



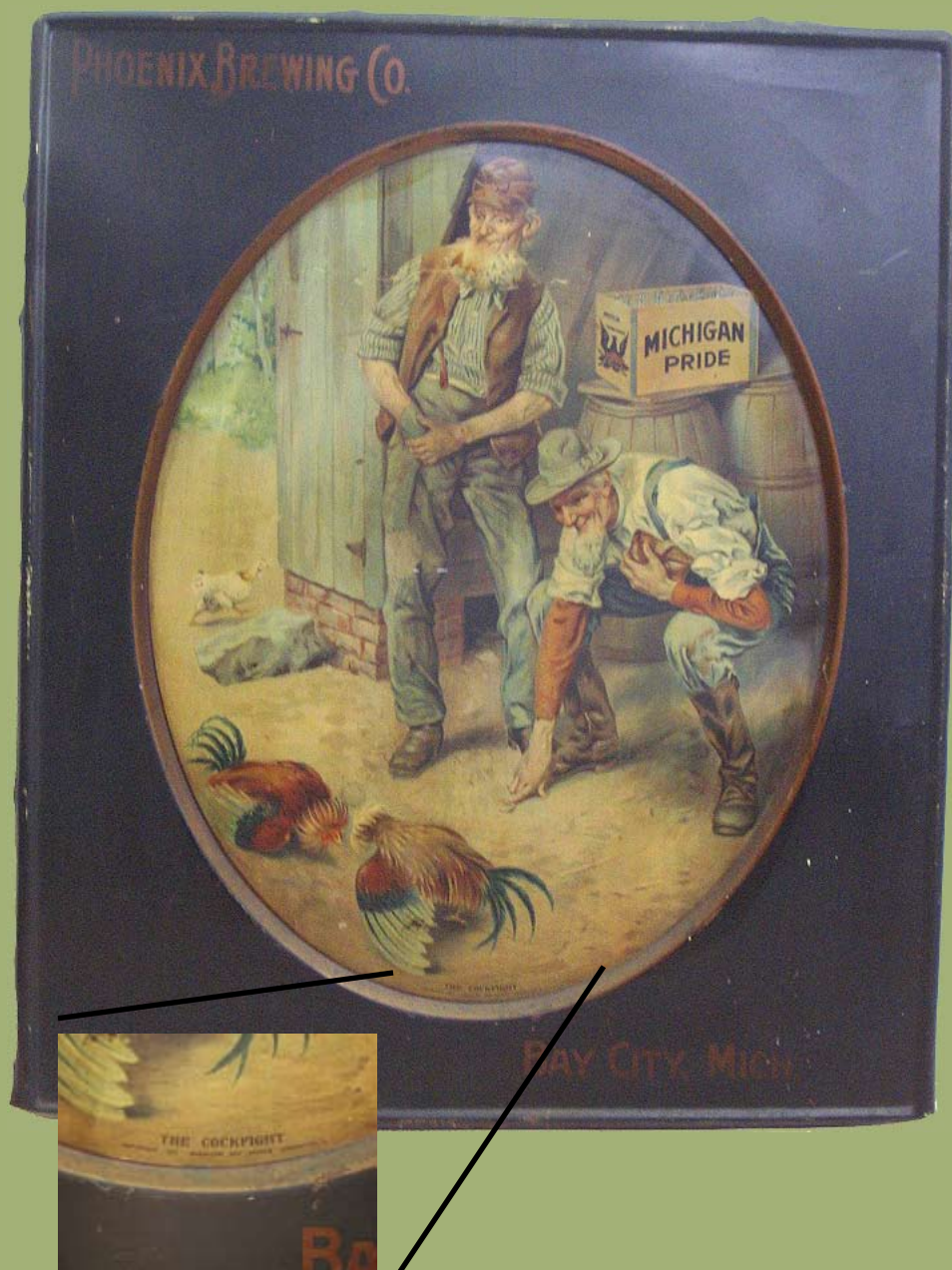
# *The* BREWERIANA COLLECTOR

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

Volume 153

Founded in January 1972

SPRING 2011



## *The Quest: Digging for History*

## *Broadway/Stein Breweries Pt. 1*

## *NABA Convention #40: Events Schedule & Registration Form*

## *Collector's Bookshelf American Brewers Stock & Bond Certificates*

*by Lawrence Falater & Don Mesler*

# Letter to the NABA Membership

## What's Coming Soon to NABA?

The Board of NABA would like to share with you one of the new things you will be seeing in the coming months. Beginning any day (by publication time of the Spring *BC*, you may already have seen it), we will be conducting a series of new and easy-to-take surveys, using the internet to learn more about our members' opinions. The cost of these surveys, to NABA, is only \$15 in any month when a survey is conducted. We believe it is a good value for the benefits received.

Previous surveys (in 2004 and 2009) reached a small number of members and asked questions aimed at a broad array of issues dealing with NABA. Through the use of the internet, we will reach every member who has a listed email address, and direct the topics to specific issues. If we do not have your email address, you can join the survey through our website, **nababrew.com**. If you do not have an internet interface, please contact Kent Newton and a hardcopy will be sent.

The first survey topic will be the Convention. It is one of the three "legs" of the NABA tripod, in addition to *The Breweriana Collector* and our Chapters. The Convention is a "can't miss" event each year. For those who

have never attended, we encourage you to give it a try and hope to see you in Bay City.

The survey takes less than 5 minutes to complete and will provide your Board much needed insight about what you expect from our Conventions.

Forty years ago, when NABA was formed, some believed our Conventions to be rather stogy affairs, often burdened with many rules and regulations. Today, the atmosphere is more relaxed and NABA is open to making changes. That is why you will notice at this year's Convention that we have added a Full Bottle Micro beer exchange after the Friday Auction. Who knows? There might even be some members who want to do some horse trading of micro coasters or labels.

Also added to this Convention is a seminar series featuring topics we hope will be of interest to participants. We have lined up a couple of hours of great speakers on subjects that have been touted as important by our membership.

What else do you want to see at Conventions? The survey will be your chance to tell us.

Your participation will be greatly appreciated. We look forward to hearing from you.

*The NABA Board*

*Are You  
Or Do You Know*

### A Potential NABA Board Member?

Adopting a **Leadership Role**  
in your favorite hobby can be

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and

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Contact George Baley to submit names  
Deadline: June 1, 2011

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## **MARK YOUR CALENDARS**

### **NABA Convention Schedule:**

**2012: Springfield, IL**

**2013: Green Bay, WI**

**2014: St. Louis, MO (?)**



*The National Association  
Breweriana Advertising*

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  
The Clintons ..... Travels with Brewster  
Bob Hajicek ..... Auction Hysteria  
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The National Association Breweriana Advertising (NABA) publishes for its membership *The Breweriana Collector*. No effort is made by the Officers, Directors, or Editorial Staff to verify the accuracy of content of articles accepted for publication.

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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

SPRING 2011

#153

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**Back:** Phoenix Brewery Statue, Bay City Michigan, made in the late 30s or 40s. Brian Miska collection.

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**POSTMASTER:** Send address changes to *The Breweriana Collector*, 240 E. Ashland Ave., Mt. Zion, IL 62549-1275.





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## President's Message

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**April, and counting down** to NABA Convention 40 in Bay City, Michigan.

This issue of the *BC* has something new! Color and lots of color on every page. Through a new collaboration with Crossmark Graphics, Inc., our printing partner, we are able to present the entire *Breweriana Collector* with color on every page. As I write this, Lee Chichester is warming up her magic coloring pens for this and future issues. The nice thing is that our expansion is made possible through the use of a new press Crossmark installed. The final cost to NABA will not go up at all: instead of using an older process, which required 4 plates for every color page, they will be able to run the *BC* on a digital printer. "Thank you," Crossmark for offering this great enhancement.

Your Board just had its Winter meeting on February 25 at the Hoosiers' *Cabin Fever Reliever* in South Bend. A number of important new areas were addressed.

**Family Membership Classification**—We have added a new classification for family members. The requirement is that the additional person be a child (son or daughter) under the age of 18, or a

spouse of the Regular Member. As long as the Regular Member continues to pay dues, the family membership is only \$5 per year. The Family Membership gives that member all the rights and privileges of a Regular Member, except not being eligible to hold elected office. Only one copy of all NABA publications will be sent to the shared home address. The Family Member may serve in an appointed position or on a committee, gets a regular member badge at Conventions, and is listed in the Roster.

**Convention Duration**—The Board felt, since the early events of each Convention have become ingrained, the duration of the Convention should be officially from Wednesday to Saturday for a total of 4 days. Individual Convention Teams may choose to hold additional events earlier or later at their choosing.

**Public Show on Saturday**—In past years we've been queried about allowing **NABA MEMBERS** who cannot attend the full Convention, to set up at the Saturday Public Show. There was unanimous agreement. Therefore, if you cannot attend the full Convention (cost \$85) and wish to set up at the Saturday Show only, tables will be available

at a cost of \$30 each. Please check the Convention Registration page in the center of this issue for details and a place to sign up for a table only on Saturday. This special exemption **WILL NOT PERMIT PARTICIPATION** in any of the other Convention activities: no tours, Room-to-Room, meals, Friday Auction, nor either of the special dinners. *If you sign up for a table and later wish to convert your registration to a full one, you may pay the difference at the hospitality room during the Convention.*

We believe this new feature will help attract more sellers and afford Convention-goers a chance to buy something not available during the week via the Room-to-Room activities, adding spice to the event. For example, our Dog Gone Good Chapter usually holds a trade session in the summer. Many persons who are not NABA members may choose to join as members to get either the full registration or participate in the Saturday public show. Likewise, we see many NABA members attend the Saturday show that could not take the time to attend the full Convention, but would enjoy setting up on Saturday. We hope you like the idea as much as we do.

**Breweriana Collector**—Due to tight space in this is-

sue, the index of the old *BCs* available for purchase will be published on the website and available in a later issue. The postal classification for the magazine may have changed with this issue—certainly by the next. The brown envelope is gone and your membership expiration should be noted near your name on the address label.

Future Conventions—The Board has selected **Green Bay, Wisconsin for the 2013 Convention**. One of our new Chapters, the Pack-er Chapter, will be serving as host. The hotel is outstanding for a Convention. If anyone has ever attended a Tittletown Trade-A-Thon (this is #31), you know what I mean. This years' Trade-A-Thon is April 14-16. See the website for more details.

Don Roussin is working on a site in St. Charles, Missouri (outside St. Louis) for the 2014 show. We are always looking ahead and would like to hear from members or Chapters about holding a Convention in your area.

Chapter Liaison—The Board has appointed a new Chapter Liaison coordinator: **Greg Lenaghan**. Greg is currently the Reisch Chapter contact and sits on the NABA Board. Please send Greg info including pictures or your newsletter for his column Chapter Happenings, so your Chapter can get free recognition for events.

Membership Roster—The Board has not forgotten those of you who enjoy a printed version of the roster. We are working on a couple of alternatives to the full Directory previously generated and should have an update in the Summer issue.

Membership—The membership year runs June 1 to May 31 for one-year or five-year types. We hope you check to see if you are “expiring” next month and send your renewal to Kent Newton at the address shown in his column (p. 34). You may also pay your next years' membership (which is a requirement to attend the Convention) along with your Convention registration, shown in the center section of this issue. “Expired” members will receive a postcard in June after which they will be removed from the mailing list.

Email Blasts—What is an email blast? Any member sharing an email with us will receive what is called an email blast—an informational email on some aspect of NABA. The first one you receive will be directed toward the upcoming Convention. We are looking at this technique to notify members about expiring memberships, and by including a form to pay your membership online through PayPal.

Board of Director Openings—As mentioned in the last *BC*, the Board of Directors will be elected at the An-

nual Business meeting on Friday, August 5. There are three openings this year for the period 2011-2013. Interested persons should send me an email (gbaley@comcast.net) or call (219-325-8811) for more details. Nominations are due by June 1, 2011. Board members agree to attend two Board meetings each year in addition to the Annual Board Meeting at the Convention. Candidates will be listed in the next issue of the *BC* in July.

Internet/Computer Board Meetings—The Board ran several trials in February to examine using the Internet to hold meetings. The company *GoToMeetings* is one you've probably heard about on the radio or TV. The trials went smoothly and we are now looking to adopt this technique to address decisions needing attention between our regular Board meetings.

*George Baley*

**WANTED: Web Master**  
**NABA Needs YOU!**

**If you have the skills and time to manage our excellent (but in need of some improvements) web presence so we put our best foot forward, please contact:**

**George Baley**  
gbaley@comcast.net  
219-325-8811



## Chapter Happenings

*Please send your chapter newsletter to me, so I can include news of your events, gatherings, and members in this column:*

**Greg Lenaghan**  
2507 Huntington Rd  
Springfield, IL 62703  
[g.lenaghan@comcast.net](mailto:g.lenaghan@comcast.net)

**Our chapters are an important part** of the NABA family. There are currently 16 NABA chapters, and we encourage everyone to check out the website ([nababrew.com](http://nababrew.com)>About>Local Chapters) for updates on the chapter contact info, and become involved with the chapter nearest you, or with our “At Large” chapter (Craft Brewery Collectibles Chapter) that is not geographically-anchored. The chapters help disseminate info from the officers and board members, and they sponsor shows where we can add

to our collections, meet people who share our passion, and introduce potential new members to the NABA family. Find a chapter near you today.

NABA welcomes and encourages everyone to participate in chapters. There’s a chapter somewhere that will be an excellent fit for you! Contact the people below to find out more. If your local non-affiliated group would like to join the NABA ranks, contact me at [g.lenaghan@comcast.net](mailto:g.lenaghan@comcast.net).

*Greg Lenaghan*

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

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

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

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

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

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

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

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

**9. 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](mailto:barb.e.bauer@gmail.com).

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

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

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

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

**14. Queen City Chapter** (Cincinnati, So. OH, No. KY) **Contact:** Dave Gausepohl, 3488 Ridgewood Dr, Erlanger, KY 41018; [beerdave@fuse.net](mailto:beerdave@fuse.net).

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

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

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# The Quest

By Brian Miska

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**For over 20 years since** I was first introduced to *digging* by my friend's father, I have been on a quest to find antique bottles and the brewery history of Bay City. He dug for bottles in the mud along the Saginaw River and in long-forgotten dumps. Soon after my introduction, I was digging on my own. Along the way, I have met other collectors like myself, who appreciate our colorful local brewery history.

Bay City once had three large breweries: Bay City Brewing Co., Kolb Brewing Co., and the Phoenix Brewing Co. There were also several smaller brewers & beer bottlers, and dozens of saloons that existed during the mid-1800s through the early 1900s. Bottles from these lesser-known brewers and beer bottlers are fascinating to me. These are what I seek.

My goal is to discover at least one bottle to go with each of the brewers listed in the historic directories. Some of these elusive bottles have been found over the years, but there are many still missing. Some of my great finds have migrated into other collections. I have always enjoyed the thrill of the hunt

and find satisfaction when I can add a rare piece to a collection where it will be enjoyed and appreciated. This quest has given me many great memories with my children and other digging companions.

Four years ago, I decided to educate myself in the art of privy digging. For those of you who do not know what a privy is, it is the hole that is located below the out-house structure. Today most of these structures are long gone, leaving no evidence. Bottles and other interesting artifacts were intentionally or accidentally dropped into the privy, and now lie at the bottom. When indoor plumbing was installed, the privy was no longer needed. The holes were usually filled in with trash. This trash can contain great items of rarity. I consider privy digging to be the last frontier of bottle digging, because all of the local pre-1900 dumps are now parks or parking lots.

Privy digging is an art. There is a technique that must be learned, to locate the long-lost privy itself. Many hours of research go into a dig before you even put a shovel in the ground. I



Toledo Bottling Works,  
Bay City MI circa 1880



study old city maps to determine if a house had been built during the period that a privy would have been in operation (usually before 1890). The old maps are also helpful in determining if a house once stood on an empty piece of land that you are today interested in exploring (with the property owner's permission, of course).

After the site has been selected, a special probe, usually 4 to 5 feet in length, is used to explore the ground: As the probe penetrates the ground, you feel for the differences in the soil composition. You listen for the crackling sounds of broken glass and china as the tool probes. You know that the privy has been located because the probe will actually push all the way down to the handle with little effort. The soil surrounding the hole will be much more difficult to penetrate and you may only be able to push the probe down one or two feet.

There are many other things to consider when probing for a privy, including: the location of utilities (call Miss Dig if you don't know); hard, dry soil can be impossible to probe; and never dig alone (safety first). No bottle is worth injury or loss of life (as can happen in a cave-in). Privy digging is a lot of work, but it can be

very rewarding and you never know what you will find, until you get to the bottom.

There is not enough room here to give all of the details about privy digging. If you are interested in learning more there are some great resources on the internet



Kolb Brothers Bottle  
Dan McShane collection

and John O'Dell has written a couple of great books on the subject.

I have made several great discoveries over the years while privy digging or during the exploration of potential sites. These are my top three. During a privy dig in the fall of 2009, a very rare bottle was recovered from the Toledo Bottling Works, Bay City Mich. This bottle dates to around 1880. The company bottled Toledo Lager Beer and was operated by the Root Williston Company. This was the only beer bottle found in the hole that day.

During the summer of 2007, I recovered a very rare bottle from the Kolb Brewing Company. The site most likely was a trash pit and not a privy, even though the privy digging technique was used to locate the site. On the Kolb bottle, the slug plate reads, "Kolb Bros. Saltzburg Bry, West Bay City, Mich. Pure and Without Drugs or Poison". It is approximately a 7-ounce size, with a lightening stopper blob top. Several other local beer bottles were also found in that dig, along with horse shoes, porcelain bottle stoppers, broken dishes, leather shoes, and rusted metal.

Going all the way back to 1989, during the exploration of a possible privy that had



been opened up by construction workers, I recovered a twelve-sided stoneware bottle from a brewery that went by the name of Young and Company. This bottle dates to around 1875. Young and Company later became the Bay City Brewing Company; Charles E. Young was the president. This bottle fascinated me because, to the

best of my knowledge, it is the only known stoneware beer bottle from Bay City, Michigan.

There are well over a dozen early Bay City brewers and bottlers listed in the local directories between 1860 and 1875. Names such as Wademan and Co., Van Meter and Co., and the Cream Ale Brewery only exist on paper. No bottles, kegs, trays, glasses, signs, labels or lithographs bearing these names have ever been found. It is possible that these early breweries may have used un-embossed bottles or only sold their beer by the keg. The city was also much smaller then, and surrounded by swamps, having grown along a river. When a brewery went out of business, the bottles and other memorabilia were probably recycled or used as land fill material. Since the old dumps are now inaccessible, the most logical place to continue the search is now the privy.

Digging up the past is my quest. Everyone who collects brewery memorabilia—or any other collectable—can relate to my quest to find *the next great item*, especially something that has never been seen before. It is the quest that keeps us interested in our hobby, creates new friendships, and excites the next generation of brewery memorabilia and bottle collectors.

I know I am not alone on my quest. Over the years, I have met many seekers with very impressive collections. These collectors were always eager to share their passion with me, to offer information and tips, and introduce me to other collectors. It is truly amazing how many great people you can meet on a quest and the adventure that goes along with it. I truly hope I never find everything that I am looking for, because I don't want my quest to end.



**On  
February 3, 2011**

Wisconsin Public Television profiled Potosi's National Brewery Museum.

**Check out the video online!**

<http://video.pbs.org/video/1779357861>

For more, go to [wpt.org](http://wpt.org)



# Let's Talk Breweriana

By Rich La Susa, Brewery Historian

## When you say beer, think Milwaukee and Chicago

**Milwaukee and Chi-**cago, and the states in which these “beer cities” are located, have been great sources for breweriana of all shapes, sizes, and styles. Both were major centers for the brewing industry, but Milwaukee always had the upper hand because it was home to four brewing giants: Jos. Schlitz, Miller, Pabst, and Blatz. They issued point-of-sale advertising in huge quantities to promote their beers—some spending lavishly—far more than smaller breweries, which didn’t have such hefty financial resources.

Smaller breweries throughout Wisconsin also advertised, but on a lesser scale. An abundance of advertising can be found for mid-sized Milwaukee breweries such as A. Gettelman, Independent Milwaukee, and Cream City, as well as from those in nearby cities such as the Fox Head Brewing Co. in Waukesha.

While Chicago never had a brewery as large as one of the Milwaukee four, nor did Illinois have the total number of breweries Wisconsin did, IL nevertheless had scores of mid-sized and small breweries that issued

a cornucopia of pre- and post-Prohibition advertising that promoted the brands of Chicago breweries such as Manhattan & Canadian Ace, Atlas, Edelweiss, Monarch, Peter Fox, and Pilsen. Breweries in other areas of the state also used a multitude of advertising pieces that are desired by collectors.

The Peter Hand Brewery Co. was the most prolific of the Chicago breweries, churning out a seemingly endless supply of light-up, neon, reverse-on-glass, tin-over-cardboard, cardboard, and plastic signs in every imaginable shape, form, and color. One piece, however, may top them all. We’ll start, as they say, from the beginning.

In November, 1986 (one month after long-time Peter Hand owner, Harry Heuer, passed away at age 94), I visited the Heuer estate in Twin Lakes, WI with Peter Hand/Meister Brau expert Don Hardy (from Westmont, IL), at the invitation of Heuer’s son, Harry Heuer Jr. The senior Heuer was the grandson of Peter Hand, who founded the brewery in 1891. Heuer Sr. became the brewery’s president in 1937, serving

in that capacity until 1967, when he sold the company and retired to his southern Wisconsin estate to enjoy a less-hectic lifestyle.

The new owners (outsiders), renamed the brewery Meister Brau, Inc., for its longtime flagship brand. But it was a short-lived experience. When Meister Brau closed in 1971, it was the last traditional brewery in Chicago, although a reincarnation took place at 1000 W. North Ave. 2 years later, and many craft breweries would follow to carry on the city’s proud brewing tradition, if on a much smaller scale.

The brewery was reopened in 1973 as the Peter Hand Brewing Co., brewers of Old Chicago, by investors outside of the Heuer family. It survived until 1978, when its closing finally left the city without an active commercial brewery.

During our visit to the Heuer manse, Heuer Jr. shared stories of his father’s long tenure as the brewery’s top executive and driving force, and his own involvement—or lack thereof. He candidly told us that he was more interested in racing his famous Scarab sports car than in brewing or selling beer; and wasn’t interested in succeeding his father

as the brewery's president or to become involved in its day-to-day management. It was a primary reason why his father sold to outside investors. (Heuer said that he later returned to the brewery to briefly work for the new owners—as a sales representative!)

He then treated us to a rare viewing of a one-of-a-kind piece—a magnificent pounded-copper relief of the brewery (aerial view) displayed on a wall in the home's basement. Overhead lights brought out the rich patina of this 34 inch wide x 21 inch high hand-hammered relief, made from two thin sheets of copper, by Avril Hadfeld in 1959. It had been displayed in the brewery's offices on North Avenue.

Heuer said although he wasn't a collector and hadn't saved much memorabilia from the brewery, he was unwilling to part with the relief. It was not for sale,

he said, because it was the only Peter Hand advertising piece that meant something to him. For him, it held fond memories of happier days.

In January 2002, after unsuccessful attempts by Hardy to purchase it directly from Heuer, the sign appeared in an eBay auction, placed there by a Heuer agent. It didn't sell. The high asking price—well in excess of \$10,000; one report said \$25,000—undoubtedly was a deterrent, regardless of rarity. The sign's whereabouts today is uncertain.

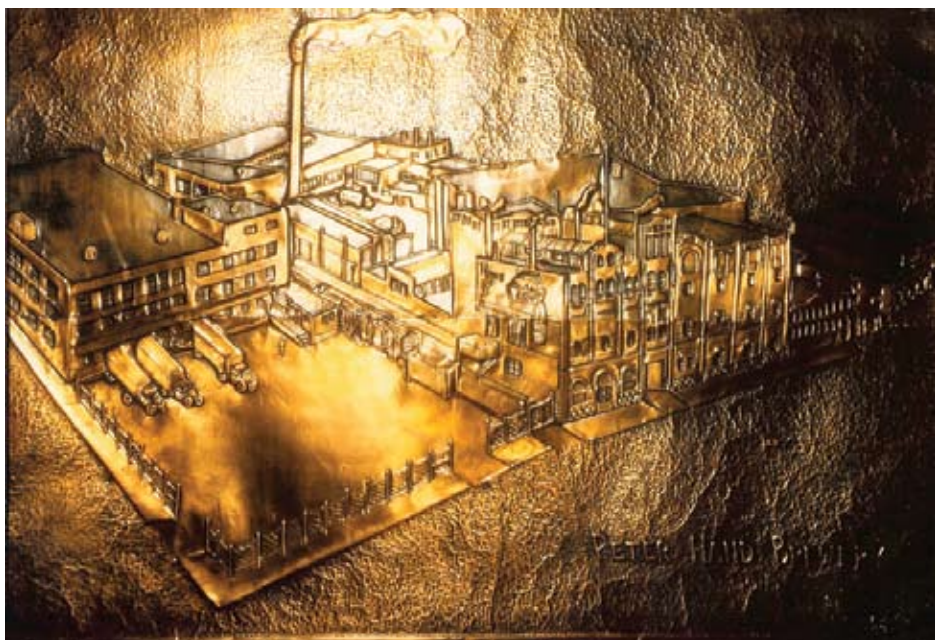
"I tried to contact Heuer to see what was going on with this sale," said Hardy, who had established a rapport with Heuer Jr. during our visit and in subsequent communications. Heuer, who had moved from Wisconsin, sent Hardy a photo of the sign months prior to the auction, but a deal could not be struck.

During that 1986 visit, Heuer also had shown us a

few dozen Peter Hand Reserve enameled stemmed pilsner glasses that were still packed in their original 1930s carton. He gave Hardy a glass and told us he would use the rest when he and his wife traveled on a yacht he purchased from actor Gene Hackman (who was raised in Danville, IL, and studied journalism at the University of Illinois) to watch the 1987 America's Cup race off Freemantle, Australia (won that year by American Dennis Conner and his Stars and Stripes). It is not known how many, if any, of these exquisite and scarce glasses survived the ordeal of sailing thousands of miles from California to Australia and back, riding sometimes heavy seas. I wince when I think of the possibilities.

Heuer also had shown us a large collection of transparencies that held a colorful array of Meister Brau and Peter Hand Reserve signs used from the 1940s to the 1960s, including some prototypes that were never produced for mass distribution. Some featured a large, colorful display, used in the mid-50s to promote Peter Hand's Fiesta Pack can set. Heuer allowed us to borrow the transparencies to make copies, which I did, and today have in my brewery history archives.

Hardy owns examples of many of the signs in the transparencies. The prototypes and a few others re-





main elusive, but he continues to search. Just believing that these rare pieces may exist is sufficient incentive to pursue them.

**Kalt's collection:** An impressive accumulation of beer signs from US and foreign breweries covered the walls of Kalt's Bar & Restaurant, a neighborhood eatery on Oakland Avenue in Milwaukee, during the 1970s and 1980s.

As patrons dined, they could gaze at hundreds of pieces of vintage breweriana, much of it from Wisconsin breweries. It is likely that most were not familiar with many of the beer brands advertised, nor could fully appreciate their importance, beyond the appeal of items old and colorful. Kalt's housed a myriad of pre-Prohibition and post-Pro signs—lithos, cardboard, tin—and trays for a wide variety of brands. Embossed bottles hung from the ceiling.

Although this collection was one of the most impressive ever displayed in a commercial public venue, I did not know about it until 2010, long after the individual pieces were scattered to the four winds. I saw a feature story in an issue of the defunct *Brewery Collectibles* (December/January, 1983-1984). The story was written by Jeff Cameron, the magazine's publisher.

This well-respected publication focused on beer collectibles and collectors.

Brewery historians and breweriana experts, some who became icons in our hobby, were regular contributors, including Bob Kay, Dave Stark, Don Bull, and Herb Ashendorf. All provided valuable information, keen insights, and expertise.

One of the most impressive pieces that had been in Kalt's collection was an early 1900s reverse-on-glass A. Gettelman sign that, according to the story, "hung outside the original Kalt's." The words *A. Gettelman* are wrapped around an image of a hand holding a pilsner glass, the beer foaming over the rim. Beneath are the words *Jos. P. Kalt*, the restaurant's founder. A photo of the sign, which includes owner Howard Kalt standing in front of it, is in black and white, so the colors cannot be determined. The lettering likely is gold leafing.

Other signs included a wood-framed factory-scene tin from the Geo. Ruder Brewing Co., Wausau, WI; framed lithos from the C.L. Centlivre Brewing Co., Fort Wayne, IN, and Bleser Brewing Co., Manitowoc, WI; an Elks Head corner sign from Rahr Brewing Co., Green Bay; a magnificent metal Schlitz sign featuring four filled shell glasses, one with a foam scraper above it; and a Prohibition-era Atlas Certificate Brew tin from the Atlas Beverage Co., Chicago.

A pre-Pro Star Lager Beer from the Star Brewing Co.,

Lomira, WI, and an unusual Bone Dry from the Houston Ice & Brewing Assn., Houston, TX, that includes a labeled bottle of the brew, were among the many metal trays in the collection.

What really jumped out from one of the magazine photos was a Local 8 Beer sign that is scarce, in the extreme. It fits snugly into the "one-only-known" cat-



egory—and comfortably in my collection. If my Local 8 isn't the one shown in the photo, we know at least two exist. The sign had been issued in limited quantity by the Manhattan Brewing Co., from 1936 to 1939, for its Local 8 Select Beer, a secondary brand sold in the St. Louis area (on both sides of the Mississippi River), and in a few other areas of the US, but not in Wisconsin.

It is 18 in. wide x 23 in. high, with no mandatory or manufacturer's name is visible. For someone not familiar with this unusual brand

name, and without benefit of Bob Kay's *US Beer Labels, Illinois* or John Vetter's *The New Who's Who in Brew*, establishing the sign's origin would be difficult, at best.

At the time I acquired my Local 8 sign in the 1980s, I had known about the brand and the sign's origin from documents found in those Manhattan Brewing archives in my possession since the late 1970s. Also found with the documents were two versions of the Local 8 label. My expectations of acquiring the sign were not high.

I was stunned when one unexpectedly appeared, at a picnic-format show of all places. The owner quietly asked me to come to his van to look at a sign he had recently acquired. Did I know anything about it, he asked. Yes, I replied, my heart beating fast, my jaw in the fully dropped position, as I gazed in amazement at an actual Local 8 sign. I had never even seen a photo of one. He wanted to sell it, I wanted to buy it, and he asked for my best offer. Not wanting to let the sign escape from me, I made a healthy offer I hoped he could not refuse. He didn't.

When it comes to Wisconsin breweriana, there is little that escapes the attention of David Kapsos, a long-time NABA member from

McFarland, WI, and a specialist in Fox Head Brewing Co. advertising. I had many questions about the Kalt's collection and the Fox Head items that appeared in the magazine.

Kapsos told me he learned about the collection, but like me, long after most of the pieces had been dispersed.

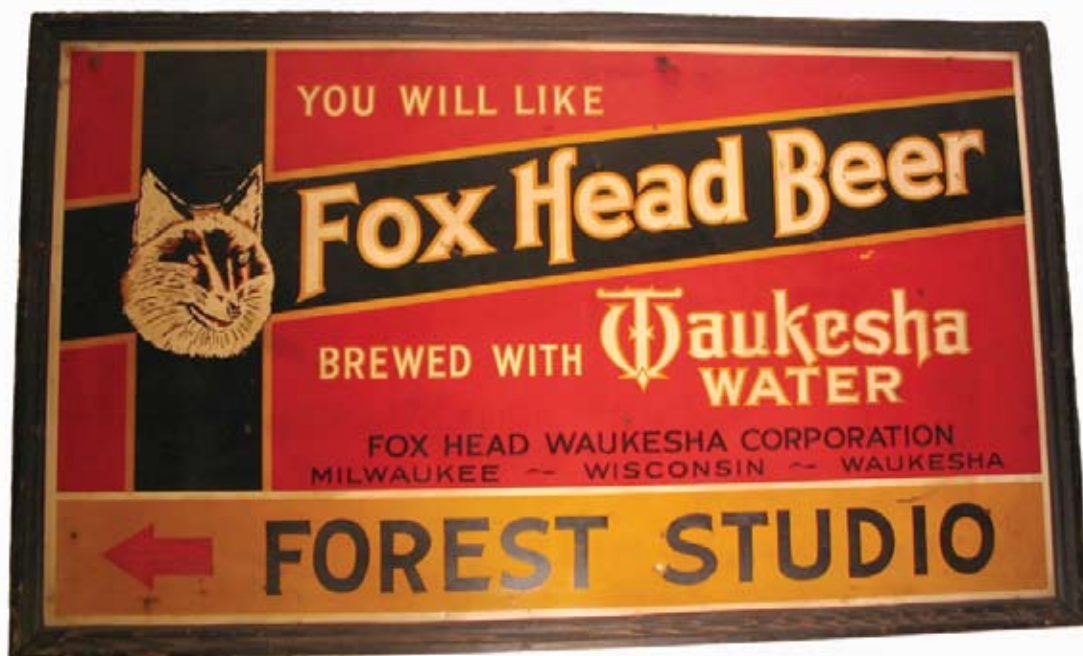
"I saw that 1984 [*Brewery Collectibles*] issue for the first time in 1989," he said. "A memorable item in the magazine was the large Fox Head beer sign with the words *Forest Studio* at the bottom. My collection was in its early stages and I had not yet acquired the skills to go after a piece like that."

The Fox Head sign was on the magazine's cover; a porcelain Fox Head sign was the focal point on page 8. A few years elapsed before his pursuit of Kalt collection pieces intensified, and he closed in on them.

"Sometime in the mid 1990s I got a call from a friend who informed me that Kalt's Bar was selling all of its breweriana," said Kapsos. "I immediately called and asked to speak with Howard (Howie) Kalt. By this time, Howie had turned the management of the bar and restaurant over to his son, and was living in an apartment above the restaurant. He told me that he had one Fox Head light-up sign."

Kapsos reacted swiftly. "I raced into Milwaukee that night and arrived at Kalt's around dusk. I met Howie in his apartment, and then we proceeded into the back door of the restaurant, through the kitchen, past tables of customers, to a back room . . . with a closet jammed with beer signs."

His persistence and quick action had paid off. "I bought the Fox Head light-up and then inquired about the large metal sign that I saw in



the magazine.” Unfortunately, that one was gone.

Kalt had told Kapsos that he had been selling signs through a Milwaukee auction house. “I never saw those auctions advertised,” he said.

“A few years later, I got a call about a Fox Head sign available for sale,” he continued. “I was told it had been purchased at an auction in Milwaukee a few years back. Yup . . . I had finally located the Fox Head sign with *Forest Studio*; [it’s] metal with a wood frame . . . measuring 3 ft. x 5 ft. I purchased it and hauled it home.”

He later located another of the Milwaukee signs shown in the magazine. “The Jos. P Kalt/Gettelman sign showed up at the John Brandt breweriana auction in May, 2009. It sold for \$2,750,” he said. Brandt was a famous and well-respected collector.

The whereabouts of other signs in Kalt’s collection are unknown to me or Kapsos. You may have participated in the auction and piecemeal sales or know someone who did. If so, we would like to hear your stories.

The restaurant was sold by the Kalt family and renamed, first, Trattoria; then the Black Rose Irish Pub.

**Pet Ritz sign:** A long-time breweriana collector recently asked if I could provide information about a die-cut cardboard Pet Ritz Beer point-of-sale sign from

a Rockford, IL, brewery that he had acquired. “I never found anything Pet Ritz when I lived there,” said the writer, a NABA member who prefers to remain anonymous.

The piece would have been used by the small Rockford Brewing Co. from 1933 to 1937, when it closed. I had information about the Pet Ritz brand and the Rockford brewery but not about this particular sign, which was produced by the Weiller Co. of Philadelphia.

It is 9 in. high x 6 in. wide and features the image of an attractive female holding small glass of beer with the caption, “It’s smart to drink Pet Ritz Beer - Extra fine since ‘49.”

The ‘49 means 1849; and that is a major exaggeration. Although the brewery was founded in 1849 as Jonathan Peacock—later the Peacock Brewery—it didn’t become known as the Rockford Brewing Co. until 1899. Pet Ritz is a post-Prohibition brand name that had nothing to do with Peacock and 1849.

“I hope stacks of this sign were not found,” the proud owner said, not knowing if he had a scarce item or

something commonplace. I contacted five Illinois breweriana experts, among the best and the brightest in our hobby, and they said they had never seen the sign. Perhaps you can offer additional information.

Owning rare or scarce brewery advertising is not unusual. However, finding and acquiring pieces such as the Peter Hand relief and the Fox Head Forest Studio sign, even the Local 8 sign, may be a herculean task.

Intrepid collectors like Kapsos and Hardy do far more than talk about breweriana. They readily and eagerly accept the challenge of finding it.





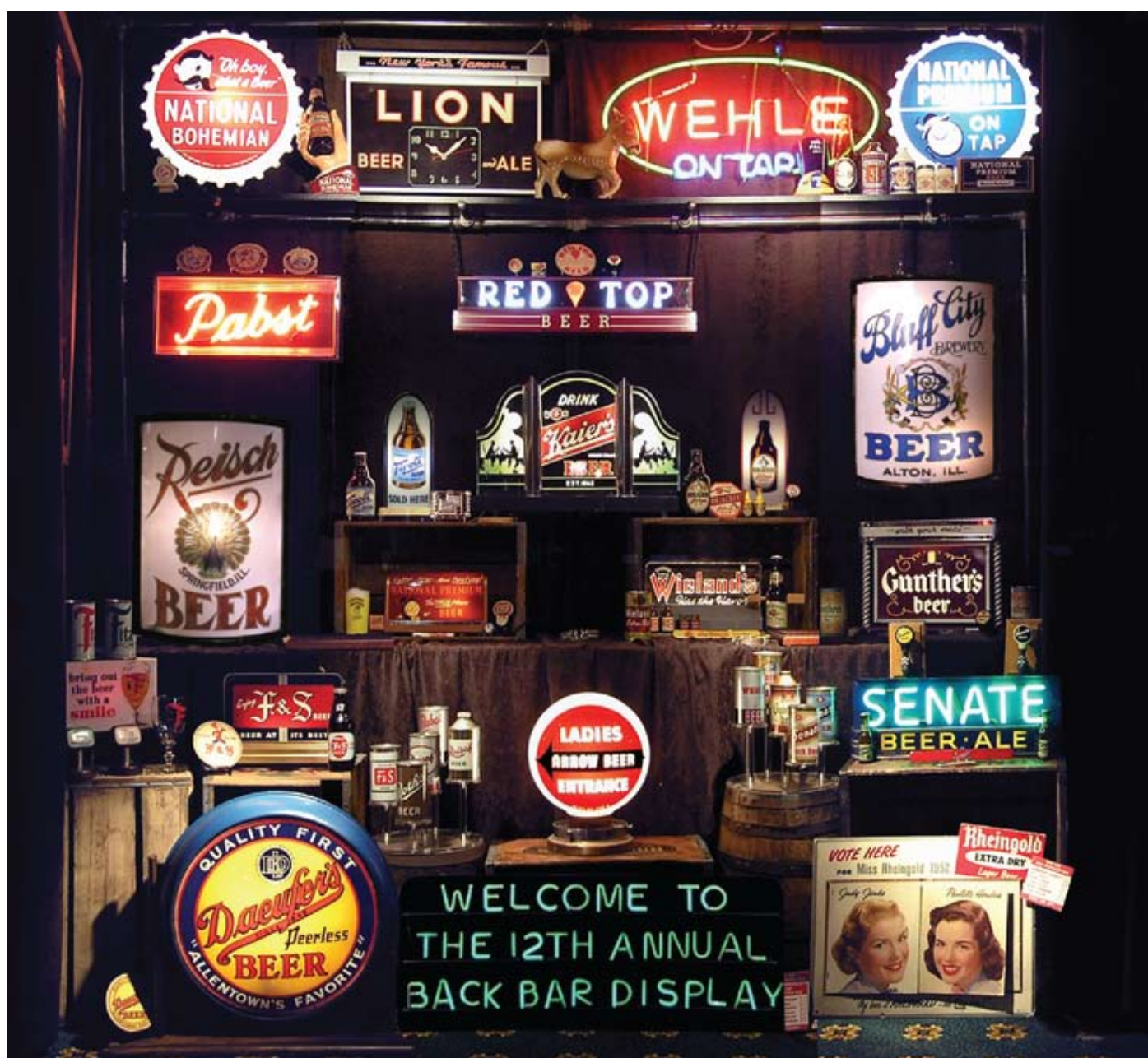
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# *The Back Bar*

featured at

## *The Blue and Gray Show*

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# *The Back Bar*

*By John Bain*

## *Review of the 12th annual Back Bar Display*

**G**reetings all! February 2011 marked the 12<sup>th</sup> annual Back Bar Display and Best of Show Contest at the Blue and Gray Show in Fredericksburg, VA. The weather could not have been better this year: no rain, no snow, and a temperature of 78°!

In the contest, Marvin Gardner seized first prize with a landslide victory. Fifty-two percent of the votes went to his eye-popping, 1930s, reverse-etched/painted glass triptych for Kaier's Beer. Keith Belcher captured second prize with eighteen percent of the votes for his Pre-pro Vitrolite corner sign by Myercord for Reisch Beer. Jim Cartin scooped up third prize with eight percent for his 1952 Miss Rheingold animated flip book sign. Each winner received a colorful Back Bar ribbon and a 12-pack of lip-smacking bottled beer, all paid for by the Blue and Gray Show. Congratulations to the winners, and many thanks to the participants, Ray Johnson, the Blue and Gray Show staff and the Ramada Inn staff for providing an ideal venue.

Jim Campbell, a regular participant, entered a terrific sign for Gunther's beer. Unfortunately, Jim's baby daughter took ill and Jim couldn't appear at the show. She has since recovered nicely and Jim will return next year with another great sign from his collection.

Folks have often asked why I don't enter my signs

in the contest even though I put them in the display. As contest organizer, vote counter and announcer of the winners, I feel it would be inappropriate for me to compete in the contest.

If you want to participate in the next Back Bar Display and Best of Show Contest, just contact me at [the-back-bar@earthlink.net](mailto:the-back-bar@earthlink.net), or write to me at P.O. Box 610253, Bayside, NY 11361-0253.

Cheers!

### **Winners of the Best of Show Contest**



Keith Belcher  
Fairfax, VA

Marvin Gardner  
Centerville, OH

Jim Cartin  
Collegeville, PA

### **Participants of the 12<sup>th</sup> Annual Back Bar Display**



**(L to R) Top:** Jeff Browning, John Hamel, Chris Watt, David Donovan, Steve Campbell, John Bain, Marvin Gardner, Ray Johnson, Kevin Crowl, Bob Keasey, Chris Amideo. **Bottom:** Jim Cartin, Dennis Heffner, Larry Handy, Wes Ponder, Gerald Watt. **Absent:** Keith Belcher, Jim Campbell, Dan Morean, Chip Zeiler.



## Best of Show



Reverse-etched/painted glass triptych on metal base; not signed  
Marvin Gardner, OH

## 1st Runner Up



Vitrolite in metal cabinet; Myercord;  
Keith Belcher, VA

## 2nd Runner Up



Animated cardboard flip-book;  
Einson Freeman Co.;  
Jim Cartin, PA



Reverse-etched/painted glass ad panel in painted metal frame;  
Chris Amideo, NY



Reverse-fired glass ad panels on plastic and painted wood bases;  
Cincinnati Advertising Prod's.;  
Left: John Bain, NY  
Right: Larry Handy, PA



Powder-coated glass tubes, reverse-painted glass ad panel, painted metal cabinet;  
Lumin-Art Display Corp.;  
Wes Ponder, MD



Painted plastic ad panel, painted metal cabinet; American Sign Co.;  
Chip Zeiler, MD



Reverse-fired glass ad lens in painted metal cabinet;  
Chris Watt, PA



Reverse-etched/painted glass ad panel, metal cabinet, wood columns and wood base; Gillco;  
Jim Campbell, MD



Painted plastic ad lens with painted metal cabinet;  
Ohio Advertising Display;  
Ray Johnson, VA



Noviol green and clear glass tubes lashed to glass rods;  
Jeff Browning, CT





Clear glass tubes in painted metal cabinet; Electron Signs; Kevin Crowl, MD



Rotating plastic painted ad globe on metal wire tripod;; Dennis Heffner, NY



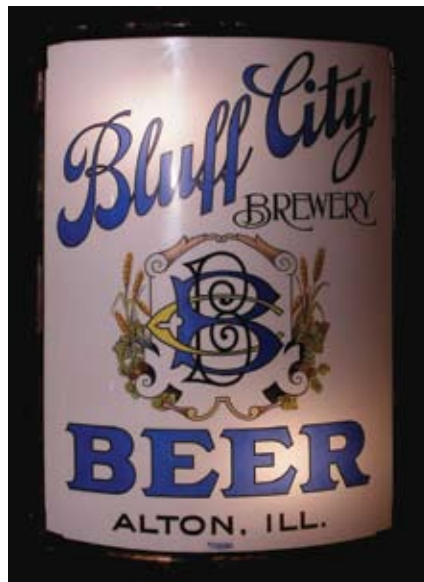
Reverse painted plastic ad panel, painted metal cabinet; Trenbath Corp. Robert Keasey, NC



Reverse-etched/painted glass ad panel on painted metal base; Price Brothers Inc.; Gerald Watt, PA



Reverse-etched/painted plastic ad panel, metal base; John Hamel, CA



Pre-Pro Vitrolite in metal cabinet with checked copper-clad wood frame; by Myercord; John Bain, NY



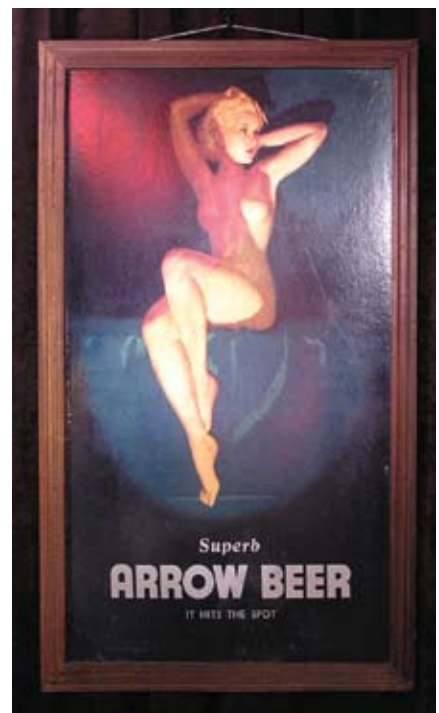
Reverse-fired glass ad lenses in glass body with metal fitter; Dave Donovan, MD



Selection of flat and cone-top cans contributed by Dan Morean of Massachusetts



Painted plastic ad lens with painted metal cabinet Ohio Advertising Display; Steve Campbell, MD



Cardboard print in wood frame (one of two displayed); Dave Donovan, MD

# BAY CITY, MI 2011: Aug. 2 - 7

*Editor's Note: We have reserved this page so the 2011 Convention Committee can post updates, progress reports, and ideas for things to do—both Convention-related and not—in and around Bay City. Start planning your Convention Trip, 2011, today!*

**This is the issue to keep!** On the next pages, you will find the critical schedule and registration forms for NABA's 40th birthday Convention in Bay City. If in this column we haven't thus far provided enough reason for you to attend, well, here is another try.

First (especially for those of you coming from the west), we are doing our darndest to keep this economical for you. In that regard, NABA's own Addie Zwick has made arrangements with her former employer, the **SS Badger**, to get discounts for those wishing to take the **car ferry across Lake Michigan**. The discount, good

Third, we're wondering if any of you remember the last Convention in the city by the bay. We're trying to be humble, but does anyone really remember a better microbrew night? There are so many great brewpubs and microbreweries in the Great Lakes state. The Michigan Convention group is doing yeoman's duty to bring as many of those as possible to you for your tasting pleasure. For those of you interested in this aspect of our gathering, you can get a sneak preview on the Michigan brew scene by visiting [www.michiganbrewersguild.com](http://www.michiganbrewersguild.com).

Fourth, I'll admit I'm biased, but there is hardly a prettier place than Michigan in the summer. The Great Lakes provide us not only with spectacular beaches and vistas, but they also keep our air and our heads clear all summer. Not only are we the only state to border four of these five beauties, we also have over



from July 29th to August 11, 2011, is for 25% off the passenger fare (the regular car rate still applies). Use the group code "NABA". Reservations can be made as soon as you read this, and up to two days in advance of your departure. You can contact them at 1-800-841-4243.

Second, we'd like to say just a word or two about one of our Convention Chairmen, Dan McShane. Now, we know that the chairperson of an event doesn't make the event. However, we have met only a few people in our lives who are ambassadors extraordinaire of their home towns. (Member Roger Owen and Louisville, KY, is a good example.) Dan is this kind of guy and has an infectious love for his home town. He knows as much about his Bay City as anyone could possibly know, and will go out of his way to make sure you get ALL the info you need to have a great time there.

11,000 inland lakes and the longest coastline of any state other than Alaska. We have the magnificent Mighty Mackinaw Bridge, Tahquamenon Falls, old growth forests, Pictured Rocks and red harbor lighthouses, Christmas everyday in Frankenmuth and windmills in Holland. We grow tons of fresh fruit including peaches, apples & blueberries, and are the tart cherry capital of the US (and we all need those antioxidants). Finally, we are the home of the Motor City, Motown, the place that makes America move & groove.

Well, that's it for now. We hope we've convinced you to make the trip to Bay City, to enjoy the sights, check out the great room to room breweriana, take a boat trip, enjoy the Brewmaster's dinner and just have fun. We'll even throw in an ice cream party. We can't wait to be your hosts!

# BAY CITY AUG 3 TO 6 2011

## Daily Convention Activities – Bay City 2011

### Tuesday, August 2

11:00 am to 4:00 pm

**Early Birds Home Collection Tours** - See Summer Issue of the *BC*

4:00 pm to 10:00 pm

**Registration and Hospitality** - open

All Day/Any Time

**Room-to-Room** - buy, sell or trade

### Wednesday, August 3

9:00 am to 10:00 pm

**Registration and Hospitality** - open

10:00 am to 5:00 pm

**Microbrewery tour** (ticket required)

6:00 pm to 8:00 pm

**Brewmaster's Dinner** (ticket required)

All Day/Any Time

**Room-to-Room** - buy, sell or trade

### Thursday, August 4

8:00 am

**First Timers Breakfast** (family welcome)

9:00 am to 10:00 pm

**Registration and Hospitality** - open

11:00 am to 2:00 pm

**Princess Wenonah Boat Ride** (ticket required)

3:00 pm to 5:00 pm

**Seminar** (Topics to be announced)

7:30 pm to 9:00 pm

**Ice Cream Social in hospitality room**

All Day/Any Time

**Room-to-Room** - buy, sell or trade

### Friday, August 5

7:30 am to 11:00 am

**Board of Directors Meeting**

9:00 am to 11:00 am

**Registration and Hospitality** - open

9:00 am to 11:00 am

**Auction Item Consignment**

11:00 am to 12:00 am

**View Auction Items**

12:00 am to 4:00 pm

**Auction – Registered Members Only**

1:00 pm to 3:00 pm

**Historical Tour of Bay City** (for those not attending the auction)

3:00 pm to 5:00 pm

**Registration and Hospitality** - open

4:00 pm to 5:00 pm

**Full Micro Beer Bottle Swap**

5:00 pm to 6:00 pm

**Taste of Michigan** – Micro beer Tasting

5:00 pm to 8:00 pm

**Michigan Collector Display** - ballroom

6:00 pm to 8:00 pm

**Annual Business Meeting, Banquet and Guest Speaker**

8:30 pm to 10:00 pm

**Registration and Hospitality** - open

All Day/Any Time

**Room-to-Room** - buy, sell or trade

### Saturday, August 6

7:00 am to 9:00 am

**Set up for Public Show and Sale**

9:00 am to 2:00 pm

**Public Breweriana Show and Sale**

3:00 pm to 6:00 pm

**Hospitality** - open

6:00 pm to 7:30 pm

**Banquet and Convention Adjournment**

8:00 pm to ??

**Hospitality** - open

**See you in Springfield, Illinois for NABA Convention #41 – August 2012**





## NABA 40<sup>th</sup> CONVENTION REGISTRATION



Doubletree Hotel  
Bay City, Michigan  
August 3-6, 2011

Member Name \_\_\_\_\_ Spouse (if attending) \_\_\_\_\_

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

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

Is this your first NABA Convention? Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, you and your family are invited to a complimentary breakfast on Thursday morning to meet your NABA officers. Please accept our invitation. How many will attend? \_\_\_\_\_. Member registration includes hospitality room beverages and snacks throughout the Convention, admission to the Friday Auction, room-to-room trading, various in-house events, Friday and Saturday banquets, Microbrew tasting and early admission to the Saturday Public Show.

### MEMBER AND GUEST PRE-REGISTRATION

- Member pre-registration fees: Before July 15 - \$85 per member \$ \_\_\_\_\_
- Spouse/Adult Guest pre-registration fees: Before July 15 - \$70 per guest \$ \_\_\_\_\_  
Spouse/Adult Guest Full Name \_\_\_\_\_
- Children pre-registration fee: Under 12 free. Before July 15 - \$35 per child age 12-18. \$ \_\_\_\_\_  
Childrens names \_\_\_\_\_
- Wednesday Microbrewery Tour (bus only) Tickets \_\_\_\_\_ @ \$15 per person \$ \_\_\_\_\_
- Wednesday Brewmasters Dinner (limited seating) Tickets \_\_\_\_\_ @ \$40 per person \$ \_\_\_\_\_
- Thursday Boat Tour (includes lunch) Tickets \_\_\_\_\_ @ \$20 per person \$ \_\_\_\_\_
- Friday Bus Tour – Bay City Historic Home Tour Tickets \_\_\_\_\_ \$ \_\_\_\_\_ FREE \_\_\_\_\_
- Saturday Trade Show Table\* - Qty \_\_\_\_\_ @ \$10 per table w/power \_\_\_\_\_ @ \$15 per table \$ \_\_\_\_\_  
\*All tables first come first served.
- Saturday Trade Tables (w/o convention registration\*\*) Quantity \_\_\_\_\_ @ \$30 per table \$ \_\_\_\_\_
- NABA Membership Dues for this year (June 1-May 31) \$25 (only if dues have expired) \$ \_\_\_\_\_  
\*\* NABA membership required. Priority given to Convention registrants. **TOTAL** \$ \_\_\_\_\_

**Enclose check payable to 2011 NABA CONVENTION and mail this pre-registration form and check to:**

Dave Alsgaard/Kelly Busse 577 E. Chippewa River Rd., Midland, MI 48640

Phone 989-631-7239 email: dalsgaard@charter.net

**No refunds after August 1<sup>st</sup>**

Your canceled check is your receipt

NOTE: LATE REGISTRATION FEE (after July 15) IS \$10 ADDITIONAL PER PERSON

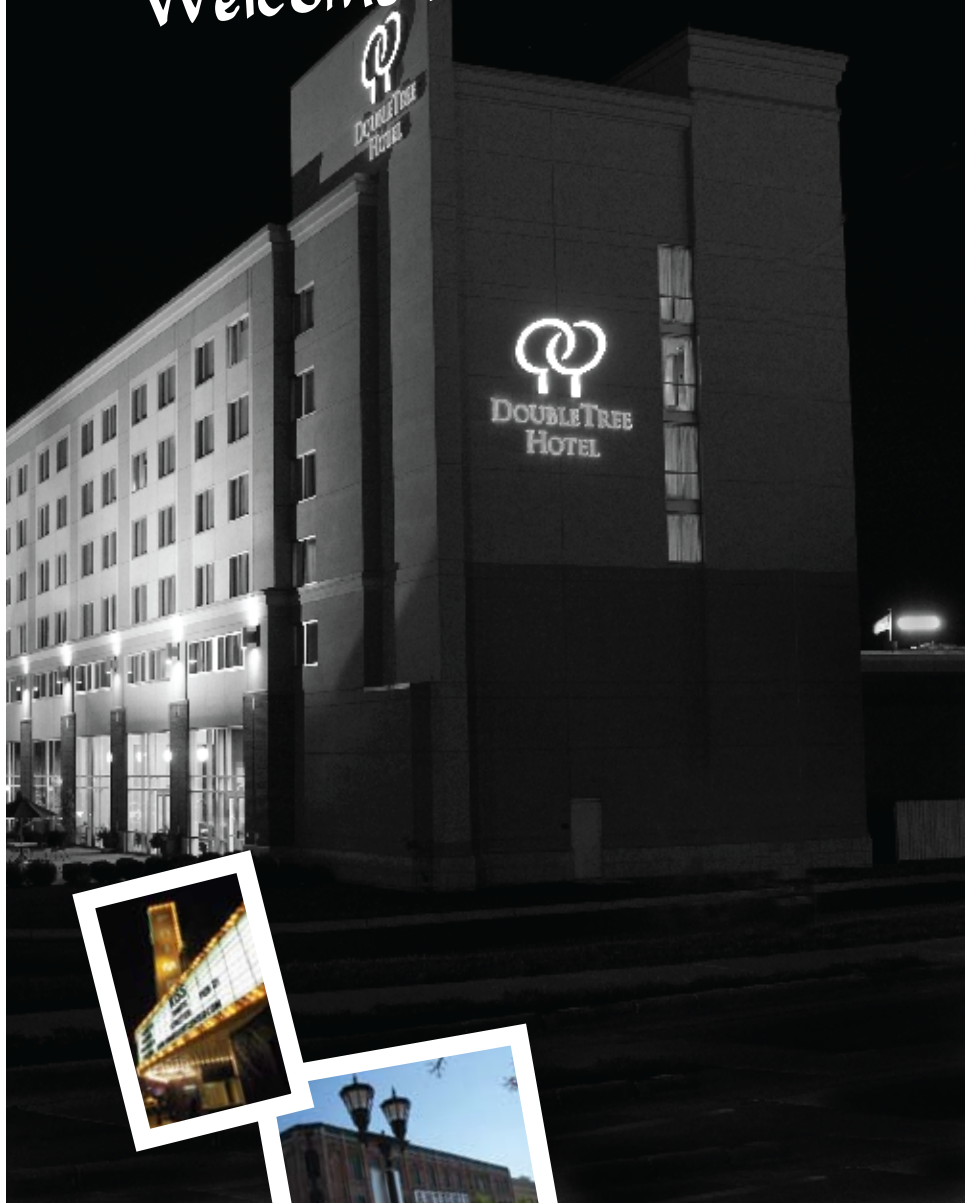
Please make hotel reservations with the Doubletree Hotel at 1-989-891-6000. Use NABA Group Rate Code: NAB

See [www.nababrew.com](http://www.nababrew.com) or the latest *Breweriana Collector* for a summary of Convention Times and Activities

**Please Circle: I plan to arrive on Mon Tue Wed Thu Fri Sat and leave on Tue Wed Thu Fri Sat Sun**

**See you in Bay City!**

# Doubletree Hotel would like to Welcome NABA in 2011



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## FACILITIES

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*Reference code: NAB*

  
**TheHiltonFamily**

  
**Hilton HHonors**  
Points & Miles



# Labelology

By Bob Kay  
bobkaybeerlabels.com

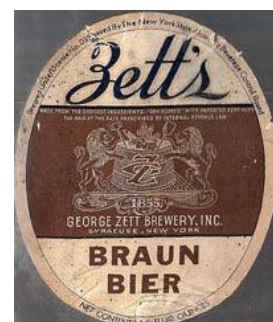
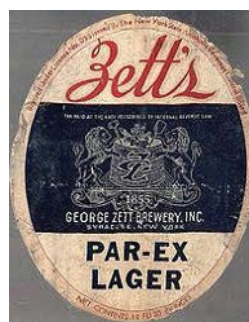
## New Label Finds Include Elusive Bocks

**There is growing interest in building** a reference data base—with graphics pictured—for early US beer brands. The beer label books are a good starting point. Labels pictured in these books have helped identify the brewery-of-origin for a wide range of breweriana: recently, several mystery crown caps have been identified. About 25,000 irtp and earlier US Labels have been catalogued, pictured, and valued in the eight-book set which covers 1950 and earlier US labels. The year 1950, (the end of the irtp mandatory statement on US labels), is a natural and easily identifiable break point for this

endeavor.

I encourage you to report new finds—or examples not already covered in the books. New finds reported to me are catalogued, pictured, and valued on my web site, bobkaybeerlabels.com under the appropriate book. This helps you keep up to date without having to buy new books.

So far about 700 new finds, for the seven books I handle, are pictured. Cooperation from the collecting community has been outstanding—contributors (listed on the web site under Acknowledgements), now number 150+.



Richard Alonso's outstanding collection of Syracuse Breweriana is pictured on his web site, [syracusebreweriana.weebly.com](http://syracusebreweriana.weebly.com), and he graciously offered use of any labels not already catalogued. It was good picking—and many new examples of scarce Syracuse labels are now catalogued and pictured on my site under New Finds for the NY book. A few examples are pictured here.



Wade Heilesen helped fill the deck for Idaho labels with an improved picture of Pocatello's American Pilsener and a picture of a Carnation Bud referenced in a Herman Ronnenberg article.

The Special Lager on the right is an unexpected new find from Chicago's White Eagle Brewery. Thanks to Rich La Susa for this discovery.





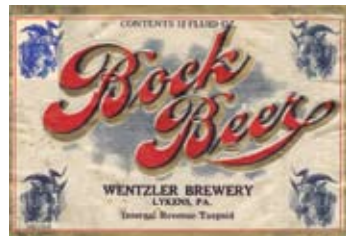
New Find: Possibly the only one known

While these are quite rare, with six or fewer known, They are already catalogued in Vol. 1

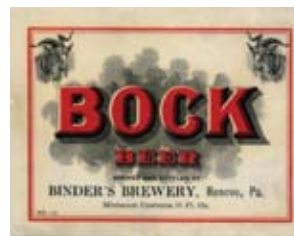
Rich La Susa searched his collection of bock labels and turned up this Grand Prize new find. While it is surely the newest of the ones pictured, it may well be the rarest! After checking with BCCA's Grand Prize chapter members, it seems to be the only one known in collector circles.



Gilbert, Virginia City, MT  
from Steve Armstrong



Wentzler's, Lykens, PA  
from Joel Gandt



Binder's, Renovo, PA  
from Joel Gandt



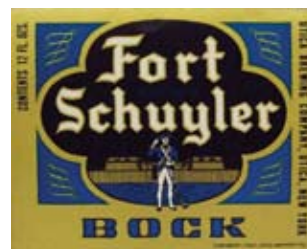
Detroit Brewing Co.  
from Joe Olsen



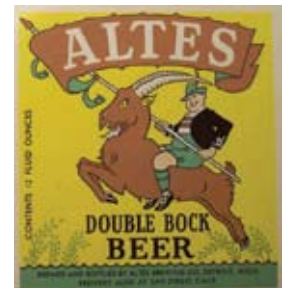
San Diego Brewing Co.  
from Rich La Susa



Kiewel, Little Falls, MN  
from Rich La Susa



Utica Brewing Co  
from Dan Shumway



Altes BC (not Tivoli)  
from Joe Olsen

Bocks were a seasonal springtime brew offered by many breweries. Litho companies adopted the practice of offering stock sample labels and this led to similar designs from many different breweries. The large number of bock labels, often picturing a goat, has made bocks a favorite area to specialize in.

It starts here: The database for irtp and earlier labels. Then additions, called *new finds*, are pictured in bobkaybeerlabels.com under the New Finds tab. There is a separate tab for each book's new finds.

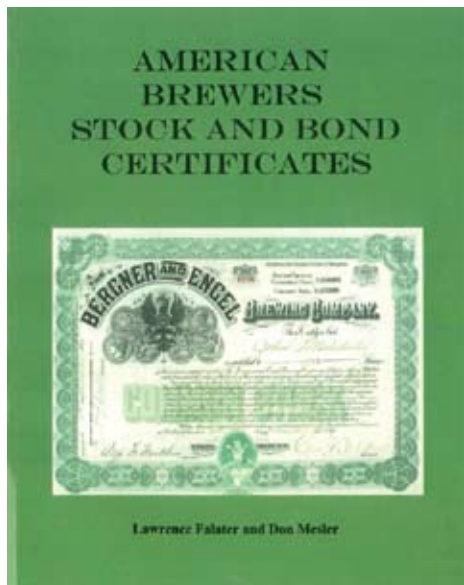




# Collector's Bookshelf

Reviewed by Larry R. Moter, Jr.

## American Brewers Stock and Bond Certificates by Lawrence Falater & Don Mesler



**This 105-page, soft cover book** is hot off the press, just published by Blurb, Inc. (blurb.com). Until notified by an old source (Lawrence Falater), I was personally unaware of this incredible resource.

This is a cool book for a brewery stock collector because it is an excellent place to start. There are many certificates to add, that I alone am aware of. In the preface, the authors ask (paraphrased) there were 18,000 breweries at one time or another in USA history—why are there so few certificates? They answer their own question with four possible reasons:

- 1 – Many breweries were mom and pop firms with no certificates issued
- 2 – Firms that changed their

business structure (bankruptcy, merger, death of principal) from one type to another probably lost/discontinued their certificates

- 3 – Firms going out of business intentionally destroyed their outstanding certificates
- 4 – There is gradual attrition over time: Deterioration, accidents, and uninformed discarding take their toll (these, after all, are paper materials, thus fragile)

The authors hope “to increase the number of recognized breweries’ certificates through publication of this book.” They hope “that the second edition will be much larger than the current edition.” Let us help them in that endeavor by scanning/sending them color copies from our own collections.

This book has three chapters plus appendices. The chapters include an Introduction, the Database (which has a lot of material pertinent to stock collectors such as vignette, security type, value, etc.), and most importantly, Certificate Images (all in color). The appendices include sections on American Distillers, American Vintners, & Bank Note Printers.

Besides the cover, I have included a color image of a very desirous stock from the Auto City Brewing Company of Detroit (Hamtramck). This was a brewery I visited before/during its demolition in the early 1980s to make way for General Motors “Pole



Source: Lawrence Falater



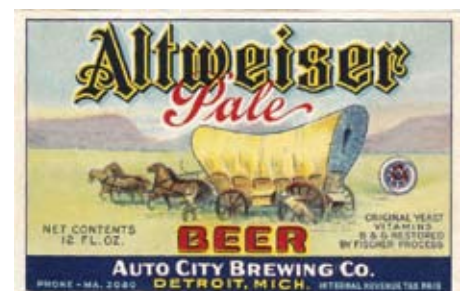


Town Plant.” Above an arch/door was the Auto City corporate logo: an early 1900s wood-spoked auto wheel with an A inside. I thought that was killer.

The vignette of the Auto City stock has that corporate logo, making the stock much more desirable than a “stock scene” vignette like an eagle with spread wings. A letterhead I just acquired at the recent Blue Gray show is also reproduced to show the Auto City corporate logo. Bob Kay has generously shared with us a couple of the Auto City labels from his collection, as well.

I understand that during the demolition, an enterprising NABA member paid the demolition crew to save the corporate logo and now has it in his collection. Thank you for having the foresight to save an important piece of brewery history!

For book ordering information, contact: [dmesler@optionline.net](mailto:dmesler@optionline.net)







# Auction Hysteria

by Robert Hajicek



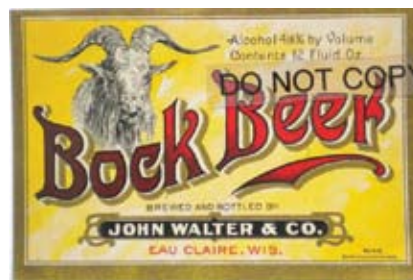
Alpen Brau Lighted Sign  
16" x 6.25" x 5"  
Columbia Brewing Co., St. Louis, MO  
\$410



Silver Bar Can  
Teal Color  
Southern Brewing Co., Tampa, FL  
\$4,340



**Left:** Falstaff Dublin  
Style Stout Label  
IRTP 12 oz.  
Falstaff Brewing Corp.,  
St. Louis, MO \$77



**Below:** Bock Beer  
Label 12oz.  
John Walter & Co.,  
Eau Claire, WI \$483



Esslinger ROG Lighted Motion Sign  
15.5" dia. mfg. by Ohio Advertising Display  
Co. Cincinnati, OH  
Esslinger's Inc., Philadelphia, PA  
\$870



Blatz Egg Vending Display  
21" x 12"  
Pabst Brewing Co., Milwaukee, WI  
\$920



Schoenling ROG Lighted Sign  
With motion wheel pouring/bubbling effect  
25.75" x 12" x 3.5"  
Schoenling Brewing Co., Cincinnati, OH \$812

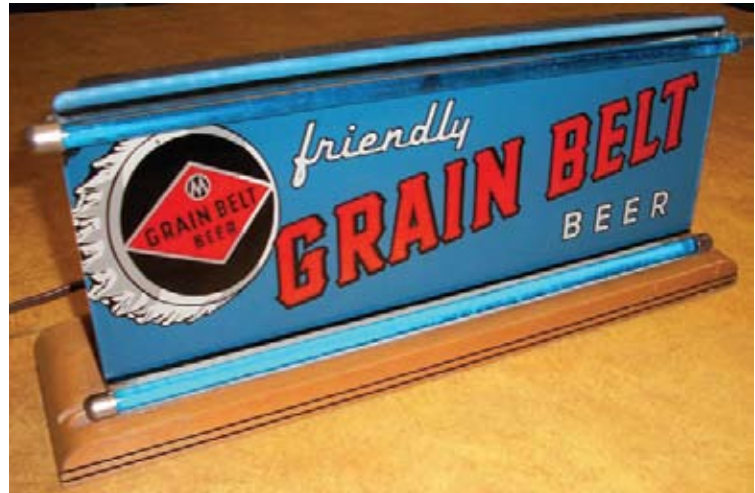


Gluek's Neon Sign  
21" x 13.5"  
Gluek Brewing Co., Minneapolis, MN \$500





Lotus Export Tip Tray  
4.5" dia. mfg. by Kaufmann & Strauss Co. NY  
Adam Scheidt Brewing Co., Norristown, PA \$377



Grain Belt ROG Lighted Sign  
14.5" x 6" x 3.5"  
Minneapolis Brewing Co., Minneapolis, MN  
\$2,550



**Above:** Miller Lighted Sign  
16" x 7" x 4" Miller Brewing Co.,  
Milwaukee, WI \$481



**Right:** Nulife Serving Tray  
13" dia. mfg. by Kaufmann &  
Strauss Co., NY, Inter-State Brewing Co.,  
Sioux City, IA \$455



**Clockwise from Above:**

Schell's ROG Lighted Sign  
28" x 6" x 4.5" August Schell Brewing Co.,  
New Ulm, MN \$1,260

Jax Cardboard Case for 24-12oz bottles (empty-no bottles)  
one opener and two invoices  
Jackson Brewing Co., New Orleans, LA \$256

Columbia Label IRTTP 12 oz.  
Columbia Brewing Co., Shenandoah, PA \$75

Hamm's Bottle Opener  
Theo. Hamm Brewing Co., St. Paul, MN \$148





# Craft And Micro



10 coasters, various micro breweries  
North Coast, Wachusett, Hops \$20



Old West Bottle Labels  
21 different - Old West Brewing Co.,  
New Ulm, MN \$11



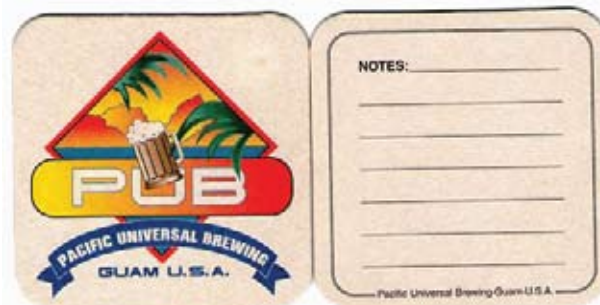
Lost Abbey Veritas Ale  
Full bottle  
Port Brewing Co.,  
San Marcos, CA \$122



12 coasters, various breweries  
including Wise Men, Sierra Nevada,  
Brau Brothers, Saugatuck, Great  
Lakes, New Holland \$29



7 different coasters  
Glacier Brewhouse,  
Anchorage, AK \$29



Pub Coaster  
Pacific Universal Brewing, Guam, U.S.A. \$204



Chocolate Ale  
750ml Full Bottle  
Boulevard Brewing  
Co., Kansas City,  
MO \$26



**Above far left:**  
Dracula 4 Pack Full 12oz Bottles from 2001  
Flying Dog Brewery, Denver, CO \$23  
**Above right:** Three Floyds Dark Lord 2010  
Russian Style Imperial Stout *One bottle only*  
Three Floyds Brewing Co., Munster, IN \$71  
**Left:** Blue Moon Breweriana  
4 pint glasses, 1 tap knob, 30 coasters  
Blue Moon Brewing Co., Golden, CO \$90



# Postcard Mystery SOLVED!



*In the last issue (v. 152, p. 13) Mike Hajicek asked for reader input to identify a brewery building on a postcard he guessed originated in the midwest. With permission we print here the answer from Harvey Wilhelms:*



Mike: Received my NABA BC, Winter 2011 in the mail the other day and came across the photo you found in a collection of postcards. I immediately showed my wife and said, "That sure looks like the Franz Bros. Brewery."

I am in Florida right now, and luckily I brought along my hard drive of photos for the work I am doing on the breweries



The photo above was likely taken around 1900, when the building was newly-built. The photo at the right was taken around 1910, and shows some additional structures. The photo on the original postcard (far right) was taken around 1914, with more structures, including a malt house.



of Freeport IL. I am near completion of this book after researching for almost thirty years.

The Franz family is one of the few of our early brewery families still in Freeport. I am close friends with several of the family members and have an extensive history and photos of the family.

The brewery [in each of the photos] is the 2nd facility that Franz used; the original building burnt in 1897 and was rebuilt a year later.



In the photos [below], you can see, one looks fairly new and the other that is listed as Franz [center] seems to have some additional buildings. Your photo [right] seems to be a little later and has the elevator and the structure added on the left also.

I plan on running some of the stories [from my book] of several of the breweries (we had 16 businesses) in collector magazines.

I have been a member of NABA since the early '70s when John Murry was having garage sales at his home. John was one of the original founders of NABA, and was very encouraging to us younger members.

I would love to see the surprise when you see this email: talk about a "needle in a haystack" find.

Prosit - Harvey L. Wilhelms

**Editor's Note:** The book Harvey references, *Brewing In The Pretzel City: The Story of The Brewing Industry in Freeport, IL 1845 to 1940* is going to be available during the fall of 2011.



# Broadway/Stein Breweries, 1852 - 1958

## Part 1

by John P. Eiss

**Looking at a cross section of history can open a window into the past as a whole**

**Editor's note:** This is the first in a two-part overview of the Broadway Brewing Company, then named George F. Stein Brewery, Inc. Watch for the next installment in the Summer issue of the BC.

**Author's note:** This article would be less accurate and less complete without the generous assistance of Dave Mik, Greater Buffalo's unofficial brewery historian.

### Overview

Buffalo was an ideal location for brewing beer in the mid 1800s, with cold temperatures and plentiful amounts of natural ice from Lake Erie. Several factors combined to secure Buffalo's position as a large brewing and malting center. First among them was a growing population of beer-loving German, Prussian, and Alsatian immigrants arriving by way of the Erie Canal. Equally important was Buffalo's role as the major trans-shipping port between the Great Lakes and the Erie Canal. Buffalo became the country's largest grain storage and shipping center, moving 25 million bushels in 1850 alone. Buffalo also had the world's first automated grain elevator. Brewing continued to flourish with cheap and plentiful electricity for refrigeration and other operations from nearby Niagara Falls beginning around the turn of the century.

#### Matthias Rohr 1852-1856

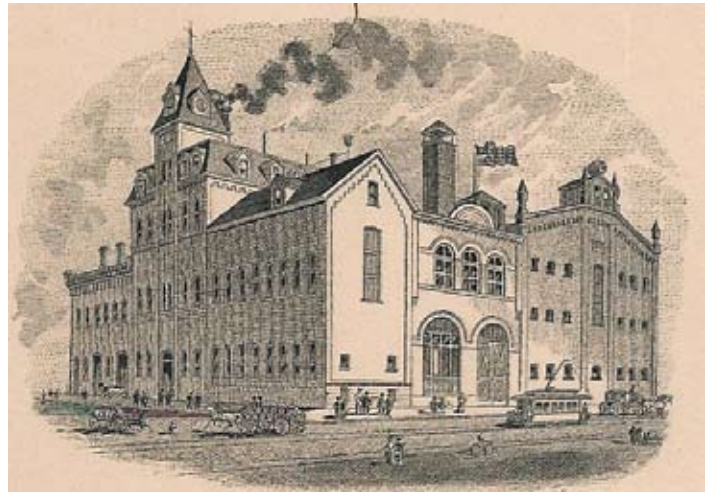
In the 1850s Batavia Street (renamed Broadway in 1880) was one of the busiest commercial thoroughfares in Buffalo. It ran from the center of the city eastbound 40 miles, to the city

**Most likely Buffalo's first brewery was established in 1824 on Niagara Street and was operated by Kane, Peacock, and Relay.**

of Batavia where the Holland Land Company(1) offices were located. Early records are not in agreement, but it appears Matthias Rohr was the first to brew beer at Batavia and Shumway Streets. Whether he owned or rented the brewery is unknown.

#### Albert Albecht 1856-1880

It's not certain when Albert Albrecht arrived in Buffalo or when he started brewing beer. Many brewers arrived from Europe with a vast knowledge of brewing but little or no money. They would start brewing locally in what were



called "Rent A Brewery" operations. When they saved enough capital they would build or buy their own. In any event, in 1856 Albert Albrecht decided to take advantage of the growing market for beer in Buffalo and he built or purchased the brewery on Batavia, at the intersection with Shumway Street. Albert Albrecht listed his residence at the same location as the brewery. Not much is known about the brewery during the time it was owned and operated by Mr. Albrecht. It appears the brewery enjoyed a steady local following as it remained in business amid heavy competition and consisted of a substantial three-story brick building.

On November 30, 1858, fire destroyed the brewery. According to the Buffalo Courier newspaper, "The fire started in an adjoining stable and was carried by a high wind to the brewery proper. The building was a three-story brick structure and was totally destroyed. Loss, \$10,000: insurance, \$4,000." In 1859 Albert

Albrecht moved his brewing operations to a "Rent A Brewery" at Jefferson near Genesee Street. In 1866 Albrecht moved back to Batavia and Shumway after rebuilding.

After 1871 there is no record of Albert Albrecht brewing or living in Buffalo. It appears the brewery operated as a "Rent A Brewery" until 1879. Several brewers were listed during this period in-





cluding George F. Lang and Henry Gottman 1868-1870, John C. Holzer 1871-1873, and George Reis 1877-1879 (2).

### **Julius Binz 1880-1887**

In 1880 Julius Binz acquired the Albert Albecht brewery business and property located on Bata-via (now Broadway) between Shumway and Smith Streets. According to the Buffalo City Directory, he resided at the brewery until at least 1887.

Julius Binz was born in Germany in 1847. At the age of 20, he immigrated to the United States and settled in Buffalo, New York. Binz became a successful businessman in areas other than brew-ing and malting. He was considered a very wealthy

**In 1873 there were 33 breweries listed in the city directory as operating in Buffalo. The breweries produced 176,299 barrels of beer and ale that year.**

**In 1888 Buffalo brewers and malt producers had a net worth of \$7.5 million and employed 900 workers.**

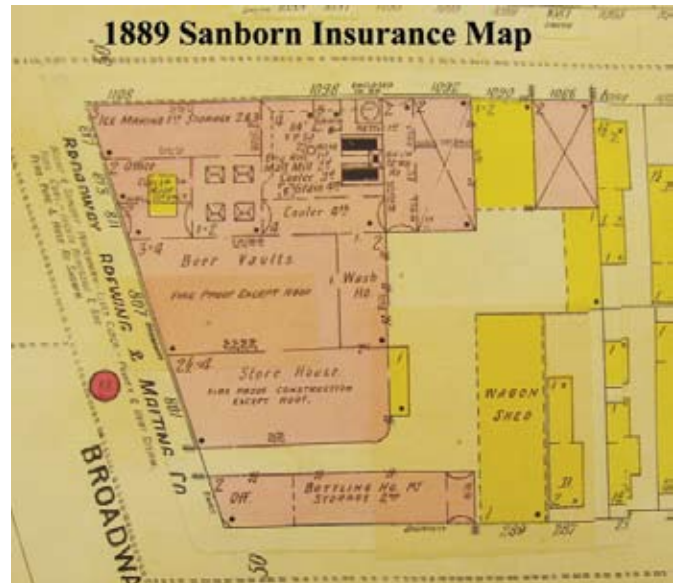
man by standards of that day and age.

In 1884 Binz built his malt house on the brewery prop-erty. Julius Binz became bet-ter known as a malster than a brewer and was considered “to be one of the best authorities on raw materials” for malting.

In 1886 Binz had the entire brewery rebuilt with red brick and installed new machinery. The main building was four sto-ries and was considered to be fireproof. The brewing kettle, mash tun, beer vaults, engi-neer room, and keg washhouse were on the first floor. The sec-ond floor contained the malt mill and malted grain storage. The third and forth floor were used for beer storage coolers and grain storage. By 1886, the brewery employed 15 workers.

### **NOTES:**

- (1) In the early 1800s the Holland Land Company owned all the land in Western New York except for some Indian reservations.
- (2) Some of the available information from this time period is conflicting.



**Next installment: 1887 - 1958  
Summer Issue**

### **Bibliography**

#### **Books:**

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- Buffalo City Directories, 1873 to 1939
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- Golden Jubilee 1886 – 1936 Breweries Workers Union #4 Buffalo, NY. 1936
- Steven Powell, Rushing The Growler, Buffalo, New York, Digicon Imaging, Inc. 1996-1999
- Dale P. Van Wieren, American Breweries II, West Point, Pa. Eastern Coast Brewiana Association. 1995

#### **Newspaper and Magazine Articles:**

- “Brewing History” Buffalo Courier Express Oct. 15 1959
- “Buffalo—Old?” Buffalo Courier, Supplemental #6 June 6, 1901
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- “Lest We Forget: William J. Donovan” Western New York Heritage, Pg. 23 Winter 2003
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- “Medina Here’s To Our Heritage” Compiled by E.W. Grimnell. 1996
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- “Stein’s Brewery Articles (various)” Buffalo News 19??
- “Stein’s Hotel, Orchard Park Scene Of Liquor Seizure” Courier Express, Buffalo, January 1, 1930

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- Interviews in 2002 with 1930s Shumway Street residents, Emily Eiss and Ruth Leimen
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- Insurance Map of Buffalo, New York, New York, Sanborn Perris Map Co. 1889 – 1913
- Insurance Map of Buffalo, New York, New York, Sanborn Map and Pub. Co. 1881- 1888
- Map of The City of Buffalo, Erie County, New York. 1902
- Map of The City of Buffalo, New York, Philadelphia, G. M. Hopkins. 1891
- Map of The City of Buffalo, New York, New York, E. H. Hutchinson, Buffalo. 1880





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# Travels with Barley

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By Fred & Mary Clinton

**Well, here it is, the** penultimate beer tour of Michigan before The Bay City NABA bash. With this, we will try once again to entice you to visit the Great Lake State. For this installment, we will tour the southeast, providing options along either the US-23 corridor and/or the I-75 corridor. This is just a small sampling of the available options as there are at least 19 brewpubs and or breweries in this area of the state alone. As has often been the case in the past, the Zyndas were not only our travel companions, but guides as well.

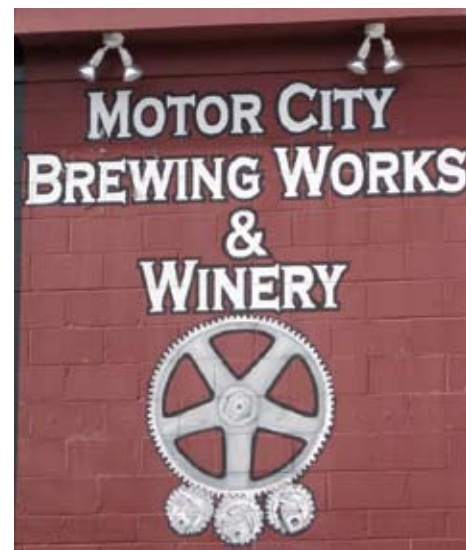


After a brief moment to pay homage at the site of the Zyn-da brewery, we visited Motor City Brewing Works in downtown Detroit where we sampled a Pale, Bohemian Lager, Ghet-toblaster, Nut Brown, Hard Cider, and a Honey Porter. We were also able to try their intermittent: a beer they brew for Greenfield Village called Steam Station Ale. We started with the Cider—quite tart, unfiltered, and a very good farmhouse style cider. The lager had more body and flavor than most in the style, and was reminiscent of the lagers brewed in the past. The Steam Station was a

real good mid-range amber or red with nice color and good taste & mouthfeel.

The GhettoBlaster was advertized as an English mild (an under-represented style to at least one of the authors of this article) and was spot on—a very mild beer but still flavorful. The aroma of chocolate hit your nose right away on the Nut Brown, and had no butter-scotchy qualities at all—Mary really liked this one. Vickie's favorite was the Honey Porter, which was lightened by the honey (not robust) but true to style. And for hops, the Pale offering was a good example of the American style without being over the top. Speaking of the top, from top to bottom, these beers were all in the very good to excellent range. Our Four\*\*\* Paw Pick? Three chose the Nut Brown and one voted for the Honey Porter. In addition to their beers, they also offer six different pops made from pure Michigan beet sugar.

From there, we walked across the street to the Traffic Jam and Snug, Michigan's first Brew Pub. They open-ferment their beer. They had on tap "Don't Touch My Junk" Dunkel Weizen, ESB, Oatmeal Stout, Doppelbock, and Grand Theft Pilsner. The Dunkel was as described, big and malty with only hints of clove and banana—but at 7% not a session beer. The Pilsner had a quite a lot of diacetyl, while the ESB was quite dry and hoppy—could pass for a pale ale. The Doppelbock was sweet and malty with just a hint of diacetyl but still very drinkable. The Oatmeal Stout was perhaps the best of the brews we sampled, with good body and



flavor. This was the Four\*\*\*\* Paw Pick of the batch. This place doubles as a bakery, makes cheese as well, and is a really comfy spot.

Making good time, we were able to add WAB (Woodward Avenue Brewers) in Ferndale to our tour. Alas, they do no samplers, and we had to spring for full pints. But wait: it was happy hour and the pints are half price! In the end, we were able to sample six of their seven brews, opting out of the hefe. The Custom Blonde was light but very crisp and tasty, with a hint of sweetness. The Raspberry Blonde had good doses of fruit without any cloying aftertaste. The Ruby Lager was a splendid color and had flavor to match with good malt and hop balance.

The Custom Porter, a robust style, had a nose full of roasted malt with coffee overtones, and was deliciously malty with a dry hop finish. The Vanilla Porter shouted *let's bake* without an overt sweetness: an excellent brew. We finished the sampling with the Pale Ale: an excellent example of the American style with hoppiness but

Continued on pg. 35



## Membership Report

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

**We have added 17 new** members since the last issue. Check out the list for ones who may live nearby or list similar collecting interests. Could be a chance to pick up a new gem for the collection or pass along something you no longer want to a new member. Even if that doesn't happen you have made a new friend.

If you are reading this you have already noticed that this issue arrived nude...without an envelope.

Take a minute to check out the back cover where your name and address is printed. Your current membership sta-

tus is also printed there. This will be on every issue and is a good way to remind yourself when you need to send in your dues. Our fiscal year ends each May 31, so unless you are one of the many members who pay ahead, your due date will be 2011. Some of the renewals I received around the end of the calendar year had notes saying they were sending in their 2011 dues when they actually were getting themselves paid up through May of 2012. If the date on the back of your magazine is 2012 you are in that group.

Do you ever sell breweriana items on eBay or Craigslist? How about including a NABA membership application with the shipment? It might just be the timely reminder that gains us a new member. We all know there are thousands of breweriana collectors out there that do not know about NABA and the benefits we offer to make their hobby more enjoyable. Let me know if you need some application forms and be sure to put your name on it as sponsor so you get credit towards a free membership for yourself.

*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). Dues expire May 31. 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 a Membership Card and 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

## Allison, Jody

2661 Forest View Dr  
Antioch, TN 37013  
615-308-8890

alligop@att.net

**Cans, Coasters, Glasses,  
History, Lithos, Menus, Signs**  
Sponsor-George Baley

## Butler, Daniel

1875 Patterson  
Galesburg, IL 61401  
309-337-3055

dbbutler63@comcast.net

## Cichoracki, Dave (Laura)

54485 Pleasant Valley Dr  
Osceola, IN 46561  
intocans@att.net

## Fitch, David (Kandis)

26 Curry Rd  
Hamden, CT 06517  
203-903-5030  
stinkmuffin@sbcglobal.net

## Gibson, Paul (Re)

161 Gilmore Rd  
Wrentham, MA 02093-1277  
508-384-0034

paul@railpub.com

**Postcards - All  
Massachusetts Breweries**

## Grindey, Thomas

PO Box 503  
705 Water St  
Warren, IL 61087  
tgrindey@yahoo.net

## Konen, Jim

255 County Hwy 27  
Richfield Springs, NY 13439  
rjkonen@gmail.com

**All Breweriana - MN, Trays**

## Krueger, Bill (Kathy)

17811 Bishop Rd  
Tinley Park, IL 60487  
708-429-7084  
C708-528-7223  
krueger17811@comcast.net

**All Breweriana - Chicago  
Syndicate Affiliated  
Leaded Windows, Mugs &  
Steins, Signs**  
Sponsor-George Baley

## LaComb, Art (Andie)

3208 Parkwood Dr  
Mound, TX 75022  
972-539-9820

lacombo@verizon.net

## Liedel, John J. (Barbra)

17253 Arlington Ave  
Allen Park, MI 48101  
313-274-0619

tiqueman@sbcglobal.net

**All Breweriana - Wyandotte  
& Detroit, MI, Paper Items,  
Signs, Mugs & Steins, Tip  
Trays, Trays**  
Sponsor-Terry Warrick

## Marconi, Joseph V. (Barbara)

6039 Arroyo Vista Dr  
Rockford, MI 49341  
616-874-3245

**Cans, Tap Knobs, Goebel  
(all items)**

## Meyer, Bob (Mary Ann)

W2569 Candlelite Way  
Appleton, WI 54915-8759  
920-687-0752  
meyer11@new.rr.com

## Miska, Brian

3030 E. Midland Rd  
Bay City, MI 48706  
jem8726@netzero.com

## Ramsey, Russell

36 Havelock St  
San Francisco, CA 94112

## Sandomierski, Todd

6580 Lorraine Ave, NW  
Massillon, OH 44646  
sando63@aol.com

## Schmeh, Gary (Debbie)

6834 Hillside  
Cincinnati, OH 45233  
513-941-1555  
C513-702-1814  
F513-531-2647

gschmeh@zoomtowin.com  
**All Breweriana-Bavarian,  
Cincinnati, Neon Signs,  
Reverse on Glass, Signs**

## Wilson, Stewart

100 Olivia Rd  
Poulsbo, WA 98370  
wilson808@wavecable.com

Travels with Barley cont. from p. 33

not too much—a good session beer. The beers were so good the panel could not choose a clear winner, but the porters and pale were highly regarded. We deem this a Four\*\*\*\* Paw Pick *brewpub*. On a Friday at 6-ish this was a happening place decorated with a multitude of Michigan license plates on the wall. T-shirts were available including the difficult-to-find infant size.

Our next stop was Royal Oak—the really happenin' suburb of Detroit—and Lily's (a seafood restaurant and brewpub). There we tried seven brews: Propeller Island Pilsner, Whitefish Bay Wheat, Reggie's French River Red, Strange Stout, Cherry Stout, Wood-butcher's American Amber, and Sven & Ollie's IPA. Starting with the Pilsner, we found

it to be a very acceptable starter beer with good flavor. The wheat was true to the German style. The Amber was a very well balanced beer with a clean taste and slightly dry finish. The Red was very similar to the Amber with perhaps a slightly drier finish. The Strange Stout would have been very tasty as a bigger brown or mild porter, and in fairness, it was described as being in the porter style. As a stout, we found it a bit wan. The Cherry Stout had a subtle cherry flavor and was a little light on body but was otherwise quite drinkable. We finished out with our Four\*\*\*\* Paw Pick = the IPA. You know it had to be a good one when even the two non-hopheads on the tasting panel deemed it head and shoulders above the other beers! We also had a delicious dinner here.

Our final stop for the night was the very *tony* Big Rock Chop House, in the old train station in Birmingham, another upscale Detroit 'burb. We sampled seven beers, all served in the most unusual tasters we've seen: miniature Belgian-style tulip glasses. They were: Blonde, Trippel, IPA, Double Red, Porter, and Bourbon Stout. The Blonde was deemed a good starter beer (the third



in a row) with a slight Belgian quality and a dry finish. The Red, as its 2x name implied, was bigger than most in this style, and was very similar to the rare find: a Flemish Red. It was also 8%. The Porter was a beer the group could not really pinpoint. It wasn't quite a porter, it had a little diacetyl, not bad, but not quite as advertized. Try for yourself on this one.

The Trippel, on the other hand, was very representative of the style and was a big beer at 9%. The IPA had HUGE citrus taste and was like eating a fresh grapefruit. As a result, we found it much more citrusy than most—maybe more than we like—but still a good brew. Again, the final beer of the group was another Four\*\*\*\* Paw Pick: this delicious Bourbon Stout was much enhanced by nine months of aging in bourbon barrels (which clearly had mellowed the sharp edges the style often has). It was warm, caramel-y, and another high octane brew at 11.8%. The

place itself was beautiful and elegant.

Next, slightly west, we went to Plymouth and the Liberty Street Brewing Company. This is a comfy place with ten brews to sample. They were Liberty Blonde, Red Glare Amber, Pub House Brown, American IPA, Starkweather Stout, Steamy Windows (California Common), Paint River Bock, Punkin' Pie Ale, Kilt Tilter (Scotch Ale), and Pooh Beer (Honey Porter)—all from a place that's been open only since 2008. The Blonde was just a touch tart but a pleasant starter beer. The Amber was effervescent and dry but not necessarily close to the standard. The Brown had a full chocolate nose and at 3.3% would be a nice session beer. The Bock was not as sweet as many in the style but was malty and very drinkable. Full of clove and cinnamon, there was no mistaking the Punkin' and it was spicy and delicious.

The Honey Porter was very vinous (not too surprising at 7.9%) with almost a licorice quality to it. The Scotch was true to style, although at the smoky limits of the guideline. The Stout was not as roasty as some but was very good. The Steamy Windows was very dry and perhaps hoppi-er than Anchor Steam (the gold standard of the CA common style), with a hint of tartness at the end. The IPA did not have any tartness but was delicious-ly creamy and

hoppy. No clear Four\*\*\*\*Paw Pick, but there were two votes each for the Brown and the IPA. They offer a selection of T-shirts as well as pint glasses.

We then travelled to Ann Arbor and Jolly Pumpkin's restaurant (the original location is in Dexter, MI). They had eight offerings, although one was a beer of another brewery they tinkered with. More on that later. Watch these names: Calabza Blanca, Maracaibo, Belipago, DiaboliKale, ESBam, Bam, Bam Noire and Noel de Calabaza. The focus of this brewery is the Belgian/French farmhouse variety, so expect something out of the ordinary. The Blanca was a very nice Belgian farmhouse beer. The Maracaibo was a brown that was very tart and spicy. The Belipago was a Belgian style IPA (is there such a thing?) and it was full of orange and hops dryness: note celiac crue sufferers, this one is gluten free.

The DiaboliKale is North Peak's IPA doctored by Jolly Pumpkin with kale. This is the first in their line of "green" beers and was very smooth and very hoppy. The ESBam was a French farmhouse hybridized with an English ESB—a good mix of malt and tart. The simple Bam was excellent, a true farmhouse ale with ample amounts of sweet and tart. The Noire took the Bam into a smoother, sweeter area, and was so mild that even beginners would enjoy. The Noel, as the name implies, was a Christmas ale that was delightful with sweet spiciness. These were unusual and tasty beers that may not appeal to everyone, but we found them interesting and tasty and found it difficult to make a Four\*\*\*\* Paw Pick with three different beers receiving votes.

Our next stop in Ann Arbor was Wolverine State Brewing Company, newly opened in



Liberty Bar





November of 2010 and tucked behind an appliance store on the west side. They offered nine brews: Wolverine Premium Lager, Wolverine Dark, Green Thumb, Insolent Mink IPA, High 'n' Dry Rye Pils, Revilo India Red Lager (their specialty), Faustian Stout (a Baltic Porter), Drag Me to Helles (Maibock), and Pastoral Winter Lager (a dark wheat lager). The Wolverine was another excellent starter beer with a really nice finish, and the Dark was mild and yet malty as well.

The Helles was very malty but not as sweet as is more typical of the style. The Pastoral was an exceptionally good winter ale with "bready warmth," as they say. The Pils was also as described: dry and spicy. A really good example of the dry stout variety can be found in the Faustian, although it was described as a Baltic porter. The Green Thumb was described as a pale but had an unusual aftertaste. The IPA was very well balanced with good body and was a nice representative of an American IPA. We closed out with the India Red: a richly complex beer, beautiful red in color, malty and yet appropriately hoppy for the style. Four\*\*\*\* Paw Pick? The Red, with strong kudos to the stout and the premium lager. As for

collectibles, they have a good selection of shirts but no food yet other than a few snacks.

We then went on to Ypsilanti and the Corner Brewery—the second location of Arbor Brewing Company—where we sampled another ten beers. (Was this our trip for large sample sizes or what?)

The beers here included Brassiere Blonde, Serpentarious, Ypsi Gypsi, Tally Wacker, Red Snapper, Faricy's Irish Stout, Espresso Love, Sacred Cow, and Ryeclops. Wow. The Blonde was pleasantly simple and yet very tasty. The Serpentarious was described as a Belgian Pale Ale and was very grassy in both the nose and mouth, but pleasant nonetheless. The pale ale selection was the Gypsi Ypsi, a good, standard example of the American style. The Tally Wacker was an 80 schilling Scottish with a hint of smokiness that the Scotsman in the group found quite good and appropriate to style. The special bitter was the Red Snapper and was one of the best ESBs we've had in some time.

Moving to the bigger beers brought us to the Faricy's (the stout), a very good example of a dry stout. We should point out that these beers are very much in the British style, without overt carbonation, unfiltered, and not overly chilled: we like that. The Espresso Stout added coffee & oatmeal, and rendered a beer with subtle nuances of both. Then, something we've never seen: Hawaiian Pizza Lager, which had a lot of sweetness suitable to the novitiate. The Sacred Cow was the IPA offering and was crazy

creamy with good mouthfeel—but not for the insane hophead; a pleasant beer. The Ryeclops added rye and had a much hoppier taste and drier finish. Four\*\*\*\* Paw Pick was a tie with two votes each to the Sacred Cow and the Red Snapper. The Corner is an equally funky sister of the main brewery with lots of comfy chairs, a fire and a generally comfortable atmosphere.

One last place we have to mention, near the interchange of I-75 and US-23 in Flint: Redwood Lodge. Bill Wamby, the brewer and winner of the national small brewer of the year in 2009, has always been a **great friend of NABA**. He also produces some excellent beers in a place with terrific food and atmosphere as well. If your travels bring you this way, please try this one.

Well, we'd like to say more, but we're out of room and time. Until next time.

**Addenda:** Although not in Michigan, we want to give shout out to a now open brewpub in Richmond, WI, called Brady's Brewhouse. They were not officially open when we were there in December, but we were allowed some very tasty samples. Check this one out if you're in the neighborhood.

Cheers!

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### Editor's Note:

We have one final installment of "Travels" reviewing micro brews and brewplaces, coming from the Clinton/Zynda team in the Summer issue. After that, retirement beckons our intrepid tasting team.

BC is looking for a new reviewer of microbreweries, their advertising, and their products.

Get in touch if you, or someone you know, might be interested.  
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# Advertising

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All advertising materials and inquiries should be directed to:

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The Breweriana Collector  
PO Box 878  
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| Issue  | Materials Receipt | Est. Publish Date |
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| Spring | March 1           | April 1           |
| Summer | May 15            | July 1            |
| Fall   | September 1       | October 1         |
| Winter | December 1        | January 1         |

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Events of non-affiliated groups are still welcome, but will be listed as text ads.*

**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, 3488 Ridgewood Dr, Erlanger, KY 41018; 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

### LATROBE, PA BREWERIANA:

Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Call Jim Mickinak at 724-539-7941 or email 10easyst@comcast.net

V155

### NEW JERSEY BALL KNOBS:

Absolute highest price paid for extremely rare NJ tap knobs I need. Maybe even a trade if possible. Paul E. Brady, 601 Mercer Ave., Spring Lake Hts., NJ 07762; or beer80@verizon.net.

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### ROUND BUTTON SIGNS

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### 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

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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



# Events of Interest

## Misc. Events

**May 5 - 7:** 17th Annual Rush to the Rockies; Ft. Collins, CO.  
Contact: Bill Besfer 303-527-3565  
abamrbill@comcast.net

**June 10 & 11:** Swap-A-Rama #32; Florissant, MO (St. Louis area)  
Contact: Kevin Kious 618-346-2634, whoisthealeman@aol.com

**August 10 - 13:** Canadian Brewerianist Convention 32; Location TBA  
Contact: Dave Craig 204-257-2355  
beerybear@hotmail.com

**August 13:** 35th Horlacher Weekender; Macungie, PA  
Contact: Larry Handy 215-412-2344 or OhHugo1@aol.com

**August 13 & 14:** Collectors Carnival Antiques & Collectibles Show; Evansville, IN  
Contact: Brent Pace 812-471-9419  
bpace@evansville.net

## Major Club Conventions

**NABA:** 40th Convention  
**Aug. 3 - 6, 2011** Bay City, MI  
Dan McShane 989-667-9445  
kolbros@chartermi.net

**ECBA:** 39th Convention  
**July 13 - 16, 2011**  
New Cumberland, PA  
Larry Handy 215-412-2344  
OhHugo1@aol.com

**ABA:** Convention #30  
**June 13 - 18, 2011** Dallas, TX  
Jeanne Tiegs 715-610-4960  
jtiegs@americanbreweriana.org

**BCCA:** 2011 Convention  
**Sept. 1 - 3, 2011**  
Covington, KY  
Contact: beerdave@fuse.net or 636-343-6436

## NABA Chapter Events

### May 1 Monarch Chapter Spring Fest

Carol Stream, IL  
Contact: Alan Borman  
630-305-8618  
abormann6735@wowway.com

### May 1 Goebel Gang Chapter 35th Annual Show

South Bend, IN  
Sandy Wacunas 574-2874948 or  
Jim Mahler 269-695-5953  
sandy7up@sbcglobal.net

May 6  
North Star (NABA) & Old Style  
Chapters Annual Show  
LaCrosse, WI  
Willy Novak, 630-964-2723  
oldstylewilly@att.net

**MAY 14  
NORTH STAR CHAPTER  
ANNUAL SUMMIT  
BREWERY SHOW  
ST. PAUL, MN  
DAVE WENDL, 651-731-9573**

### May 14 Patrick Henry Breweriana Session

Kalamazoo, MI  
Joe Wilson 616-896-1051  
upbeers@sbcglobal.net

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June 3-4

### 19th Tri-States Breweriana Show (North Star & Hawkeye Chpts)

Dubuque, IA  
Mike England • 513-360-3865  
mike.england@bccca.com

### July 8 & 9 Miami Valley 37th OH Mini-Convention

Waynesville, OH  
Dave Reed • 513-248-4464  
wolfe1985@fuse.net

**July 8 & 9  
North Star &  
Nordlagers Annual Show  
Cloquet, MN  
Bert Whittington  
218-393-0657**

**AUGUST 13  
A DAY @ LEINIES  
NORTH STAR CHAPTER  
CHIPPEWA FALLS, WI  
DAVE WENDL 651-731-9573**

August 14  
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Dave Gausepohl 606-371-4415 or  
Debbie Dowers 859-371-2233  
beerdave@fuse.net



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