartoonish set of three celebrating the marine-themed Haichang Ocean Park in Shanghai.

I've recently seen a few online indicators—the use of thinner aluminum construction, screw cap lids and shrink wrap labels—that concern me about the future of the Budweiser bottles coming out of China. The shrink wrap labels concern me the most. If this takes off, it could mean more breweries would follow their lead. This, of course, would change the way collectors look at them. It has already happened in the craft can arena, as some collectors won't even look at anything other than a painted label. Sure, it's a way for smaller breweries to can more of their different beers, as well as a money saving step, but that doesn't mean they're passing that savings on to the consumer. As you know, most retail craft beers in cans are rather pricey, whether painted label or not.

Stateside we have some more football bottles for you, as well as a couple of hockey bottles from AB InBev. Busch Light has released its second bottle (another nice one), to match its orange camo cans. Miller Lite follows up with what appears to be an annual Christmas bottle. Molson Coors Beverage Company, parent of Miller Brewing, seems to have introduced a new numbering system in 2020. I've noticed this on both Coors Light and Miller Lite bottles. I haven't been able to verify it on the Coors Banquet bottles yet, so if anyone out there can, please let me know.

A big thanks goes out to this edition's contributors: Dave Dosier #21875, Joe Hobaugh #29845, Jim McCluskey #21552 and Mark Swartz #15607.

Until next time ...

Bob

Bob can be reached at ren4th57@gmail.com

China - All 355ml

Budweiser Wuhan International Brewing Co
Hanyang District Wuhan, China

1. Budweiser – Moschino for Budweiser
Budweiser – New Year 2020
A Series of five “Chinese New Year 2020 / Let’s Red ‘n Roll” bottles each with a different saying.
2. Achievement
3. Fortune
4. Rat
5. Riches
6. Won’t Let
Tsingtao Beer Co. Ltd
South District Hong Kong, China
7. Tsingtao – 2020 HNY Year Of The Mouse
8. Tsingtao – BJTS Beijing Jingtie Train Service
9. Tsingtao – Fortune
10. Tsingtao – Mutlanya Great Wall

Tsingtao

A series of three bottles released for the “Haichang Ocean Park.”

11. Catfish
12. Dolphin
13. Orca
14. Tsingtao – KFC Finger Licking Good
15. Tsingtao – POLY

United States - All 16 oz

Anheuser-Busch InBev
Anheuser-Busch/St Louis, MO
Bud Light

16. NCAA Arkansas Razorbacks - MCC 503670 (R)
17. NCAA Florida Gators - MCC 503714 (R)
18. NCAA LSU Tigers - MCC 503669 (R)
19. NFL Cincinnati Bengals - MCC 503655 (R)
20. NFL Cleveland Browns - MCC 503656 (R)
21. NFL Indianapolis Colts - MCC 503662 (R)

22. NFL New Orleans Saints - MCC 503654 (R)
23. NFL Philadelphia Eagles - MCC 503661 (R)
24. NFL Super Bowl LV - MCC 503709 (R)
25. NHL Chicago Blackhawks
2019 Champs - MCC 503731 (R)
26. NHL Tampa Bay Lightning
2020 Champs - MCC 503756 (R)
27. Budweiser Select – For the Lou
redesigned label - MCC 503590 (R)
28. Busch Light – Orange CAMO
Hunter - MCC 503779 (R)
Molson Coors North America
Miller Brewing Co./Milwaukee, WI
29. Miller Lite – 2020 Christmas Holiday
- Ball 10025522 (N/R), Ball 10025523 (R)





INTERNATIONAL BRAND NEWS

BY CAREY WILLIAMS #26979

More African Cans!

African beer cans seem to be on the increase recently, and we're hopeful that this will translate into more availability to international collectors. I don't think that has happened yet, with reduced travel and fewer package shipments due to the pandemic. Getting cans from Africa has always been difficult, with Rod Maitland being the only BCCA member on the entire continent.

Pictured here are "33" Export cans, which are being produced in Cameroon, Gabon and Nigeria under license from Heineken. Guinness Foreign Extra Stout is being produced in Nairobi by Kenya

Breweries. Brand Brewery in Holland is exporting Ben Birra Premium Lager to Cameroon, Central African Republic, Chad, Congo, Equatorial Guinea and Gabon.

Thanks, as always, to the guys who really make this column possible: Marcello Mastrodicasa #22693, Firenze, Italy and Chris Neunzig #29123, Koeln, Germany. Other contributors are welcome. It's probably easiest in these times to email me pictures with brewery information included.

Cheers,

Carey

Carey can be reached at carey.williams@fuse.net.

12 oz or similar

Germany

1. Bitburger Premium Pils
Bitburger Braugruppe GmbH/Bitburg - 330 ml
2. Darguner Pilsener
Darguner Brauerei GmbH/Dargun - .33 l
3. Eichbaum Pilsener
Eichbaum/Mannheim - 330 ml

Holland for Mali

4. 86 Original Intense Blond Beer
Bavaria Brewery/Lieshout - 250 ml

Italy

5. Dreher
Heineken Italia/Giovanni - 33 cl

Slovenia for Italy

6. Willianbrau Pils
Pivovarniska ulica 2/Lubiana - .33 l



Spain

- 7. San Miguel Especial
Cervezas San Miguel/Malaga - 33 cl

Tunisia

- 8. Stella Black
SFBT Group/Tunisia

16 oz or similar

Austria

- 9. Berg Konig Nefiltrirano
- 10. Gletscher Brau Schankbier
Schipal GmbH/Unterradlberg - 500 ml
- 11. Kuhles Blondes
- 12. Ottakringer Wiener Original
Ottakringer Brauerei GmbH/Wienna - .5 l
- 13. Villacher Frischer Kamtner
Brauerei Villach/Villach - .5 l

Belgium

- 14. Haka 10% Strong Blond Belgium Beer
for Trendy Foods/Rechain - 50 cl

Cameroon

- 15. "33" Export Supporter No. 1 Du Football
Brasseries Du Cameroun/Douala - .5 l

Croatia

- 16. Karlovacko Lager
Heineken Croatia/Karlovac - .5 l

Czech Republic

- 17. Staropramen Unfiltered
Pivovar Staropramen/Prague - .5 l
- 18. Zubr Grand 11
Pivovar ZUBR/Prerov - .55 l

Denmark

- 19. Hc Andersen Eventyr
Royal Unibrew AS/Faxe - 50 cl

Estonia

- 20. Saku Originaal Laager
Saku Olletehase AS(Carlsberg)/Saku - .5 l
9 can set for their 200th Anniversary

France

- 21. 1664 Edition Limitee 2020
- 22. Kronenbourg Biere D'alsace "Tous Avec"
Brasseries Kronenbourg/Obernai - 50 cl
- 23. Saer Brau Blond Lager Beer
Carrefour Marchandises Internationales/Massy - 50 cl
- 24. St.Omer 80 Forte
SAS Brasserie de Saint Omer/Saint Omer - 50 cl

Gabon

- 25. "33" Export Supporter No. 1 Du Football
- 26. Beaufort Lager
Sobraga/Libreville - 50 cl

Germany

- 27. Beck's Beer
- 28. Beck's Gold
AB InBev Deutschland GmbH/Bremen - .5 L
- 29-31. Binding Romer Pils
- 32. Clausthaler Extra Herb Das Alkoholfreie
Binding Brauerei AG/Frankfurt - .5 l
- 33. Bitburger 0.0%
Bitburger Braugruppe GmbH/Bitburg - .5L
- 34. Broer Dunkels Hefeweizen
- 35. Broer Hefewizen
Unknown

- 36. Anklam Wheat Beer
- 37. Duchcov Wheat Beer
- 38. Zih Schwarz Bier
Privatbrauerei Eibau/Eibau - .5 l
Imported into China by Ningbo Lanao International Trade Co.

- 39. Barbarossa Helles Wefeweizen
- 40. Barbarossa Premium Redline
- 41. Stephans Brau Pilsner
Privatbrauerei Eichbaum/Mannheim - .5 l
- 42. Duff Beer
Duff beverage GmbH/Alling - .5 l
- 43. Halleroder Premium Pils
Halleroder Brauerei GmbH(AE InBev)/Wernigerode - .5 l
- 44.f&b. Holsten Pilsener
Holsten-Brauerei AG/Hamburg - .5 L
- 45. Konig Pilsener
König-Brauerei GmbH/Duisburg - .5 L
- 46. Patronus Weisbier-Radler
Lidl Stiftung & Co. KG/Neckarsulm - 500 ml

Holland

- 47. 86 Black Intense Dark Beer
- 48. 86 Gold Intense Gold Beer
- 49. 86 I.P.L Intense Pale Lager
Bavaria Brewery/Lieshout - 500 ml
- 50. Hollandia Strong
H-West B.V./Maarssen - 500 ml

Holland for Cameroon

- 51. Ben Birra Premium Lager
Brand Brewery/Lieshoot - 50 cl
Also available in Central African Republic, Chad, Congo, Equitorial Guinea and Gabon



Kenya

52. Guinness Foreign Extra Stout
Kenya Breweries/Nairobi

Latvia

53. Aldaris Izlases Alus
Aldaris/Riga - .5 l

Lithuania

54. Kalnapilis Pilsner
Kalnapilio Tauro Grupe/Panevezys - .568 l
55. Volfas Engelman Galaxy
56. Volfas Engelman WIPA (Wheat India Pale Ale)
JSC Volfas Engelman/Kaunas - 568 ml

Nigeria

57. "33" Export Premium Lager Beer
Nigerian Breweries/Lagos - 50 d

Poland

58. Edelmeister Unfiltered
59. Stern Strong Piwo Mocne
Browar Van Pur S.A./Rzeszow - .5 l

Romania

60. Albrau Blonde Beer
SC Albrau Prod SA/Bucharest - .5 l
61. Bergenbier
Bergenbier SA/Bucharest - 50 cl
62. Timisoreana Fara Alcool
Ursus Breweries SA/Bucharest - .5 l

Spain

63. Estrella De Levante Murcia
Estrella Damm/Barcelona - 50 cl

Uzbekistan

64. Sarbast Original Unfiltered
Carlsberg Uzbekistan/Tashkent
65. Barlos Light Beer Original
66. Ноқдоян
67. Kryjeka Lennogo
Raupxon/Tashkent
68. Zhigulveskoye
Pulsar Group Brewery/Tashkent
69. Zomin 1867
Zomin Brewery/Jizzakh

1 Liter

Denmark

- 70-73. Faxe Premium Quality Lager Beer
Royal Unibrew AS/Faxe - 1000 ml

5 Liters

Germany

74. Der Durstige Dieter
Schulzens Brauerei/Tangermünde
75. Gunther-Brau Helles
Privatbrauerei Günther/Burgkunstadt
76. Hofjäger Pilsener
Denninghoffs GmbH/Heidelberg
77. Krombacher Pils
Krombacher/Krombach
78. Kronenhof Graf Zeppelin
Hofgut Kronenhof/Bad Homburg
79. Nikl Brau
Nikl Bräu/Pretzfeld

80. Schwind Brau Festbier
81. Schwind Brau Helles
Schwind Bräu GmbH/Aschaffenburg
82. Vulkan Pale Ale
Vulkan Brauerei/Mendig

Sets

Spain

83. Mixta Sabor Limon
Mahou/Madrid - 33 cl
6-can collection of different fun images



60 61 62 63 64 65 66 67 68 69



70-73 front 70 back 71 back 72 back 73 back 74 75 76 77



78 79 80 81 82 83

CALENDAR OF EVENTS

BY SCOTT SPENCER #28573



Shows 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 in the drop-down window under events. If you have questions about using the form, contact Scott at spencer@zianet.com.

For complete show information, visit 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

The Covid-19 pandemic continues to force event cancellations and postponements. Please refer to the BCCA website and show coordinators for the latest information. Please consider your safety and that of others when attending a show.

March

- 6 **Cancelled – Schultz & Dooley**, Latham NY, Annual Spring Show, Dennis Heffner, 518-793-0359, dennish0706@gmail.com
- 7 **Cornhusker**, Omaha NE, Beer Advertising and Beer Can Show, Bill Baburek, 420-320-5805, bill.b@beercornerusa.com
- 18-21 **Queen City**, Covington KY, 45th Luck O' The Irish Show, Beer Dave Gausepohl, 859-750-4795, beerdave@fuse.net
- 20 **BCCA Board Meeting**, Covington KY, Luck of the Irish Show, BCCA, 636-343-6486, bcca@bcca.com
- 28 **Westmont Stroh's**, Elk Grove IL, Spring Show, John Nelson, 630-431-3164, nelsonccjj@comcast.net

April

- 3 **Simon Pure**, Tonawanda NY, Spring Show, Jeff Murbach, 716-713-7236, jmurbach@gmail.com
- 14-18 **Capital City**, Herndon VA, 41st Annual "Rayner Johnson Memorial" BLUE-GRAY Show & Spring Thaw, Larry Handy, 267-221-8300, OhHugo1@aol.com
- 21-25 **Just For Openers 42nd Annual Convention**, Quakertown PA, John Stanley, 919-824-3046, jfo@mindspring.com
- 23-24 **Packer & Badger Bunch**, Green Bay WI, Titledown Trade-A-Thon 40, Rob Smits, 920-469-1466, Stuffball1993@yahoo.com

- 25 **Schell's Border Batch**, New Ulm MN, Springding at Schell's, Tom Terwilliger, 515-341-3347, schellsguy@outlook.com

May

- 1 **Gateway**, Wentzville MO, Friendship Show, Al Kell, 314-348-3786, bigaandc@yahoo.com
- 1 **Old Style**, Onalaska WI, Beer & Brewery Collectibles Show, Paul Nelson, 608-780-6630, broonswagger@yahoo.com
- 14-15 **Cancelled – Hoosier**, South Bend IN, 15th Annual CABIN FEVER RELIEVER, Mike Walbert, 574-276-2466, mikewalbert@att.net
- 15 **Bullfrog**, Wauconda IL, Spring Show, Ken Kieliszewski, 847-202-1877, kenscans@sbcglobal.net
- 15 **BCCA Board Meeting**, Wauconda IL, Bullfrog Spring Show, BCCA, 636-343-6486, bcca@bcca.com

June

- 6 **A-1**, Phoenix AZ, Brennan's Show, Ed Sipos, 602-525-6806, azcantwo@yahoo.com
- 11-12 **Gateway**, Florissant MO, Swap-A-Rama, Al Kell, 314-348-3786, bigaandc@yahoo.com
- 11-12 **Miami Valley**, Lebanon OH, Ohio Mini-Convention & Breweriana Show, Rick Ordeman, 937-558-6993, rdordeman@gmail.com
- 19 **Windy City**, Elk Grove IL, Summer Picnic & Beer Can Trade Show, Ed Harker, 312-927-9329, balprkhark@sbcglobal.net
- 26 **BCCA Board Meeting**, Online, BCCA, 636-343-6486, bcca@bcca.com

July

- 31 **Simon Pure**, Depew NY, Summer Show, Jeff Murbach, 716-713-7236, jmurbach@gmail.com

August

- 18-21 **CANVENTION 50 (again)**, St. Louis, MO, More info coming soon! Save the Dates!
- 19 **BCCA Board Meeting**, St. Louis MO, with CANvention 50, BCCA, 636-343-6486, bcca@bcca.com

September

- 26 **Carrie Nation**, Topeka KS, 26th Jerry Trowbridge Memorial Beer Can & Breweriana Show, Marc Milner, 785-273-8447, wilbur63@cox.net

October

- 2 **Westmont Stroh's**, Elk Grove IL, OktoBIERfest Show, John Nelson, 630-431-3164, nelsonccjj@comcast.net
- 9 **A-1**, Phoenix AZ, Fretz-Hancock Show, Ed Sipos, 602-525-6806, azcantwo@yahoo.com
- 17 **Prison City**, Joliet IL, Chapter Trade Session, Willy Novak, 630-291-7943, OldstyleWilly@att.net

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Michigan Chapter Show Schedule

Summerswap July 23-24, 2021
Frankenmuth, MI

Great Lakes Show October 8-9, 2021
Richfield, OH

Winterfest January 15, 2022
Frankenmuth, MI

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or contact: Clayton Emery at 231-920-6013
or claytonemery32806@aol.com

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REMEMBERING

- #2016 *Joe Benjamin*
Niles, MI 1933 – December 9, 2020
- #23417 *Wayne Stober*
Rochester Hills, MI 1930 – November 24, 2020
- #24625 *Wiley Robinson*
El Paso, TX 1967 – January 17, 2021
- #32701 *Philip Neil Weed*
Omaha, NE 1942 – January 12, 2021

If you know of or hear about a BCCA member who has passed, please contact Paula Fatura #30483 at 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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Old Beer & Brewery Items



Saturday, March 20, 2021
9 AM - 2:30 PM

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\$3.00 Admission

Homemade Food - Catfish, Burgers, Brats, Pies
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& Brewery Tours

For more Info: 608-642-0321 or 608-778-8609

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- Chapter Meeting Friday, April 16



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SHOW AND TELL

BY TERRY SCULLIN #1041

Hello, Dolly

In 1975, Joe Kowal #8002 was a district manager for the Falstaff Brewing Co. and was stationed in Nashville, TN. One day, as he was building a Falstaff display—99¢ for a six-pack of nonreturnable bottles—at a Kroger supermarket in the home of the Grand Old Opry, who walked into the store with a friend but country music legend Dolly Parton!

Dolly graciously autographed his Falstaff price card with a red marking pen, and Joe walked away with a unique piece of breweriana that he still treasures 45 years later.

Puns proliferate on a pair of our featured items. Boozer's Light Beer is "a sound drink" that "will pop you up"—a reference to a device inside of the can that rattled when you picked it up. There's also a mock "Infernal Revenue" mandatory. And "Dry Beery" Gunther's is "the beer that clicks!"

Chalk figures are most commonly made not of chalk but of plaster of Paris. Manufacturers often had stock designs which could then be customized, as you can see from the nearly identical Yusay and Heidelberg back bar figurals pictured here.



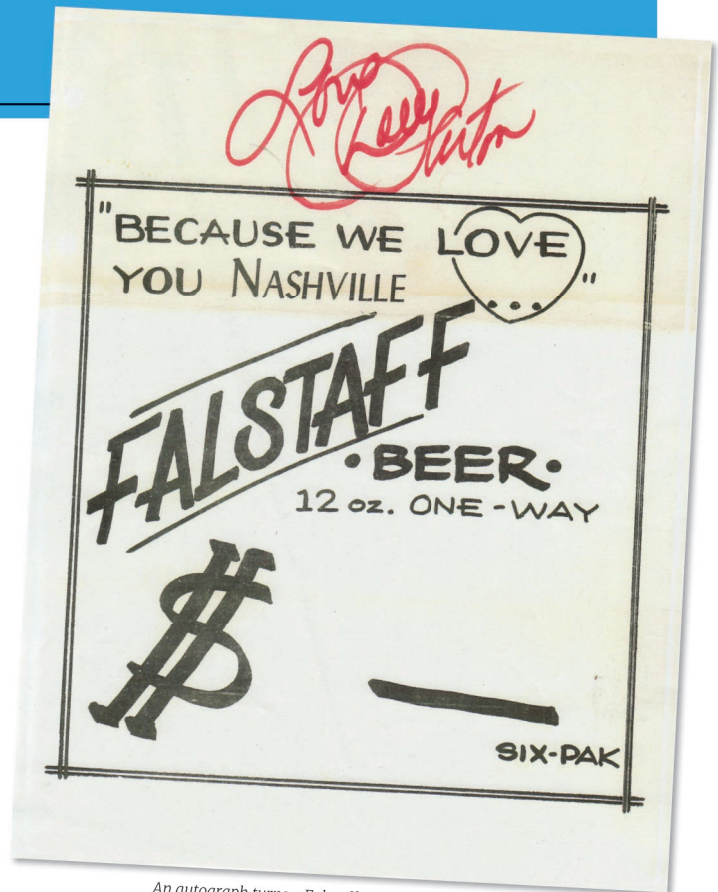
A late-1940s novelty can.
Contents: NO FL OZ.

Remember metal clickers like this when we older BCCAers were kids?



A 1915 mug designed for local members of the International Union of the United Brewery Workmen.

A note on a name: Owners of Chicago's Pilsen Brewery, formed in 1903, originally planned to call their flagship brand Pilsen Beer; however, this might have led shoppers to mistakenly believe that it was imported from Czechoslovakia. To clarify, it was proposed to use the prefix "U.S.A.," but there was objection to using the initials of the United States of America. Therefore two "Y"s were added to form the word YUSAY.



An autograph turns a Falstaff price card into a one-of-a-kind keepsake.



A matching pair of chalk back bar statues, possibly pre-Pro.

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

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