



The **BREWERIANA** **COLLECTOR**

A publication of the
*National Association
Breweriana Advertising*
"America's Oldest National Breweriana Journal"

Volume 156

Founded in January 1972

WINTER 2012



Pre-Pro Giesse Signs

*Franz Bros.
Brewing Co.*

*Collector's
Bookshelf*

*Clark C.
Merritt Co.*

Hoppy Trails



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340 E. Ashland Ave.
Mt. Zion, IL 62549-1275
217-864-2292
nababrew@comcast.net
www.nababrew.com

BREWERIANA COLLECTOR STAFF

Lee Chichester Editor
John Bain The Back Bar
Bob Hajicek Auction Hysteria
Bob Kay Labelology
Rich La Susa Let's Talk Breweriana
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Send Comments/Questions to:

Lee Chichester
PO Box 878
Meadows of Dan, VA 24120
540-593-2011, falconer@swva.net

The BREWERIANA COLLECTOR

WINTER 2012

#156

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HAPPY NEW YEAR TO ALL:

The new year is upon us and your Board has filled the coffers with a variety of actions that should bode well for NABA in the coming years. After a 5+ hour Board meeting in Belleville at Kevin Kious's super show in November, we outlined a number of positive activities. More details on each will be coming in future issues of the BC.

A key area being studied is looking at a conversion of NABA from a 501(c)(7) to a 501(c)(3). What this would mean is that donations to NABA would, in some cases, be tax deductible to the giver. To qualify for this designation we need to develop and emphasize the longtime projects to support the historical and educational aspects of NABA. We have been offered, from time to time, significant breweriana items (and even a collection), if NABA was a qualified 501(c)(3). Unfortunately we had to turn down these donations. This change in designation will take some time, and is in the evaluation stage.

The website, nababrew.com, originally developed by Fil Graff in the 1990s and upgraded in 2003 by John Stanley, is now undergoing a total re-do. The current site offers mostly basic information about NABA and our membership. In today's world, users of the Internet want more, especially if we expect them to join us as regular members. Through the efforts of new family member Kate Ferguson, (our John's daughter) we are rebuilding our website to make it one of the tops in the hobby. In addition to the basic information now contained in our site, we will be incorporating what Board member Don Roussin refers to as "value added" information. This will be available to members only, and will require us to establish an ID and password for each member. We plan to have the "beta site" up early this year. If non-members wish to view the new info, they will be encouraged to join.

The 2012 Springfield Convention is just around the corner. Team Lenaghan/Newton are planning some really special events. If you have never been the Springfield, you have missed a great chance to learn a great deal about the history of Lincoln. And, it's easy to walk around the city. Springfield meets all the requirements for a great NABA Convention, including some really cool places to enjoy a micro-brew.

Green Bay is the site of the 2013 Convention. The Packer Chapter will serve as host for what promises to be another great location. All the rooms at the hotel are suites with two TVs in every room! The hotel is laid out as an atrium, so from the balcony outside your room you can see almost every other room. Members will be permitted to hang out signs indicating they are open for business. No searching the hallways in Green Bay!

It's that time of year for the nomination and election of three Board members for the 2012-2014 term. If you think you might want to help steer NABA for a couple of years, please drop me or any Board member a note.

We will be employing the Constant Contact (CC) email info system as a way to communicate with members who employ computers. Also, the CC will be a key element in our new membership drive planned for the new year. Look for news from NABA when you are on your computer.

Respectfully,

George Baley
gbaley@comcast.net



SPRINGFIELD, IL: August 2 - 5, 2012

Countdown to NABA's 41st Convention!

Have you made your reservations to join us in Springfield this August? If not, maybe this review of two of our local favorite foods will convince you. If you're still undecided after reading this article, in two weeks I will tell you about some of our other more traditional (and probably healthier) food choices. After that, you will read about some of our favorite places to find a brew. Finally, we'll cover a few places to get outside and enjoy our great summer weather. For now, let me introduce you to our **two favorite foods**.

I'll begin with **Chilli**. I should mention that *here in Springfield, we spell it our own way because we make it our own way*. We tend not to use tomato and the beans are added when you order a bowl. Springfield has had two local winners of the annual international Chilli competition in Terlingua, Texas, and I will say that both recipes are uniquely Springfield. Both are available in cans (Chilli Man & Ray's) but neither canned version is close to sitting down in a true Chilli Parlor for a fresh made bowl and a home-made tamale. There's much debate about the best Chilli in town, so I will try to list several alternatives. There's Joe's Chilli bowl, where you sit at the counter and watch the bowls being ladled out. Don't miss their tamales. There is Joe Roger's Chilli Parlor, which is on Ninth Street about seven blocks South of

the Convention hotel. They feature several "temperatures" of Chilli, the hottest of which is called Firebrand; and if you finish a bowl of Firebrand your name is written on the wall. A very entertaining episode of Man Versus Food was filmed there, and yes, Adam "won."



There are several area watering holes that serve Tavern Chilli. Tavern Chilli is also a unique Springfield tradition, which began many years ago when each neighborhood tavern would have a pot of chilli ready so you didn't have to leave to eat. There are fewer neighborhood taverns these days but many of those that still exist carry on the tradition. Three good choices are Delaney's Bar, which is near the Lincoln's Tomb area; Sportsman's Lounge, which is about two miles North of the Hilton; and the Track Shack, about three miles South of the hotel.

You can also get Tavern Chilli, as well as Terlingua Red Chilli, Black Bean Chilli or White Chicken Chilli at Cook's Spice Rack, a full service restaurant about three miles North of the Hilton.

Finally there is Steak N Shake, which was founded a few clicks up the highway from Springfield but is more similar to Springfield Chilli than anything else on the National or Regional scene. Of course, there are also Chilli dogs, which are available just a few blocks East of the hotel on 5th Street at Coney Island Restaurant, where you won't be disappointed with the Coney Dogs (I recommend onions and mustard), the Chicago Dogs or the generous orders of fries. Or you can go a little farther South to Cozy Dog, which has Chilli Dogs and Cozy Dogs and is on the historic register as an official Route 66 stop. They say the proprietor invented the batter-dipped hot dog on a stick, while he was a cook in the army.

Probably the most uniquely Springfield food is the **Horseshoe Sandwich**. Let me reassure you, it neither contains horse nor shoe. Rather, it is usually two slices of white toast with your choice of topping (some favorites are hamburger, buffalo chicken, Italian beef, pork tenderloin, or fried eggs) covered with a mound of crispy French fries then absolutely drenched with hot cheese sauce. The secret is in the sauce, of course. It's not

Please see next pg.

just melted cheese. It is widely believed that the first horseshoe was developed by a chef of Welsh heritage and the first sauce was a rarebit sauce (cheese whipped with eggs, paprika and beer). Most sauces involve herbs and spices. Some use dark beer, some light. Some use cheddar cheese and others white cheeses. Nearly all of them are guaranteed to shorten your cardiac life expectancy by several minutes. A smaller version is referred to as a Ponyshoe. I recommend two Ponyshoes, each with a different topping – since you are here for such a short time.

We have horseshoe cook-offs here. There is a great deal of pride – and even more secrecy – in the various recipes. You won't be able to try them all and I am hesitant to suggest any one establishment but I'll try to give you some pointers. First, within walking distance of the hotel is Maldaner's, Springfield's oldest restaurant. At night Maldaner's is a five star restaurant and the chef is nationally recognized. By day, it's a crowded (in a good way) little lunch spot for the movers and shakers of law and politics. It may be Springfield's "finest" horseshoe but it is only available at lunch.

On the Old Capitol Square, just two blocks from the hotel, is Robbie's: a good, sit down choice not only for horseshoes but also for regular lunch items. Bernie's & Betty's, about two miles South of the hotel, is a bar and restaurant with great

pizza and, you guessed it, good horseshoes. They have an Italian beef horseshoe that is very tasty.

As you move a little farther away from the downtown area, the choices for horseshoe restaurants really widen. One of my favorites is Dublin Pub. They serve Guinness and Harp on tap and have two horseshoe sauce choices; white cheese or yellow (I like the white). A Springfield favorite is D'Arcy's Pint, an Irish-themed restaurant with a wide variety of horseshoe choices, as well as Shepherd's Pie or corned beef. Slightly more upscale (but more family-style than fancy), is Fritz's Wagon Wheel. Here you can get a steak, catfish, scallops, or a horseshoe. Of course, there is Charlie Parker's Diner, featured on the Food Network for its horseshoes and other "diner fare" (including a pancake the size of a manhole cover). Suffice it to say that you can get a horseshoe at around half the local eateries and nearly all of them are good. If the cheese sauce is homemade and the fries are hot, you won't leave hungry.

If you are like me, you can't eat Chilli and Horseshoes at every meal so you'll need to consider the other choices. In the next issue, I'll tell you about some of the other places to get a good meal in Springfield.

Don't forget to make your reservation. See you in August.

*Greg Sgro
NABA, BCCA,
Reisch Brew Crew*

Pre-Pro

G I t must have been ten or fifteen years ago when I walked into John and Ann Marie Dikun's room at the Blue-Gray show. The venue there offers robust room-to-room opportunities, and widely-ranging possibilities for acquiring new things for the collection. Casually perusing the items they had, I noticed several of significance, but one in particular started me on a quest that shows no sign of abating to this day.

The sign that really hit home was a reverse-on-glass from Diogenes

Signs

By Dave Launt

*With special thanks to
George and Julie Arnold
for their help.*

Brewing Company of Brooklyn. It was not huge, but the vertically oriented sign was 25.5 by 21.5 inches. It had a few problems – not uncommon in pre-Pro glass signs – but we came to an agreement on price quickly, and that sale marked the beginning of my search for knowledge about the manufacturer: **Giesse Sign Works** of Brooklyn, which had been located at 147 Duane Street.



When I got the sign home, I took it to a friend, Don Hicks, and asked what he could do about the paint lifting around the lager lettering. He quoted a modest price, and proceeded to restore it quickly. But during the process, a parade of customers, none of whom were Brewerianists, asked Don about the availability of the sign. Don told them it was mine, and not for sale.

Time passed, and a friend in Queens discovered an Ehret sign by the same manufacturer. He was good enough to let me purchase it. Other Giesse signs came along as well, from vari-



ous sources. Most had a few problems, and varied widely in their restore-ability.

One of my most recent acquisitions was a very primitive Giesse sign from Otto Huber. In fairly good shape, this sign was made with hand-cut aluminum foil lettering. The idea was to have each letter emulate the look of a glass of beer with a head. The tops of the letters were the original foil color, but the bottom two-thirds of each was colored gold. The rest of the sign was rather primitive as well, but that is what attracted me to make the purchase.

One Restoration

Les Jones Jr. had an H. Clausen (Brooklyn) sign that had come out of an upstate NY hunting cabin. He listed it on eBay, with a \$300 minimum bid. I wrote and asked if he would sell it for the starting bid, and while he

first declined, later, when the sign failed to sell, we did the deal.

When it arrived, my guess was proven accurate: it was another Giesse. I also knew why it had not sold right away: it had major problems. But timing is everything: one of our friends, an artist by trade, was caught up in a downsizing at



work due to a plant closure. I asked her if she would give my sign a look-see to ascertain if she wanted to take a crack at restoring the sign. Basically, she said, "What the heck."

I didn't have any time line for completion, and I made it clear that there was no problem if the sign wasn't salvageable. She volunteered to shoot for one year to completion.

What we were to learn about the sign – and others of this type of manufacture – was eye-opening.

As we removed the wooden back of the sign, she noticed it had a paper backing between the sign and the wood, holding the glass in place. As she started peeling the paper off the back of the sign, the green paint came along with it, in places. Evidently, while the sign was in the cabin, it had been exposed to condensation and temperature fluctuations, which broke down the green background paint in large areas.

The more she peeled, the more green flaked off. She came to realize quickly that this was a good thing. Under the green, the letters and artwork proved to be decals. The damage to the decals was minimal. Hence, only two letters required some TLC. Where there was no damage to the green paint, the removal was much more tedious, especially where the decals were overpainted.

She kept me up to date with an occasional photo documenting her progress. Not being an artist, I cringed sometimes looking at the sign becoming further and further “damaged” as compared to when I got it. But I was well aware of her skills, and the wait proved to be worth it: my satisfaction level was ten out of ten.

More Giesse!

Other signs from this manufacturer, as well as some from a competitor (Schmitt), have turned up, some of which are in my col-



The photo above shows the Clausen & Son sign as it was received. Below, left is a close-up of some of the background damage; below right is the damaged lettering detail.



At left shows the challenge when removing the paper backing from the sign.



Seeing the sign at this stage – cleaned up but not yet restored – I cringed at having inflicted more “damage” on it. But the end result (below) is far better than I’d ever hoped.



The “mate” to this sign has a black background.



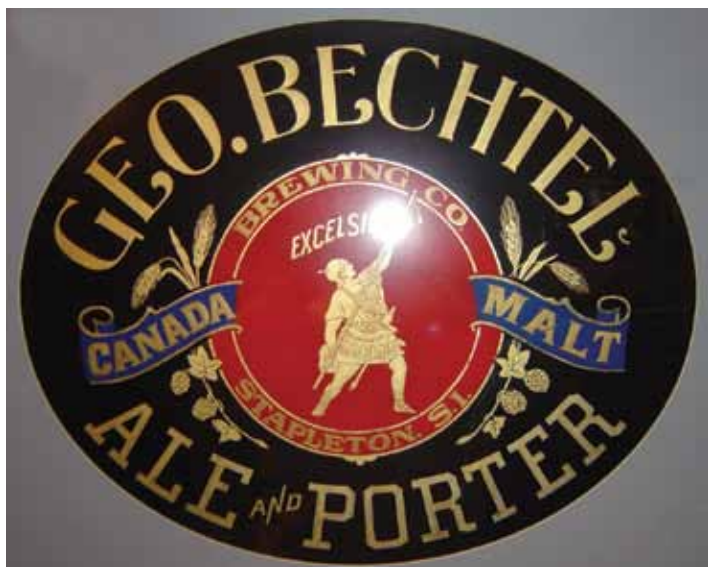
lection: a Braun from Newark (showed up on eBay a few years ago); Welz and Zerweck (Lager Beer and Sparkling Ale examples) of Brooklyn; the Otto Huber of Brooklyn mentioned above; Rubsam and Horrmann of Stapleton on Staten Island (two different); and J & M Haffen of the Bronx. Based only on the “look,” it is a fairly good guess that two signs from the book, *New England Breweriana*, (the Derby and Ansonia ROGs shown on P. 15 of that book) might be from Giesse as well.

On eBay as this is written (9-14-11), is a Krueger sign that most likely is a Giesse as well. These signs were round, acid etched, and chain hung – as were the aforementioned Rubsam and Horrmanns. Two more round



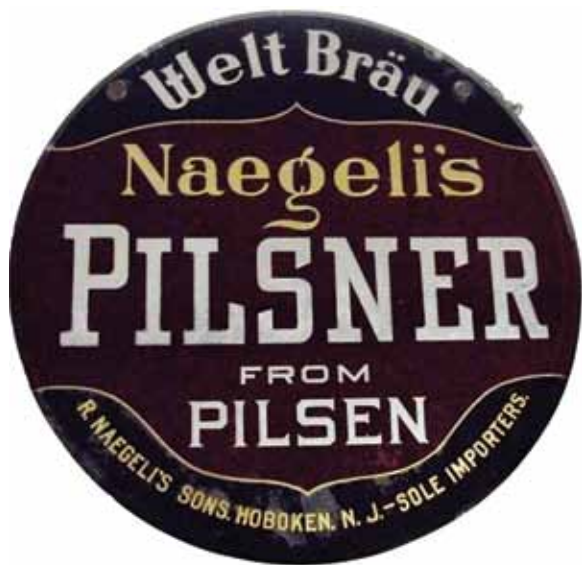
signs, most likely of Giesse manufacture, were two different Staten Island signs from George Bechtel. These signs do not have the holes in the glass to allow chain hanging.

The **Schmitt** sign mentioned was a magnificent Ruppert piece that was on eBay sometime in January of 2011. It, too, had problems relating to the type of paper and the wood backing utilized. The damages were different from the damages to the Giesse signs. The decals suffered the most damage (flags and medals) as opposed to the background. Strangely, neither the "Jac. Ruppert's Extra Beer" lettering, nor the grayish white background showed damage. But, if we remember that these were bar signs, and were subject to the ravages of time, (possibly) thrown objects, and changing labels/brands/brewery ownership, they were meant to "live" for a limited time.



I found a curious round sign from Giesse – for a distributor of Welt Brau beer, an import from Pilsen (currently Czech Republic?).

The distributor, Naegelis, of Hoboken, NJ appears to be the only known distributor (to date) to have signs manufactured by



Giesse's bad luck was not over with the end of Prohibition, though: in 1921, a year after Prohibition, he was hit by a car and died of his injuries. Searches on the internet for information on his company have proved futile. His signs, however, probably adorn other collectors' walls.

The hunt continues.....

I am hopeful that more signs will turn up. A factory scene photo of the Brothers Haffen and employees exists, with the brothers holding an almost mirror image of the sign in this article. No doubt other signs from Giesse and Schmitt were manufactured. One can only hope that they turn up soon, given the construction of these signs, and can be restored, salvaged, and preserved for posterity.

Giesse. It was chain hung and round as well.

Three additional signs that I'm aware of are yet another style, which, for want of a better description, I call the "detective shield signs." They are Piel's of Brooklyn, and two from NYC, Beadleston & Woerz, and Lion. These signs could be purchased as chain hung or on a wooden base. The signs were acid etched, gilt letters and other flourishes were applied, and some were then painted – but the Beadleston and Woerz has a mirror type look. There may be some question as to whether or not these signs are actually of Giesse manufacture, but based on the manufacturing process, the designs, and the craftsmanship, Giesse is a very good guess.

Unfortunately, with the start of Prohibition, Mr. Giesse and his known competitors, including Schmitt Company, saw their primary market disappear. Mr.



The Giesse signs range in size from as large as 15" X 9.5" (Ehret's) to 12.5 inches in diameter (R+H Welt-Brau, and the Bechtels); from 13.5 X 11.5 (Piel's, Beadleston and Woerz, and Lion), to 21.5" in diameter (Welz and Zerweck Lager Beer) as well as a slightly smaller Welz and Zerweck Export Beer. And, the Huber & Haffen are 31" X 23". A sign that is in for restoration (Welz and Zerweck Sparkling Ale), is about 18" to 20" X 8" or 9". Given the size of the larger signs, it doesn't take a lot of these signs to cover a wall.



I. & M. HAFFEN BREWING CO., BRONX, N. Y.

Employees of the Haffen Brewing Co. of the Bronx. The sign the two Haffen Bros. are holding is not too different from the sign I currently have.

ChapTaps



Please send me your chapter newsletter so I can include news of your events, gatherings, and members here:

Greg Lenaghan
2507 Huntington Rd
Springfield, IL 62703
g.lenaghan@comcast.net



Capital City Chapter Event by Jim Wolf

On behalf of the Capital City Chapter – BCCA/NABA, we cordially invite you to the 2012 Blue Gray Show, to be held from February 15 through February 19 at the Ramada Inn located on US 1 in Fredericksburg, Virginia.

The Blue Gray has its origins in 1980, in a drafty Howard Johnson's hotel in Fredericksburg, Virginia. The Capital City and Richbrau Chapters of the BCCA decided to co-host a show for the first time, and from that one-day show, the Blue Gray was born. The show became a weekend event the following year, moving to larger quarters at the Sheraton just west of Fredericksburg. In 1985, the show moved to Richmond as a one-time event in celebration of the 50th anniversary of the beer can. After returning to the Sheraton in 1986, show coordinator Ray Johnson set out to secure a larger location and secured our current facility. And as they say, the rest is history. Over the years, thanks to Ray's leadership and hard work, the Blue Gray has grown to be

In this column I plan to use excerpts from NABA Chapter newsletters and chapter contacts to share what's happening in the chapters. So it will be important for you to make sure I'm on your newsletter mailing list. For this issue, we'll look at three significant US shows.

Greg Lenaghan

the largest breweriana show in the Eastern US.

For those who have never attended the Blue Gray, the facility is ideal for our purposes. Two floors of inside "dealer rooms" surround an indoor atrium and hotel lobby, where we set up 100+ tables. The outside rooms are accessible through numerous exits for convenient room-to-room activity. The centrally-located hospital-ity room on the second floor is available for morning coffee, snacks, and sodas, and dispenses a constant flow of craft brews. Last year, the final tally was 52 kegs, comprising all styles of craft beers and ales. Morning doughnuts, Friday night pizza, and a Saturday night banquet round out the picture.

Please visit us at www.bluegrayshow.com for further information and reg-

istration forms, or contact show coordinator, Rayner Johnson at raynerj@verizon.net, 703-971-3549.

Reisch Brew Crew by Jeff DeGeal

The Reisch Brew Crew held its November meeting on the 22nd. Chapter president Greg Lenaghan presided over a meeting that included discussions on chapter sales, new breweriana finds, and monthly reports. Much of the meeting was focused on the NABA Convention in August. The group is very excited to host this event and looks forward to its arrival. With the adjournment of the meeting, we moved to the highlight of the night – the tour of the new Rolling Meadows Brewing Company that opened for production a couple of months ago.



Award presented to Chris Trudeau (middle) of Rolling Meadows Brewing Company, with Chapter president Greg Lenaghan (left) and NABA VP, Kent Newton (right).

Chris Trudeau, head brewer, provided samples of their Lincoln Lager and Springfield Wheat. They were great! In addition to these offerings, Rolling Meadows also brews a Brown Ale with a few other surprises in the works. The tour displayed a modern seven-barrel system in a clean and efficient brewhouse. Rolling Meadows is a production brewer that already has its product in many local pubs and restaurants in the area. With the addition of a new bottling system, their products will soon be distributed in the 22 ounce "bomber" bottles. At the conclusion of the tour, NABA Vice-President Kent Newton presented Chris with a certificate for a Corporate Membership sponsored by the Reisch Brew Crew. We welcome Rolling

Meadows Brewing Company to our group and appreciate their dedication to the industry. Go Crew!

2011 Guzzle 'n Twirl Show by Mike & Mary Jo Hajicek

Show location: Aldrich Hockey Arena, St. Paul, MN

Date: 10-08-11 (mark your calendars for 10-06-12)

Attendance: Almost 700 Public Walk-Ins along with 250 Dealers and Guests, 950 Total Attendance.

Size: Almost 300 tables of Breweriana

Duration: Room to Room Friday Evening, Public Show on Saturday, Dinner on Saturday Evening

Analysis: As good as any Guzzle and Twirl Show we have attended, quality items available, and items walking in from the public.

I thought I would focus this time on items seen at the show as we have posted pics of the show itself in the past and the people there. So here goes: Items seen at the 2011 North Star Chapter Guzzle and Twirl Show. All of the items shown were for sale at the show.



Rare Schell's Deer Brand Bottle Beer Pre-Pro Cloth Pennant



Stunning Round Hamms Pre-Pro Porcelain Sign (Walked in from Public)

Continued on pg. 19

franz Brothers Brewing Co.

1897 - 1917 • Freeport, IL

By H.L. Wilhelms

Some of the photos included in this article are from the Tanya Franz Knoup collection. Wisely, she rescued the artifacts from the attic of the Franz family cabin on Browns Mill Road (near Pecatonica River outside Freeport) before it was sold recently. Additional photos are from the Stephenson Co. Historical Society in Freeport, IL. Additional information and editing, courtesy of genealogist Lenora Luecke, also of Freeport.

The Franz family is one of the few original pioneer families still living in Freeport and the surrounding areas. The grand patriarch was Damian Franz who immigrated to the United States in 1840. He was born in September of 1822 in Baden Germany and came to America at the age of 17 living the first few years in the state of New York. Damian moved to Massachusetts in 1847 and then to Williamsburg, New York, where he married Catherine Grossel in 1850. Sometime

on or before 1853 he again moved, to the small village of Freeport, Illinois, and opened a cobbler shop two years before the city was incorporated. In Freeport, Damian and Catherine had 14 children with all but 5 living to adulthood. The brothers who were involved in the brewing trade were Charles F. and George Franz. Another brother, Ignatius Franz served as secretary/treasurer. Older brother John Franz and two sisters, Mary Franz (wife of Leo Gaengel) and Theresa

Franz (wife of John Tappe) were investors in the enterprise.

Charles F. (Feb. 1859) and George (Oct. 1864) were the only pre-Prohibition brewers who were born in Freeport. Charles was a very enterprising



Design used by the Freeport Noon Kiwanis Club for a series of numbered glasses celebrating historic local breweries.

young man who managed a hotel called the Kraft House and worked as an insurance agent. Adding to his experience, Charles and his brother also ran a saloon, managed a dry goods/notions shop, and directed the affairs of the Straskburg house owned by their father (Damian) prior to their lease of the Western Brewery.

George Franz was equally active in the business world. After attending the public school system in Freeport, he attended the St. Francis Academy and Pio Nona College in Milwaukee. He then worked as a clerk for the German Insurance Co. and managed a hotel in Iowa.

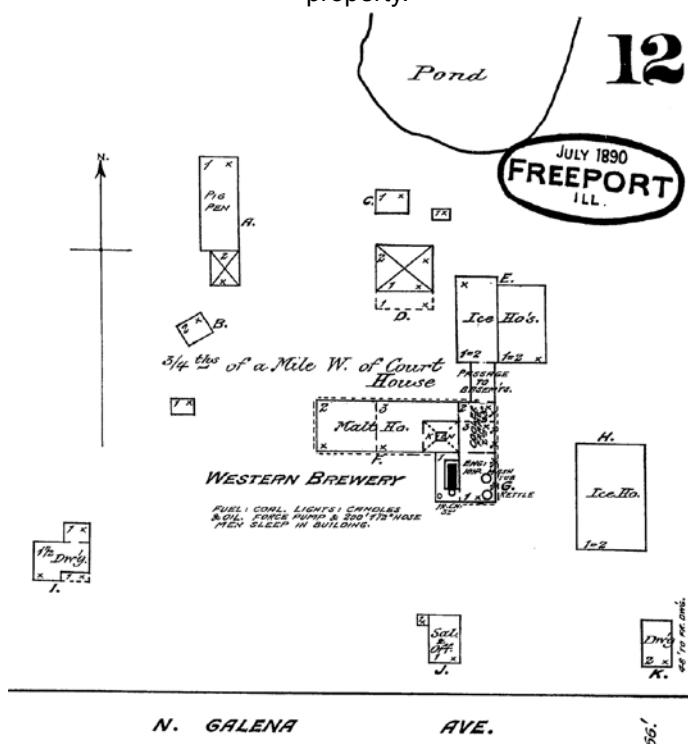
After being involved in the previous business, Charles and his brother George started a saloon at 79 Stephenson St. in 1887. By 1892 Charles and George had moved the business to 99 Main St., the location of father Damian's store. By 1896 the brothers had liquidated their business – Charles F. sold his home



Damian Franz, father of Charles and George, stands by the hitching post on the wooden sidewalk.



Original Western Brewery built in 1864. Franz Bros. was in this building (as a tenant) only about one year before it burned just a few weeks after their purchase of the property in 1898. Below is an 1890 layout of the entire property.



and moved to West Freeport; and by June of 1896, the brothers were running the Western Brewery leased from Mathias Huber.

By early July of 1898, the brothers had purchased the brewery for \$13,000. Within a few weeks of the purchase, on Tuesday July 26th, the following headline appeared in the *Freeport Daily Journal*:

A COSTLY BLAZE, THE WESTERN BREWERY GOES UP IN FLAMES

"Shortly after 12 o'clock this morning, the Western Brewery, located in West Freeport and operated by the Franz Brothers, was discovered on fire with the flames seeming to have originated in the engine room. The fire department was notified and the boys from fire house number one responded, notwithstanding the fact that the brewery is located outside the city limits. It was a long up-hill run for the horses and by the time they reached the scene of the fire; the buildings were engulfed in flames. The plant was located so far from a fire hydrant; it was a difficult matter for the firemen to reach the flames.

"The fireman however succeeded in keeping the flames from spreading and saved some of the property, but the malt house and the brew house were entirely destroyed. The icehouse and the beer cellar, in which a large quantity of beer was stored, were saved. The cause of the fire is unknown.

"The damage to the building will amount to about \$8,000. Franz Bros. carried \$2,000 insurance on the stock, but there was no insurance on the building. They had put in a lot of new machinery, which has been ruined by the fire, and the loss falls heavily on the corporation."

First Franz brothers saloon on Main St., Freeport, circa 1887; Charles Franz is the man with the hat standing next to the bartender with the white apron.



After the destruction of the Western Brewery (built in 1864) the German Architect, Oscar Beyer of Chicago, was engaged to prepare plans for a new replacement brewery for Franz Brothers of Freeport, IL.

By February of 1899 the



The second saloon (circa 1892) operated by Charles and George Franz before they bought the brewery.

Franz Bros. Brewing Company; capital \$50,000, listed its incorporators as: Charles F. Franz, George Franz, and John F. Franz.

When the brothers purchased the building and grounds, it included three acres. By 1906 they had expanded it to eight acres with the address being 422 to 430 North Galena Street.

By February of 1907 the



Chicago architectural firm, Fred W. Wolf Co., was contracted to build a new addition to the brewery, which operated a 75 ton ice and refrigeration machine. The icehouse was operated by A.F. Balles, who utilized the product in his wagon trade and supported the plant in connection with the Franz Brothers Brewing Co.

In 1908, they moved their business offices to 118 Exchange Street when the township of West Freeport was voted dry. Although the brewery was able to continue to brew beer, alcohol could not be sold in the township. Several retail depots were set



up outside the township. The city of Freeport and Freeport Township banned saloons and the sale of alcohol in May of 1914, so beer still could be purchased in the Freeport area – but only for a few more years.

By 1910 an entirely new and up-to-date plant had been erected with a production capacity of 16,000 barrels of beer per year. At that time, Franz Bros. was brewing two types of beer. Their premium was all malt, no adjuncts, and was called Prima. The Export, which was a lighter beer, was brewed in today's style, with corn or rice used to lighten or thin the finished product. Glasses for both the Prima and Ex-



Franz Bros. Brewing Co. factory, rebuilt in 1898. At right, the workers are sitting in front of this building, possibly around 1910. Charles Franz is the person in the center front with the bowler hat.

port style are shown here (see photo, left). The Prima was very heavy, as was the German style, and in the range of 7% alcohol. After Prohibition the laws dictated that all beer would be 5% or less, while malt liquors and ales would be allowed to exceed 2% above that range.

When Charles F. decided to run for mayor of Freeport



in 1913, changes were coming. George bought out the interest of his three brothers and two sisters to become the sole proprietor of the plant. This change occurred in September of 1914; just a few months after the city of Freeport had closed all saloons in the township of Freeport.

But the law did not make the drinking or production of beer illegal. You could still have alcohol in your house, but it could not be purchased in the township of Freeport. The three remaining breweries, Schmich Bros., B&O, and Franz, set up depots around the edge

of the township. Franz's depot was at the end of Float Street, which was the southern edge of Freeport Township, where a veterinarian clinic now stands (2011).

In an effort to increase distribution a new depot was established in Monroe, WI, in May of 1916 and by November of 1916, a new brew master, Adam Wolfrum (formerly with the Iron Range Brewing Association in northern MN) had joined the Franz organization – signaling a bright future for one of



Freeport's oldest industries.

By June of 1917, however, the future of this industry was coming to a close. The following announcement appeared in *The Brewers Journal*:

NEW BUILDINGS, IMPROVEMENTS, INSTALLATION OF MACHINERY

"Franz Brothers Brewing Co., Freeport, Ill., is considering a proposition to have their plant converted for the manufacture of dairy products."

Then the final death blow:

"The Franz Brothers Brewing Co., Freeport, Ill., has sold its plant to the Springbrook Creameries Co., [which] will utilize the factory for the production of condensed milk. Mr. George Franz, who was at the head of the Franz Bros. Brewing Co., has announced that about October 1st he will move to Glendale, California, where he will make his future home."

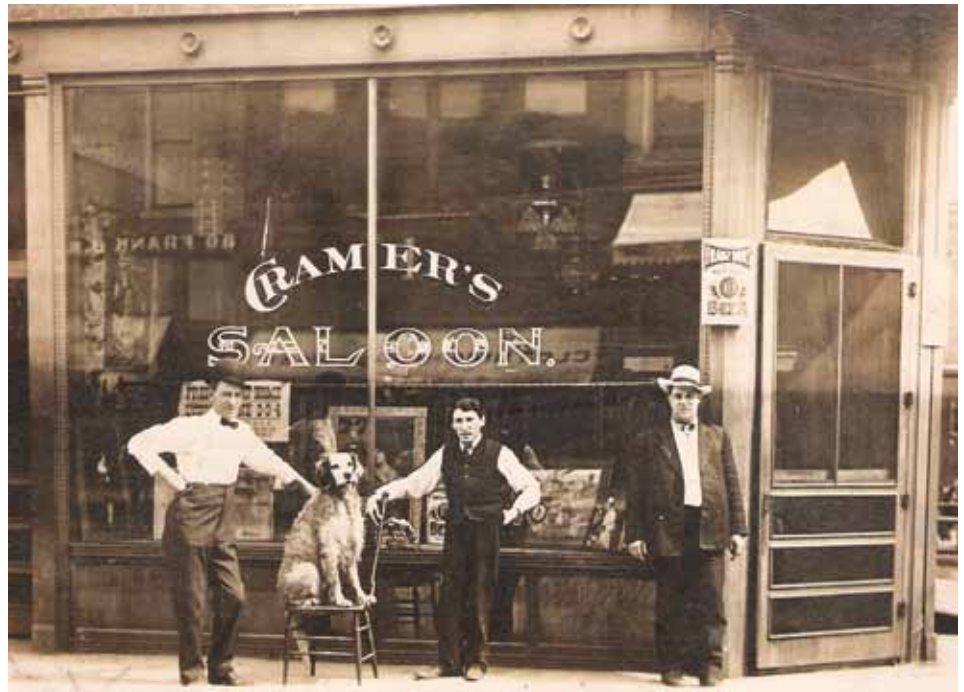
An account of the business written with the embellishment of the times explains their success:

"Franz Brothers have been in business but a short time, but their business was established on a sound basis, and their product was known far and



wide. The business was conducted along progressive lines and proved a most profitable one, its success being due in no small measure to the ability, application, and sound judgment of George Franz, who had the controlling interest in the company."

George did eventually move to Glendale California, but not until 1923. From the time of the sale of the brewery in 1917 until his departure, he ran the Freeport Cigar Manufacturing, including their retail department. George served with the volunteer fire department for Freeport and was in sympathy with the principles of the Democratic Party. But unlike his brother, he took little part in public affairs. He was considered among the “well-



Cramer's was a saloon in Freeport. The owner's mother was a Franz. Note the FBBC corner sign above the man in the white hat. Another can be seen behind the man with the vest. "I've never seen this sign," said Harvey Wilhelms. "I can only assume it is porcelain."

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and dates
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National Association of Breweriana Advertising (NABA)

Information on the brewing industry was gathered by Carlson's
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tember 2008. Searching the following Volumes:

The Brewers Journal-October 1892 to Nov/December 1919;
The Western Brewer/Brewers Journal-1897-1898-1899-January
1917 to December 1927
Then June 1930 to April 1960;
The American Brewer-January 1912 to December 1914
American Brewers Review 1907 to 1912;
The Brewer and Maltsters February 1908 to January 1914.

Genealogy studies from the families of Schmich and Bear
Lenora Luecke, Franz/Luecke Genealogy Publication
Thanks to the Rodney Baker collection

to-do" by the citizens of Freeport. He suffered a stroke while living in Glendale and died at the age of 74.

Charles F. was particularly active in the politics of Freeport; he was a staunch Democrat and was one of the leaders of the Democratic Party in Stephenson County for almost 30 years. During this time he served as trustee, assessor, and Captain of the Volunteer Fire Department. By 1913 he was elected as mayor of Freeport and in 1914 was elected representative from the 12th Senatorial District of the State of Illinois for the 49th general assembly. In 1916, 1918, and 1920 he was elected to successive assemblies, and was serving at the time of his death on December 24th 1920.



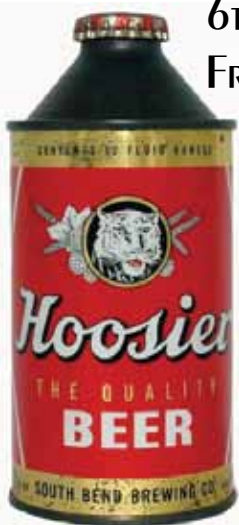
Super 12 Foot Long N.O.S. Hamms Porcelain Outdoor Sign (Walked in from Public)



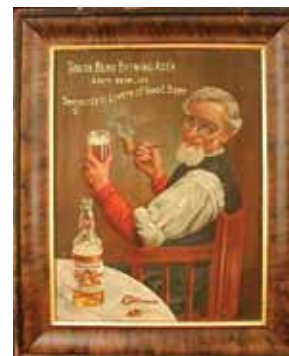
Above: Hamms Pale Cardboard Sign, Grain Belt LP Cone Top, Glueks Pre-Pro Bottle
Far Left: Very Rare Pre Pro Grain Belt Beer Wood Case Cardboard Cover (there was also a Hamms one at the Show); Left: Rare Bosch's Malt Tonic Cardboard Sign from the U.P. of Michigan

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Let's Talk Breweriana

By Rich La Susa, Brewery Historian



Wooden tap handle-maker merits a closer look

Talking about breweriana is easy; finding interesting, rare or scarce breweriana that isn't already in collections can be far more difficult.

Establishing provenance, authenticity, value, just where an item fits in the scheme of things – well, that's where you come in.

This is especially challenging when advertising, and the companies that made it, are obscure, outside of the mainstream; so much so, that little has been written about them, and experienced collectors don't have many answers.

Breweriana I saw recently fits those descriptions to a T.

If you don't know much, or anything, about the **Clark C. Merritt Co.** or products it produced, you're not alone. If you do, well, you qualify as a bona fide breweriana expert, and you will be able help us advance our knowledge of the subject.

I often rely on the expertise of others to point me in the right direction when I have to satisfy my insatiable appetite for information about breweriana and brewery history. That was the case after I viewed an accumulation of unusual beer ad-



vertising items that a "closet" collector had for sale. What I saw immediately raised many questions for which I had no answers. I told the collector I was unwilling to purchase any items until I had a better idea what they were. It was imperative that I first do my research, including such due diligence as finding information in books, on the Internet, and through contacting breweriana experts. I returned home and promptly headed to my office to begin my quest for information about Merritt and its products.

The most interesting pieces I had seen were ball-style tap markers, or handles, so the obvious place to start was NABA President George Baley's excellent guide, *Vintage Beer Tap Markers: Ball Knobs 1930s-1950s* (Schiffer Publishing Ltd., Atglen, PA, 2003).

Sure enough, Baley had information about Clark C. Merritt, albeit brief. He described it as "one of the 'mystery' knob companies." Not a lot, but a good starting place. If it wasn't for Baley's efforts, Merritt would be an even bigger mystery to me and others.

Learning more about this company quickly became a near-obsession. Its wooden tap markers – perhaps its earliest offerings to the brewing industry – used during World War II, were the most appealing.

Vintage Beer Tap Markers has photos and descriptions of what appear to be seven wood-body knobs:

- Vitabrew, Burton Products Co., Patterson, NJ (#734, p. 84)
- Leisy's Light, Leisy Brewing Co., Cleveland (#1216, p. 118)
- Bavarian Type, Mt. Carbon Brewery, Pottsville, PA (#1314, p. 124)
- Neuwiler's Porter, Louis F. Neuwiler's Sons, Allentown, PA (#1549, p. 140)
- Ortlieb's, Henry F. Ortlieb Brewing Co., Philadelphia (#1612, p. 144)
- Sprenger (#1623, p. 145) and Straub, Straub Brewery, St. Mary's, PA (#1683, p. 149)

Merritt was a specialty manufacturing company based in New Jersey but its reach was broader in that it certainly must have employed traveling sales personnel and jobbers. It seems to have had as many addresses as it had tap handle styles. Four items I own show different locations: 202 Liberty St., Long Branch, NJ (printed on the face of tap marker emblems, including one on the back of a two-sided Gam Beer handle); 268 High St., Passaic, NJ (return address label on a box that held wooden handles/knobs); Little Silver, NJ (printed on the bottom of wooden base that holds a salesman's display of three

asked lots of questions and received substantive answers. I was given copies of documents that show that Merritt was incorporated in Red Bank on March 26, 1941. From that, one can draw the logical conclusion that it did not make ball knobs or other styles of tap markers in the 1930s. That assumption, however, is open to question, based on some of the markers found in the collection.

"My research leads me to believe that it arose out of the Merritt Machine shop in Red Bank, NJ," said Erik Amundson of Raleigh, NC, whose Tavern Trove website, **taverntrove.com** is popular with breweriana collectors

and features a wide variety of tap handles.

A 1948 amendment to Merritt's articles of incorporation showed that its offices were moved to Long Branch that year.

Although it hasn't been ascertained

exactly when Merritt stopped producing tap handles, it remained a corporate entity in New Jersey until March 7, 1995, although it may not have been an active business. Its headquarters at the time was 667 Prospect St.,

Little Silver, where it had been doing business since at least 1955. One location may have been a production facility, while the others were offices.

During my Internet search, I came across, and acquired, a piece of the company's stationery. Some coincidence! Two words in large letters—Beer Knobs—in the center of a red band at the bottom of the letterhead left no doubt about the nature of Merritt's primary products. Secondary information said the company also produced beer scrapers (also known as foam scrapers or beer combs), beer scraper holders, beer signs, metal and enamel name plates, hats and convention badges, and celluloid and decalcomanias [decals]. Foam scrapers from a few eastern US breweries were in the collection I was reviewing, including what I have been told is a rare prototype Tru Blu from the Northampton Brewing Corp., Northampton, PA. There also were many blank scrapers in a variety of colors.

The letter on the stationery is dated October 5, 1944, and was written by R.H. Merritt, the company's secretary. The addressee was William Gretz III, secretary of the William Gretz Brewing Co. of Philadelphia. The topic, of course, was tap handles.

Apparently Gretz sought a price quote for tap handles for his brewery. R.B. Mer-



Address on the bottom of the wooden base holding a trio of amber Lucite handles

amber Lucite handles); and PO Box 227, RFD, Red Bank, NJ (1940s Merritt stationery).

My research quickly gained momentum. I contacted the State of New Jersey officials in Trenton,

ritt told him that a Mr. Merritt (Clark C., likely) would provide him with one when he returned from a business trip. "He will be prepared to quote you (on tap knobs) and also give you a delivery date."

No markers with the Gretz name or logo were included in the collection and none are shown in Baley's book.

A curious, cryptic notation is written in pencil, and underlined, on the lower left side of the letter: "We need knobs & contacted him by letter."

WW II was nearing its third anniversary when the letter was written. Because of war-time restrictions on the use of metals for domestic, non-military sales, many companies were struggling to fill orders for products requiring metal for construction. Perhaps that is why the wooden tap handles provide the most intrigue. Most were round with a flat back, known in the industry as an angle-cut. Others were traditional ball style. Most were 2-3/4 inches high from the top of the ball to the bottom

of the base, or stem; a few were 3 inches high.

The majority of stems were wooden; some were metal. All were threaded so they could be mounted on beer tappers. One characteristic of Merritt wooden stems is that most are thinner and longer than those produced by other tap marker companies.

I have no idea how popular wooden knobs were, how long they were used, or how durable they were in daily use in taverns. Judging by the small number of known wooden handles of this vintage, and by the paucity of information available, one may conclude that distribution of wooden ball knobs in the 1940s was limited – that only a small number of breweries used them.

The inserts also are worthy of discussion. Some appear to be made of thin, round pieces of acetate that were affixed to the center of the ball with three small gold nails, instead of being imbedded into the body.

Examples of this type are a Tavern Pale from the Atlantic Brewing Co., Chicago (red letters on a cream/yellow field) Erlanger Pilsner, Otto Erlanger Brewing Co., Philadelphia (white lettering on a green field); and Schmidt's City Club, Jacob Schmidt Brewing Co., St. Paul, MN (red and white letters on green).

An insert for Gibbons Beer (red letters on a white field like #1422 in Baley's

book), produced for The Lion Inc., Wilkes-Barre, PA, also is thin acetate, but is affixed to the ball without nails. The same is true for a Pilsner knob made for the Sprenger Brewing Co., Lancaster, PA.

Others were made of metal, with what appears to be a celluloid coating. These were fitted into a round groove in the ball, snapped into place or secured by an adhesive. This style includes an Esslinger's Little Man Ale, Esslinger Brewing Co., Philadelphia (green and white, with Little Man character, like #1386, p. 129); Valley Forge, Adam Scheidt Brewing Co., Norristown, PA (white/red/gold); and Gunther's, Gunther Brewing Co., Baltimore, MD (brown and cream) and Straub (red and white).



The aforementioned box had two labels that offer a clue about the time period in which the wooden handles were manufactured and used. They read "Samples Wooden Knobs Made During War." We will assume the war in question is World War II, so the knobs were made sometime between December, 1941, and August, 1945.





The reference to “samples” leads to more questions. Were the knobs found in the aged cardboard box samples that were not mass-produced, or perhaps not even used? Or were they “examples” of the types of knobs and beer brands that were actually used by breweries?

“I got to thinking about these wooden knobs being wartime samples,” said NABA member Daniel Potochniak of Milford, PA. “Metal was a restricted wartime commodity, so I would guess this knob manufacturer was letting its clients see non-metal alternatives. I wonder how many breweries were patriotic and ordered wooden knobs?”

For the sake of argument, let’s say they were used. Here’s where you come in: This assumption can be verified by collectors in our ranks that have the same or similar markers in their collections. Perhaps someone even has photo of these handles being used in taverns. That would be something! If you’re checking your own

stock, Merritt’s name, or that of any other company, is not on the body or the inserts. The same is true for a wide variety of non-wooden balls found among

the wooden markers.

A bonus in this collection was a wooden salesman’s sample case that contained 12 conventional ball knobs – not wooden – mounted in two rows of six each. It is now in the possession of collector/historian Ed Sipos of Scottsdale, AZ. Some, we agree, do not appear to be Merritt styles.

“Salesman’s samples are hard to find, particularly in excellent condition and complete,” Sipos said. “I plan to keep it intact, whether it stays in my collection or I offer it to other collectors.” He welcomes inquiries.

Another interesting piece is a version of a Merritt paperweight that Baley said is “rare.” It is single-piece Bakelite or hard plastic, butterscotch color, formed into two round tiers, the lower portion 3 inches in diameter, the upper 2.5 inches. In the

center of the top is a 1-3/8 in. convex plastic insert that advertises Merritt’s torpedo-style knobs. Similar Merritt inserts, but flat, also were in the collection – a red version of a torpedo-style knob is shown in *Vintage Beer Tap Markers*. “Figure 21 shows a paperweight that appears to contain the same torpedo style knob used by Selimore, as shown in Figure 19,” Baley wrote.

Among the small number of torpedo-style knobs in the collection were three made of “marbled” Bakelite. Buckeye Beer, Buckeye Brewing Co., Toledo, OH (with the running “Little Buckeye” character in the center of the insert, green ball) and Renner Beer, The Renner Co., Youngstown, OH (white lettering on a brown field, amber ball) had acetate inserts – the Buckeye flat to rim of the ball, the Renner convex, rising slightly above the rim.

The Renner ball is shown



in Figure 19 on page 15 in *Vintage Beer Tap Markers* and as #1259 on page 120. It has a metal stem, while the Buckeye stem is made of Bakelite that matches the ball. Baley identified this as a Selimore knob.

Finding the torpedo-style knobs in an accumulation of Merritt handles may give credence to speculation Baley offered: "Since the knobs are not marked, one may speculate a relationship between the two companies (Merritt and Selimore)."

Was it a coincidence that a Selimore knob was found among those produced by Merritt? Or do we have confirmation that there was a connection between the two companies? No documentation was found with the tap handles that could prove or disprove either theory.

Baley listed a city and state for each of the known makers of ball knobs, except Selimore. For it, he shows "city/state unknown." It is far more of a mystery than Merritt.

At least two websites that sell ball knobs and other tap handles say this style was made by Selimore Industries in Buffalo, NY from the late 1930s to the late 1950s. Knobs associated with this company included F & S (#1393, p. 129), made for the Fuhrmann & Schmidt Brewing Co., Shamokin, PA.

An Internet search of Selimore Industries located a company with a similar name still operating in Buf-

falo. After talking with the company's owner, however, I learned that his company's name was misspelled, that it is really Sellmore Industries. It makes siding for buildings, and never in its 50-year history made advertising of any kind.

Another torpedo-style ball in the collection is a Fitger's Beer, Fitger Brewing Co., Duluth, MN. It differs significantly from the others. Instead of an insert, *Drink Fitger's Beer* is in white block letters engraved in a yellow marbled Bakelite ball, with a black stem of the same material.

I also examined a small number of tapered Bakelite or plastic handles, with concave 1-7/8 inch inserts on both sides. These include Valley Forge Beer, having identical red inserts with lettering on both sides in a black body, and a Gam handle, August Wagner Brewing Co., Columbus, OH, that has the Gam graphics (including an image of King Gambrinus), on the front and the Merritt insert on the back, like on the paperweight.

Numerous stylized and oval plastic and Lucite handles – some with stems, others without, and even some without holes in which stems could be attached – were among the Merritt materials. It cannot be proven (or disproven) without a doubt that they were produced by Merritt.

These include A-1 Pilsner Draft, Arizona Brewing

Co., Phoenix; Golden Amber Beer, The Renner Co.; Leinenkugel's, Jacob Leinenkugel Brewing Co., Chipewaga Falls, WI; Reserve, Peter Hand Brewery Co., Chicago; Steam Beer, Anchor Brewing Co.; and Iron City, Pittsburgh Brewing Co., Pittsburgh. Most are 2.5 inches wide x 1.5 inches high.

I also found a stylized hard-plastic Hamm's handle used by the Theo Hamm Brewing Co., St. Paul, MN, that features a white pine tree in a blue field, and a red flag that says "empty" that pops out from a slot in the back; and a stylized, two-sided National Premium handle from the National Brewing Co., Baltimore, MD. (A character similar to the brewery's Mr. Bo is in front of a plaid background.)

We know Merritt was in business in the late 1950s, and some of the handles were used in that decade. In the 1957 *Brewers Digest Annual Buyers Guide*, the Clark C. Merritt Co. Inc., Little Silver, NJ, was listed twice, among five tap knob manufacturers and four tap marker makers. Merritt, the listing said, produced "advertising signs and displays, brass goods, tap knobs, tap markers."

The other knob makers were: Austin & Austin, Inc., New York, NY; Denver Plastics, Inc., Golden, CO; Robbins Co., Attleboro, MA; and William Dreves Co., St. Paul, MN. Tap marker makers, in addition to Merritt, were:

American Emblem Co., Inc., Utica, NY; Austin & Austin; and Clearfloat, Inc., Attleboro, MA.

Merritt does not appear in any annual buyers' guides or brewery-related manufacturing directories in the 1960s. Austin & Austin was the only maker of tap knobs and markers in The Brewer's Digest 1972 *Buyer's Guide and Directory*.

This, I am certain, is not the end of the Merritt story. More information will be found, and when it is, we'll share and talk about it.

If you have information: about Merritt, wooden ball knobs, or similar World War II-era products, please contact me. Rare breweriana may not be easy to find, but I am.

**Web Access
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type exactly what you see above.**



AUCTION HYSTERIA

by Robert Hajicek

**Craft
And
Micro**



Polar Solera: Four full aluminum bottles; Cerveza Polar, Venezuela, S.A. \$130



Above left: Baller Stout - Two full bottles
Three Floyds Brewing Co., Munster, IN \$250



Above top: Fat Tire Neon Sign
22-1/2 in. by 28 in.

New Belgium Brewery, Fort Collins, CO \$325



Above bottom: New Belgium Lighted Sign
30 in. diameter, New Belgium Brewery,
Fort Collins, CO \$449



Above left: Hair of the Dog, Adam No. 1 and Eve; Two Full
Bottles; Hair of the Dog Brewing Company, Portland, OR \$700

Center: Dark Lord Brandy Barrel Aged, 2011; One full bottle,
number 19 of 433; Three Floyds Brewing Co., Munster, IN \$305



Above right: Wooden Hell; 22 ounce full bottle
Flossmoor Station Restaurant & Brewery, Flossmoor, IL \$415



Gluek's Stite
9-1/4 in. dia. button sign
Gluek Brewing Co.,
Minneapolis, MN, \$127



Schmidt Lithograph on Canvas
38 in. by 28 in. including frame; Jacob Schmidt Brewing Co.,
St. Paul, MN, \$3,383



Old Age Lidded Stein
3-3/8 inch tall glass
Jetter Brewing Co.,
South Omaha, NE, \$395



Budweiser Lighted Sign
16" x 9" x 4"- Anheuser-Busch Inc.,
St. Louis, MO, \$1,375



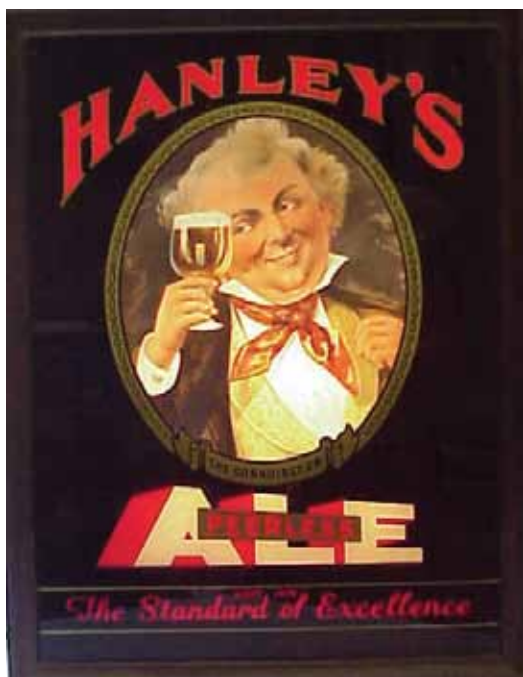
Wm. J. Lemp's Tin Sign
14 in. by 10 in.
Wm. J. Lemp, St. Louis, MO
\$1,332



Krueger's Reverse-On-Glass Sign
16 inch diameter
G. Krueger Brewing Co.,
Newark, NJ
\$1,300



Hop Gold Reverse-On-Glass Lighted
Sign; 17 in. dia. by 7 in. deep
Star Brewery Co. Inc.,
Vancouver, WA
\$413



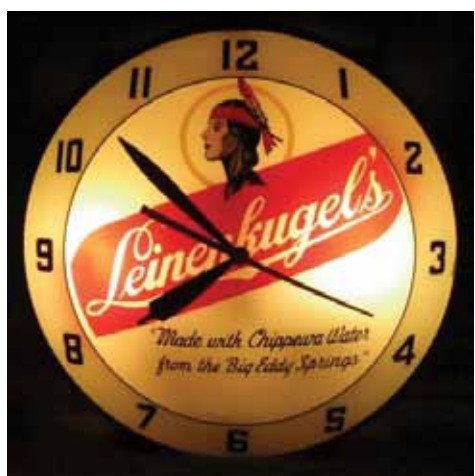
Hanley's Ale
Reverse-On-Glass Lighted Sign
13-1/2 in. x 17-1/4 in. bx 7 in.
James Hanley Brewing Co.,
Providence, RI, \$2,578



Harvard Reverse-On-Glass
Lighted Sign
26 in. dia.,
Harvard Brewing Co.,
Lowell, MA, \$2,000



Primo Topographic Sign with Light
25-1/2" by 17", dated 1968
Hawaii Brewing Company, Honolulu, HI, \$1,425

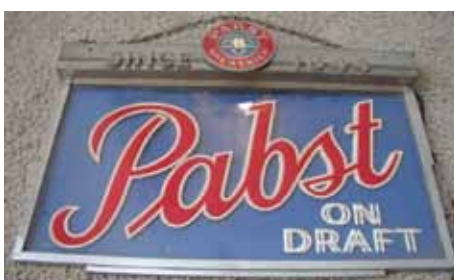


Leinenkugel's Lighted Clock
J. Leinenkugel Brewing Co.,
Chippewa Falls, WI, \$750



Gettelman Neon
A. Gettelman Brewing Co., Milwaukee, WI, \$425

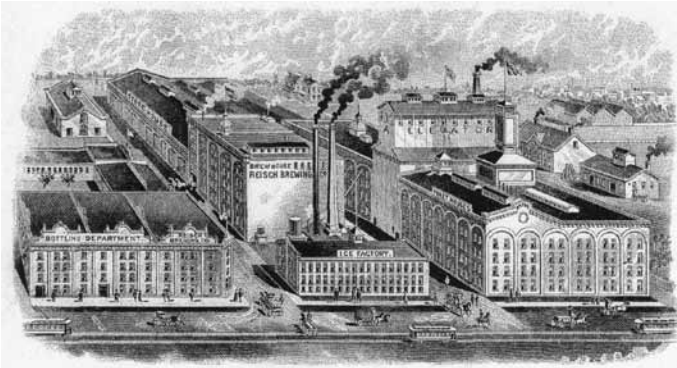
Stegmaier's
Reverse-On-Glass
Lighted Sign
17 in. dia.,
by Gillco.
Stegmaier
Brewing Co.,
Wilkes-Barre, PA,
\$650



Above left: Pabst Lighted Sign, 19" by 12"
Pabst Brewing Co., Milwaukee, WI, \$581
Above right: Dixie Beer Neon, 18-3/4 in. by 11-1/2 in.
Dixie Brewing Co. Inc., New Orleans, LA, \$737



Reisch Brewing Co. Labels



Here's a pre-Pro artist's conception of the brewery's potential compared with a 1964 snapshot of the brewery by Ernie Oest.

Continuing our look at brewing in Springfield, Illinois – the site of our next Convention – lets get close and personal with Reisch Brewing Company labels. The Reisch Brewery had a long and illustrious history, starting in 1849 and continuing to 1966. During this 117 year run, which encompassed the Great Depression and the trying years of National Prohibition, the Reisch family remained in control of the brewery. That says a lot about their values and dedication to brewing. Tony White's internet history of the Reisch Brewery* provides many details of this journey and is well worth a close look. Here, we will concentrate on their labels.

The brewery first out-sourced bottling, then installed in-house bottling in 1893. Recovered correspondence gives insight to their brand mix; a pre-Pro letterhead lists Bimimi, Pilsener, Extra Pale, Bohemian, and Muenchener; while a 1918 Postal Cover mentions Gold Top, Bimini, Sangamo, and Hercules Malt. Gold Top rose to flagship status and remained their most prominent brand after repeal. Here's a look at Reisch labeling during their impressive 117 year life-span.

* <http://www.reischbrewing.com/>

Ref: *100 Years of Brewing*, 1903; *American Breweries II* by Van Weiren, 1995; *US Beer Labels*, Kay; *Brewery Directories*



The brewery was known as F. Reisch & Bros. from 1875 to 1903 and these early labels are from that period. The first two show Reisch's Lager Beer, bottled by local Springfield bottlers, Link & Mueller; and Hugo & Thoma.

During these early years, brands and labels from successful brewers were often copied by others. Reisch discouraged copiers with their special die-cut labels topped with a peacock. This intricate design and die-cut shape discouraged counterfeits, while consumers could tell at a glance it was a genuine Reisch Brew. The Muenchener Export label pictured, plus a die-cut Bohemian Lager (still on the bottle) and a rectangular Hop Ale (non-intoxicating) are, so far, the only in-house brands recovered bearing the early F. Reisch & Bros. name. It's a good bet there's more.

Reisch Brewing Co. Labels

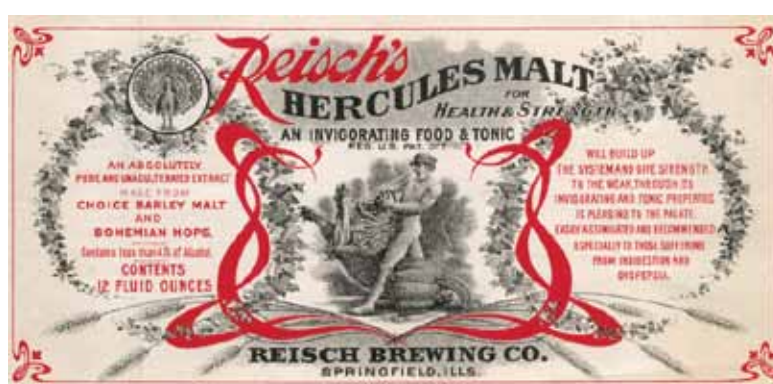


This unique die-cut design was continued under the Reisch Brewing Co. name. The labels pictured date from 1903 to the late 1940s when die-cuts were phased out. Higher bottling line speeds favored a rectangular shape and, of course, die-cuts were more expensive. Labologists will enjoy studying the evolutionary changes in the peacock graphic



A 1915 Reisch Postal Cover

Reisch Brewing Co. Labels



Not all Reisch labels were die-cut. Apparently, they considered a rectangular design picturing a gold top for their flagship Gold Top brand. I'm really glad they decided to keep Gold Top in their family of die-cuts. Their Sangamo label, with outstanding color and graphics, is an obvious favorite of collectors. Sango was a non-intoxicating Prohibition relative. Bimini seems to remind of parties in the Bimini Islands just off Florida. Hercules was an elixir or tonic designed for sale in drug stores and, of course, it carried all the usual exorbitant health claims that were popular before Prohibition.



The end game is difficult, especially for a family brewery established 117 years earlier. These labels echo the pain. First the identifying die-cut is phased out, then the peacock and the traditional yellow color. However, the final white label still proudly featured the Reisch name. The big national breweries with unlimited advertising budgets had designs on Reisch's market and finally got their way. It was a great 117 years, and we collectors will continue to savor them.

Beer Label Shorts by Bob Kay

Can you add New Finds to the data base?



New Finds: The data base for 1950 and earlier labels starts with the set of books titled – US Beer Labels. “New Finds” are labels not pictured in the original set of books. These are pictured on my web site. This way you don’t have to buy a new book to keep up to date.

What if your new find is still on a bottle? A close-up photo of the label on a bottle or a roll-scan (see working with labels on my web site) will do. Labels in poor condition are okay. If it’s the only known example, it’s worth cataloging for history’s sake.

New finds include unique graphics, colors, or wording. It’s beyond the scope of this pictorial data base to track small print alcohol content wording (required by some states) minor dimension differences (such as for long neck or steinie bottles), or different capacities (such as 7, 11,



The Data Base Starts Here



12 or 32 oz.) on otherwise identical labels. Prohibition product labels (such as for sodas, ice cream, or candy), with a brewery listed are great additions to our knowledge base. Labels pictured on brewery advertising (such as letterheads, posters, trays, signs, etc.) are also welcome. Cheers and thanks for your help!

Email New Finds to beerlabel@comcast.net
or mail to Bob Kay, PO Box 1805
Batavia, IL 60510-6805
Phone: 630-879-6214

Just where is **Nauvoo, IL**? Ever seen a label from there? Nauvoo is a Mormon Community on the extreme Eastern edge of Illinois. Yes, it’s a Mississippi River town, but, without a bridge the area is relatively isolated and obscure. A Google search of Nauvoo yields the area’s fascinating history. American Breweries II shows that Gottfried T. Schenk started a brewery there, way back in 1849. It was last known as H.J. Schenk & Sons, and closed in 1909. The Mormon Temple in Nauvoo was a focal point of their history and the original Temple was pictured on a H.J. Schenk & Sons label, which says “bottled for family and Medical use.” Thanks to Ken Ostrow for reporting this new find. Needless to say, its not exactly a common label.

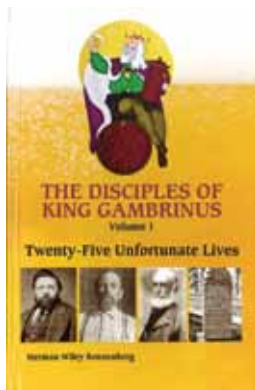
Have you heard of **Boca, CA**? If not, you’re forgiven as it’s now a ghost town. The Boca Brewing Co. (1875-1892) was located in the Sierra Nevada Mountains at an altitude of 5500 feet. This was likely an early mining center. This high locale reported a record low temperature for California of 45 degrees (F) below zero! The Boca Brewery held another distinction – the first lager beer in California, in 1875. The Fredericksburg Brewery in San Jose was second, in 1882, followed by the Weinhard Brewery in San Francisco. Thanks to Gary Flynn for adding this label to our data base.

The set of books picture about 25000 labels and over 1000 more New Finds are now pictured on my web site, www.bobkaybeerlabels.com. Keep em coming! All participants are acknowledged!



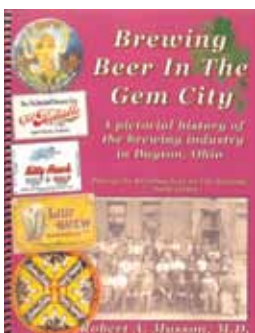
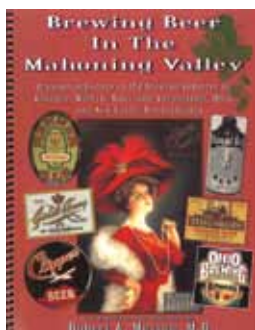
Collector's Bookshelf

In the American Wild West, once there roamed a certain character known as a "gunslinger." Today I shall be reviewing two of breweriana history's most prominent and prolific writers, Herman Wiley Ronnenberg, P.H.D., and Robert A. Musson, M.D. Both of these authors are so fast and prolific with their books, they now can be characterized as "**bookslingers**." I must state that the quantity of their publication does not sacrifice quality: their books are extremely good reads and definitely worthy of a place on your brewery history library's bookshelf.



I had the great pleasure of meeting Herman for the first time at the 2011 NABA Convention in Bay City, and got to chat with him for a while.

One thing that immediately struck me when I perused his latest book, *The Disciples of King Gambrinus Volume 1 - Twenty-Five Unfortunate Lives* was that this was the story of immigrants coming to this country, seeking to build a life in the western state of IDAHO. I saw that Herman had written a non-brewery book titled, *The Politics of Assimilation*, and in our conversations confirmed that this book was a fascinating story of immigrants. Later I found a publisher promo that stated "details the lives of 25 Idaho brewers who experienced misfortunes such as gunfights, unprovoked assaults, accidents, bankruptcies, prison sentences, and even shipwrecks." Herman contends, "Their stories are not of failure, but of adventure, perseverance, and family relationships." This book is well researched and has a ton of footnotes denoting sources. It also has a lot of pictures including breweries, saloons, monuments, gravesites, and cemeteries, plus individual and family photos. A good read of what was truly the Wild West and lots of gun play. Ordering information: email ronn@tds.net



Bookslinger Rob Musson has released 3 new Ohio pictorial history books (*Editor's Note: These are in addition to Musson's OH brewing books reviewed by Larry Moter in BC Volume 154, Summer 2011, p. 18 - Those are Brewing in the Glass City Volumes 1 and 2, and Brewing Beer in the Capital City Volume 1*).



Reviewed by Larry Moter
accneca@aol.com

1 - *Brewing in the Queen City - A pictorial history of the brewing industry in Cincinnati, Ohio Volume 1-McMicken Avenue*

2 - *Brewing Beer in the Mahoning Valley - A pictorial history of the brewing industry in Alliance, Warren, Niles, and Youngstown, Ohio, and New Castle, Pennsylvania*

3 - *Brewing Beer in the Gem City - A pictorial history of the brewing industry in Dayton, Ohio*

All 3 books are part of the **Brewing Beer in the Buckeye State** series. All 3 are similar in format: the breweries appear chronologically, from oldest to newest. There are tons of great pictures from insurance maps, old and new factory buildings, people, and of course pictures of what we collect: "Da good stuff" to quote Dayton native, Jody Farra. Most of the photos are in color and illustrate all types of breweriana. I was truly amazed at the pictures and what our breweriana collectors have found and preserved over the years. Rob's text is well written and the story of the individual breweries' "rise and fall" just literally flows.

There is a real great "Americana" band from Cincinnati named after the famous brewing/german immigrant section encompassing McMicken Avenue: Over the Rhine (OTR). Karin Bergquist, the great singer from Over the Rhine has recorded what is possibly her greatest song, "Ohio" on the CD titled Ohio too. One line in the lyrics says, "I know Ohio like the back of my hand." That line brings to mind Rob Musson - he definitely knows Ohio breweriana/brewing history like the back of his hand. Ordering information: email grossvater@zoominternet.net; and frequently on eBay: Breweriana>books.

HOPPY TRAILS

The 2011 NABA Road Trip

*As told by Jim Wolf,
with participation by a group
of traveling pals.*

With a little planning, some lively discussion, and lot of help from the internet, the 2011 Wolf-Fondren-Motter-Johnson road trip came together as July progressed. Zero hour arrived when I left work on Thursday afternoon and made the four-hour drive to Larry's home in Virginia. We loaded Larry's gear into my van, and readied for an early morning departure.

Friday: We picked up Robert Fondren outside of Fredericksburg and headed north through Virginia, West Virginia, and Maryland, then into Pennsylvania. Our first stop was unplanned. We were talking about Straub, and Robert determined it was just a couple miles out of our way. So, into St. Mary's we went for a couple of quick ones at the "eternal tap." At one time, only regular Straub flowed from the tap, but times change. Three varieties, including the delicious Special Dark, are now served. And you still are asked to wash your glass.

After a visit to the gift shop, and the purchase of a couple cases of Straub at the drive-through in front of the brewery, we crossed the street and took a few photos

of the old St. Mary's brewery. We then resumed our northerly trek, crossed into New York, and stopped for a late lunch at the Ellicottville Brewing Company. There we hooked up with Ray Johnson, the fourth member of the crew, who had gotten a jump-start on us and was wandering the countryside. Robert and Ray shared a vehicle the rest of the way to the Convention.

We next hit the tasting room at Southern Tier Brewing in Lakewood, NY, and then headed for Erie, PA. The Brewerrie at Union Station was our final stop of the day. Friday's count: 4 breweries.

Saturday: Cleveland area. We started the day with a visit to Cellar Rats in Madison, OH – a winery that recently added beer. We enjoyed our beer outside in their lovely rural setting. Our



next stop was Chardon Brew Works & Eatery in Chardon, OH. We met Mike, the brewer, and got a tour of the brew house, a tiny half-barrel system. He had some interesting beers, including a cream ale that he said is tough to brew. "It's so naked" was his line about hiding the flaws in a lighter beer. There weren't any.



Willoughby was our third stop; that establishment has new owners and all new beers. We met the brewer and got to taste a sample of a black rye IPA that was still carbonating. It's nice to chat with the brewer and get the inside scoop. Next, it was into Cleveland and visits to the Cleveland Chophouse, Great Lakes, and Market Garden – a new brewpub within walking distance of Great Lakes. We finished the day at Fat Heads, with dinner washed down by a delicious Kulmbacher Black Lager. Helluva great day! Daily Count: 7 breweries.

Continued on P. 35



NABA
Kent Newton
Membership Chairman
nababrew@comcast.net
340 E Ashland Ave
Mt Zion IL 62549-1275

Membership Report

I have big news to report to all of you concerning NABA membership! At the recent board meeting we decided to start new memberships with the month a new member joins instead of making everyone June 1 to May 31. Existing members' renewals will not change: they will continue to be due May 31.

This change will allow us to discontinue the policy of extending January 1 and later new memberships to May 31 of the following year.

We are addressing the need for printing new membership applications to reflect this policy change as well as some other minor items that are out of date. In the meantime, it will be necessary for everyone to point out the changes so we do not mislead our new recruits. I encourage you to cross out the incorrect information on any applications you have in your possession.

I would also like to give a big **THANK YOU** to Kevin

Kious. We held our recent NABA board meeting at the Eastside Spectacular show in Belleville, IL, which Kevin has been putting on for several years. Kevin sent NABA a donation of \$100 along with a note expressing his appreciation for the support of all the NABA members at the show.

Kent Newton

APPLICATION FOR MEMBERSHIP

FILL OUT, DETACH AND MAIL TO: NABA, 340 E. Ashland Ave., Mt. Zion, IL 62549-1275

I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$25, Canada \$30 (US); and overseas \$40 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!). Alternatively, visit nababrew.com and hit the "Join" button and pay your dues using the secure PayPal system.

Name _____ Spouse _____

Address _____

City _____ State _____ Zip plus 4 _____

Phone (incl. area code) _____ Amt. Enclosed \$ _____

email address _____ Sponsor _____

Upon receipt of Application, we will send two recent issues of *The Breweriana Collector*.

Please check the areas of breweriana that you collect. You may select a MAXIMUM of six different listings, including specific brands or cities, for inclusion in the Membership Directory.

- | | | | | |
|--|--|---|---|--|
| <input type="checkbox"/> All Breweriana | <input type="checkbox"/> Clocks | <input type="checkbox"/> Lamps | <input type="checkbox"/> Neon Signs | <input type="checkbox"/> Salt Shakers |
| <input type="checkbox"/> Ash Trays | <input type="checkbox"/> Coasters | <input type="checkbox"/> Leaded Windows | <input type="checkbox"/> Openers | <input type="checkbox"/> Show Promoter |
| <input type="checkbox"/> Barrels | <input type="checkbox"/> Corkscrews | <input type="checkbox"/> Lithographs | <input type="checkbox"/> Paper Items | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Books & Magazines | <input type="checkbox"/> Crowns | <input type="checkbox"/> Matches | <input type="checkbox"/> Patches | <input type="checkbox"/> Statues |
| <input type="checkbox"/> Bottles | <input type="checkbox"/> Dealer | <input type="checkbox"/> Match Safes | <input type="checkbox"/> Photos | <input type="checkbox"/> Tap Knobs |
| <input type="checkbox"/> Brewery Equipment | <input type="checkbox"/> Foam Scrapers | <input type="checkbox"/> Medals | <input type="checkbox"/> Pinbacks | <input type="checkbox"/> Thermometers |
| <input type="checkbox"/> Calendars | <input type="checkbox"/> Glasses | <input type="checkbox"/> Menus/menusheets | <input type="checkbox"/> Pitchers | <input type="checkbox"/> Tip Trays |
| <input type="checkbox"/> Cans | <input type="checkbox"/> History | <input type="checkbox"/> Mini Beers | <input type="checkbox"/> Playing Cards | <input type="checkbox"/> Tokens |
| <input type="checkbox"/> Cases | <input type="checkbox"/> Knives | <input type="checkbox"/> Mirrors | <input type="checkbox"/> Postcards | <input type="checkbox"/> Trays |
| <input type="checkbox"/> Chairs | <input type="checkbox"/> Labels | <input type="checkbox"/> Mugs & Steins | <input type="checkbox"/> Reverse On Glass | <input type="checkbox"/> Watch Fobs |

Specific breweries, brands, cities _____

*Be sure to fill out ALL the requested information. This is used for the Membership Directory.
If you skip an item, you've limited the usefulness of your listing.*

New Members

Steven Brandt (Michelle)

4180 Singing Hill Rd
West Bend, WI 53090
H 262-675-0793
C 414-708-1447
Fx 262-675-0267
BSGMaint@aol.com

All Breweriana-Grain Belt; Chalkware

Sponsor-George Baley

Ron Drapalik (Jennie)

4071 Princeton Ridge Dr
Wildwood, MO 63025
636-938-9571
rojedrap@charter.net
Clocks, Lamps, Signs
Sponsor-Kent Newton

Chip Echnoz (Kirsten)

145 Saddle Club Rd
Kittanning, PA 16201
724-525-4060
chipechnoz@essinsurance.com
Sponsor-Ron Leese

Rob Malawy

630 Hackberry
Chatham, IL 62629
r.malawy@comcast.net
**Reisch Brg, Springfield,
IL; Cans**

Mark Mathewson, Jr

561 N Frost Dr
Saginaw, MI 48638
989-737-8449
mrmjr1@yahoo.com
**All Breweriana; Books,
Bottles, Cans, History,
Signs; Michigan Brewers**

Greg McLaughlin (Pam)

131 Circle Dr
Springfield, IL 62703
217-415-5317
rugby131@comcast.net
**Glasses, Ash Trays,
Bottles, Signs, Neons,
Openers**
Sponsor-Greg Lenaghan

Richard Myers

8175 Melville
Detroit, MI 48209-2700
313-742-8668
jtmdunsel@yahoo.com
**All items from Exposition
Brg, American Brg,
American Beverage Co,
and American Products
Co, Detroit MI**
Sponsor-John Leidel

Vince Salvo (Kellie)

2008 Briar Ct
Springfield, IL 62704
217-793-0089
C 217-691-5455
vinsalvo@comcast.net
**All Breweriana-Reisch
Brg, Springfield; Cans**
Sponsor-Kent Newton

Jack Singletary (Roxanne)

4214 Hwy YY
Shell Knob, MO 65747
417-230-5664
Tablerockjack@gmail.com

Scott Thorsen

13250 Pallme Ln
DeSoto, MO 63020-4429
Sponsor-Roy Mayfield

Hoppy Trails cont. fr. P. 33



Sunday: Into Michigan. We started with the Corner Brewery in Ypsilanti. Mackinac Fudge Stout....WOW! Next came the Wolverine State Brewing Co., a newer micro with some great beers. We then headed downtown in Ann Arbor for lunch at Jolly Pumpkin. Belgian styles aren't my thing...

One of my "MUST STOPS" in Michigan is the Michigan Brewing Company in Webber-

ville. It's been that way ever since my first visits when I tasted the porter and handed someone else the car keys. I was hooked. Naturally, I had a porter.

Larry and I wanted to hit an antique mall, and the Ray/Robert duo had not been to Harper's in East Lansing. So, we parted and met later at Dark Horse in Marshall, another of my MUST STOPS. Their Special Black Bier Ale is one of my favorites. The last stop of the day was to be Arcadia in Battle Creek. We walked in, and they had just closed. We talked our way into a few pints anyway.

Daily Count: 6.

Monday: We made a quick stop at Bell's gift shop in Kalamazoo, and then headed to Paw Paw to visit the tiny Paw Paw Brewing Company. We met Trevor, the brewer, who took time from his brewing to show us around and serve up some beer. He uses the same system as that used in Chardon, with very good results. His Black River Oatmeal Stout is great.

Lunch was at Saugatuck Brewing Co. in Douglas. Holland was our next stop with a tour of New Holland's production brewery and a taste of Dragon's Milk. Greg Lenaghan

and Kent Newton met us at New Holland and toured with us the rest of the day.

We then went downtown to the New Holland Brewpub and got an informal tour there. Both facilities treated us great. It was then time to move on to Grand Rapids. Too many breweries...too little time.

Brewery Vivant is new, makes Belgian styles, but their Big Red Coq had a big malt taste. I took a sip and ordered one. Ray, Robert, Greg, and Kent had not been to Schmohz, but Larry and I had been there on our last trip, so we parted company with plans to meet up at Founders.

Larry and I headed to Hop Cat, and then met Robert, Ray, Greg, and Kent for dinner at Founders. After dinner, Larry and I went back to our room, and the remainders of the crew went to Hop Cat, the BOB and Hideout. Hideout is an interesting brewpub at the former clubhouse of an apartment complex in the suburbs of Grand Rapids. Daily Count: 7.

Tuesday: Heading north. Greg and Kent left to head



Ray asks a perplexing question at New Holland

to Bay City, and Robert and Ray stopped at the Michigan Beer Cellar in Sparta. They had not opened yet, but they were able to sample beers and buy t-shirts. The four of us met for an early lunch at the Blue Cow Café/Big Rapids Brewing Company. They had something they called a "Summer Porter." Traverse City was our destination for the day. First stop was at North Peak, where they had an Irish Stout on nitro.

We then headed out of town to the Jolly Pumpkin location, then back into town for dinner at Mackinaw Brewing Company. Our final stop of the day was at the Right Brain Brewery. This is a strange little place with great beer. Some folks at the next table struck up a conversation with us about the beers. They were "single dig-it" members of the mug club. I was drinking the porter, and when I said I was a malt

freak, one of the guys went behind the bar and got me a taste of the Northern Hawk Owl Amber, a very interesting beer. Daily Count: 5.

Wednesday: Shorts in Bellaire for an early lunch and a Bellaire Brown, then on north to Gaylord and Big Buck. I had no idea how far north we were until I looked at the map...GPS spoils you. Then it was on to Bay City for the NABA Convention. We checked in and immediately went to check out Bart's Steak House and Brewpub. I had been there twice before when it was first Hereford and Hops and then Lumber Baron's.

Well, the third time's the charm. The beers were very good. Wednesday evening was the NABA Brewmaster's dinner, a five course affair with beers from Bart's paired with the food. Daily Count: 3.

Thursday: Not much was going on at the Convention, so we piled into my van, joined by Greg Lenaghan, and headed south to Frankenmuth to hit both brewpubs. Frankenmuth sells individual samples, so I was able to try the Schwarz and the Oktoberfest.

We had lunch at Sullivan's Black Forest, and while I had a stout, Robert, Ray, and Greg split a sampler of all 12 beers. Redwood Lodge in Flint was next on the list, followed by Fenton Winery and Brewery. This little winery, with the smallest brewing system I've ever seen, has been making beer for two years.

Last stop on the trip was Midland Brewing Co., where I had a Nut Brown Ale. Greg had been there previously, and told us about folks ordering a "Jack Wagon." This concoction is one-fourth root beer and three-fourths Stout. We had to sample. The initial smell is root beer, the up front taste root beer, and the finish is all stout. Interesting. Daily Count: 5.

Friday: We decided to skip the auction at the Convention and Ray, Larry, Robert, and I headed in Ray's van to Mountain Town Station in Mount Pleasant. I had a stout and we got to visit the brewery.

We then went to the Mount Pleasant Brewing Co., which is the production brewery for Mountain Town Station. Next, we headed to the Hometown Cellars winery in Ithaca, where they also make beers. While we were there other customers included some folks from Richmond, VA who were in the area visiting relatives. How interesting that Robert and Larry rode over 500 miles to meet some people from near their hometowns.

Returned to the Convention in time for the full bottle trade and the Michigan beer tasting. After the tasting, we were invited to visit the Tri-City Brewery in Bay City. Daily Count: 4.

Saturday: Time to go home. After making the rounds at the public show, we packed up, with Robert joining us again for the return trip. We headed out with our planned destination being Bedford, PA with a beer stop at Rust Belt in Youngstown, OH.

Using the brewing system from when it was a brewpub, this micro operates out of an old train station, and literally sells their beer through an open window. We got the grand tour by going in through the cold room, and had a tasting. Great beer, I bought a couple of 22 ounce bottles (a stout for me and the red for daughter, Katie).

We then headed to the Pittsburgh area, and had dinner at Rivertowne in Monroeville, PA. This fairly new brewpub had some interesting beers. "Sinister Stout" was my choice. Count: 2.

Sunday: We hit the road early, dropped Robert off outside Fredericksburg, unloaded at Larry's, and I headed back across the bay. I was home (MD) by 4 PM.

43 breweries! A new record for me that will probably last a while. And Robert did even better. What a great trip!

38th Annual
TOLEDO, OHIO
Buckeye CHAPTER
BEER MONTH
COLLECTIBLES SHOW
March 10 2012
8 AM - 2 PM
UAW Hall, 5411 Jackman Rd, Toledo, OH
For more information
Call or e-mail:
John Huff
734-847-3379 home
419-367-9713 cell
Cadiac500@aol.com



Officially Recognized NABA Chapters

"Events of Interest" display ads are for NABA Chapters only. Events of non-affiliated groups are still welcome, but will be listed as text ads.

Advertising

Classified Ad Guidelines

All advertising materials and inquiries should be directed to:

Lee Chichester
The Breweriana Collector
PO Box 878
Meadows of Dan, VA 24120
540-593-2011
falconer@swva.net

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

Full page.....\$150
Half page.....\$ 80
Quarter page.....\$ 40
Eighth page.....\$ 20
Business card (3.5 x 2 in.).....\$ 15

Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply high-quality .pdf or .jpg versions sent via email. With text and photos, however, we can compose. Oversized or undersized ads will be changed to correctly fit your paid space.

PAYMENT

US funds must accompany order. Make check payable to NABA and send to address above.

DEADLINES

Issue	Materials Receipt	Est. Publish Date
Spring	March 1	April 1
Summer	May 15	July 1
Fall	September 1	October 1
Winter	December 1	January 1

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

Capital City Chapter (Washington DC, MD, No. VA) **Contact:** Jim Wolf, 9205 Fox Meadow La, Easton, MD 21601; jwolf@goeaston.net.

Chicagoland Breweriana Society (Chicagoland) **Contact:** Ray Capek, 3051 Ridgeland Ave, Lisle, IL 60532; rbcapcek@sbcglobal.net.

Craft Brewery Collectibles Chapter (At Large) **Contact:** Dale Miller, 72 Lakeside Dr, Plymouth, CT 06782; coasting72@sbcglobal.net.

Gambrinus Chapter (Columbus, OH) **Contact:** Doug Blegen, 985 Maebelle Way, Westerville, OH 43081; dblegen@columbus.rr.com.

Goebel Gang (South Bend, IN) **Contact:** Jim Mahler, 16590 Huron Dr, Buchanan, MI 49107; dumper5@sbcglobal.net.

Great White North Brewerianists (Canada) **Contact:** Heinz Janssen, heinzgra@mb.sympatico.ca.

Hoosier Chapter (IN); **Contact:** Dave Cichoracki, 54485 Pleasant Valley Dr, Osceola, IN 46561; intocans@att.net.

Miami Valley Chapter (Dayton, OH) **Contact:** Bob Kates, 2474 Apricot Dr, Beavercreek, OH 45431; bkates@woh.rr.com.

Michigan's Dog-Gone Good Chapter (Frankenmuth, MI & Detroit area) **Contact:** Barb Bauer, 3533 W. Milbrook Rd, Mt. Pleasant, MI 48858; barb.e.bauer@gmail.com.

Monarch Chapter (Chicagoland, Northern IL) **Contact:** Alan Bormann, 1506 Applegate Dr, Naperville, IL; abormann6735@wowway.com.

North Star Chapter (MN, WI, Midwest) **Contact:** Dave Wendl, 1060 McKnight Rd S, Maplewood, MN 55119; wjumpy1@aol.com.

Packer Chapter (WI & Adjacent States - IA, IL, MI, MN) **Contact:** Daniel Hable, 1311 Bedford Ln, Appleton, WI 54915; dwhable@yahoo.com.

Patrick Henry Chapter (Kalamazoo, MI) **Contact:** Joe Wilson, 3645 30th St, Hamilton, MI; upbeers@sbcglobal.net.

Queen City Chapter (Cincinnati, So. OH, No. KY) **Contact:** Dave Gausepohl, 8930 Evergreen Dr, Florence, KY 41042-8713; 859-750-4795 beerdave@fuse.net.

Reisch Brew Crew (Central IL) **Contact:** Greg Lenaghan, 2507 Huntington Rd, Springfield, IL 62703; g.lenaghan@comcast.net.

Schultz & Dooley Chapter (New York State) **Contact:** Bill Laraway, 627 Kenwood Ave, Delmar, NY 12054; brew.coll@verizon.net.

Buy♦Sell♦Trade

WANTED: 1933-1950 items from breweries in Rochester, NY; Syracuse, NY; and Winona, MN. Coasters and paper items preferred. Jim Starkman, (585) 383-9029. 312 Tumbleweed Dr., Pittsford, NY 14534

V156

WANTED: Gottfried Brewing, William Saladin Brewing and Peter Schoenhofen Brewing. Interested in things associated with and from these Chicago breweries. Call Mike Gottfried at 262-512-0472 or email mlg10472@yahoo.com.

V156

FOR SALE: US Beer Labels www.bobkaybeerlabels.com or email: beerlabel@comcast.net

V156

ROUND BUTTON SIGNS

WANTED: Serious collector of 9" - 9.5" round button signs wants to buy your signs, either one or a whole collection. May be TOC, just tin, or Leye Aluminum. Fair prices paid. Send photo & prices to: Barry Hunsberger, 2300 Meadow Lane Dr., Easton, PA 18040. 610-253-2477; BarryMGD@aol.com

V158

BACK ISSUES of the BC for sale: Issues 87; 91 - 94; 97 & 98; 100 - 102; 104 - 109; 111 - 132; 134 - current. Issue 110 is \$10. Others are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to 340 E. Ashland Ave., Mt. Zion, IL 62549-1275

NABA

NABA Chapter Events



February 16 - 18, 2012
33rd Annual Blue Gray Show's
BACK BAR DISPLAY
To participate:
the-back-bar@earthlink.net
917-796-9222

Note to Advertisers

The space at left (previous page) is reserved for NABA members' classified ads. This page is for event announcements and will be used in the following priority:

- Box ads are reserved for NABA Chapter events
- Other (non-Chapter) events will be included (without boxes) as space permits.

The editor reserves the right to select all advertising.

March 18, 2012

Monarch Chapt. Beer Can & Breweriana Show
Carol Stream, IL
Alan Bormann
abormann6735@wowway.com
630-305-8618

February 15, 2012
33rd Annual NABA/BCCA Blue Gray Show
Ramada Inn
Fredericksburg, VA
Ray Johnson 703-971-3549
northbay1@comcast.net

FOR MANY MORE SPECIAL EVENTS OF INTEREST, SEE NABABREW.COM>EVENTS CHECK BACK FREQUENTLY AS OUR WEBSITE IS CURRENTLY BEING UPDATED

BE SURE TO CHECK WITH THE CONTACT PEOPLE TO ASSURE SCHEDULE ACCURACY

April 19 to 21 2012

PACKER & BADGER BUNCH
TRADE-A-THON
XXXII
GREEN BAY, WI
Rob Smits • 920-469-1466
stuffball1993@yahoo.com

Major Clubs

NABA: 41st Convention
Aug. 1 - 4, 2012 Springfield, IL
Greg Lenaghan
g.lenaghan@comcast.net

Other Events

March 11, 2012: 9 AM - 3 PM
Annual Spring Breweriana & Beer Can Show: Omaha, Neb. (BCCA Cornhusker Chapter)
Contact: John Mlady
402-345-7909

April 1, 2012: 9 AM - 3 PM
Spring Fling Show: Elk Grove Village, IL (Westmont Stroh's BCCA). Contact: Ray Capek, 630-778-1482;
rbcapek@sbcglobal.net



Breweriana Collector
National Association Breweriana Advertising
c/o Kent Newton
340 E. Ashland Ave.
Mt. Zion, IL 62549-1275

www.nababrew.com

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