



# *The* **BREWERIANA** COLLECTOR

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

Volume 136

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WINTER 2007

- *The Bay City & Saginaw Brewery Mystery* •
- *The History of the Midland (Mich.) Brewing Company* •
- *The Saginaw Five, 1897, Part I* •



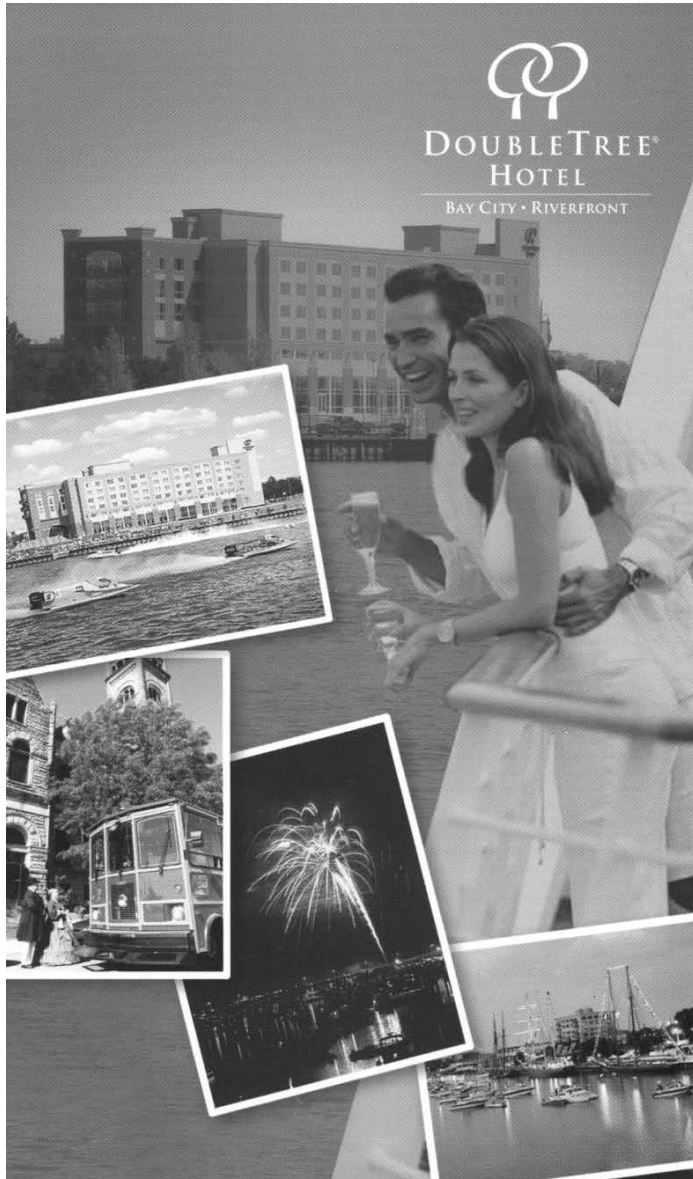
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# 2007 NABA Convention

## Bay City, Michigan

July 31 - August 5, 2007



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**WINTER 2007**

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**POSTMASTER:**

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**COVER:**

A rare bottle label from the short-lived Midland Brewing Company;  
courtesy David W. Alsgaard.



# Test Your Consumer Savvy

Contributed by Bob Kay

Marketers are always looking for ways to draw attention to their products – unusual shapes, colors, wording, or anything that helps consumers identify their special product. While pre-Prohibition brewers used characteristic shapes to foil counterfeiters, after repeal die-cuts continued to have appeal as a means of distinguishing their product in the marketplace. *(Editor's Note: see Labelology, p. 14 for more on die-cut labels).*

**HELP WANTED:**  
Can anyone explain the meaning of the NYP brand name on this circa 1900 Virginia label?  
If you can help, contact Bob Kay, beerlabel@comcast.net



**TAKE THE TEST:** How many of these breweries could you identify just from the shape of the label? Don't cheat – the answers are directly below, upside down. *(labels not to scale)*

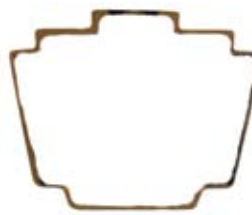
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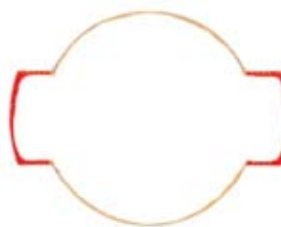
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6.



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3.



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## President's Message

Hello to all. By the time you receive the latest NABA Journal, 2006 will

be history and 2007 will have arrived. Hope that everyone had an eventful Holiday season, and here's wishing everyone a rewarding and prosperous 2007.

One thing I always think of during the Holiday season is my vacation schedule for the New Year. Right at the top of the list is the annual NABA Convention scheduled July 31 through August 5 in Bay City, Michigan. Our convention team (a large group of volunteers ably led by Dan McShane & Ricky Schmidt) is hard at work to have a great convention that you will not want to miss. Bay City is a beautiful town with an incredible river/harbor area on the Saginaw Bay. The most majestic of Michigan's natural resources is the Great Lakes and their adjacent waterways. Bay City truly has taken advantage of its geo-

graphic location to become a tourist haven. Please watch for more Convention information in the upcoming 2007 NABA Journals.

On another note, the NABA Board met October 28<sup>th</sup> 2006 at the Monarch show in Chicago. Alan Bormann and team did a wonderful job of hosting, turning out a show that was fun to attend. The Board did its usual business session with a post-convention review and a future convention planning session, among numerous topics. A group of interested Minnesota members from the Twin Cities has proposed the 2009 Convention be held in the Minneapolis geographic area. The Board unanimously agreed with their proposal. Many of us remember the outstanding conventions in Minneapolis in 1997 & 2003.

There are two other business items to mention to the membership. The first is that the auction committee led by Dave Kapsos of Waukesha, Wisconsin has met and recommended

improvements to our Annual Convention Auction. The Board reviewed these recommendations and will take action at the next Board meeting (Friday, February 16<sup>th</sup> at the Blue Gray Show). Dave and his committee had some pretty good ideas that were presented: the game plan is to publish these improvements in an upcoming NABA Journal prior to Bay City. The second item is that the Journal will broaden the "Calendar of Events" to include major shows of interest to our members. Please email John Stanley, Lee Chichester, or myself with show information for consideration.

In closing, NABA is sad to report the loss of several members: NABA founding father Richard "Dick" Bucht, of Land O' Lakes, Wisconsin; Frederick A. "Fred" Frank of Okemos, Michigan; and NABA Board member Gary Bauer of Mount Pleasant, Michigan. These pillars of the hobby and the organization will be missed by all.



## From the Editor's Desk

During this time when it is traditional to gather with family near

and far, I have been considering this new family I've joined – the NABA family – and the disparate personalities, traditions, and functions I've got to learn. Happily, it is an easy learning curve, as the folks involved have been quite kind and understanding.

As with any grouping of distinct personalities, there are

various intensities and passions to negotiate and understand. Throughout, I very much appreciate the level of cooperation and patience I've received as I settle into my new family.

I am especially gratified by the volunteer Board of Directors members, who've been peppered with questions and been asked to consider ideas both far-fetched and reasonable. NABA is lucky to be led by a group of volunteers willing to share a great breadth of expertise.

Finally, I consider myself very lucky to be able to work at such a professional level with the contributors and columnists of this publication. The readership of the *BC* enjoys a rare opportunity to benefit from the experience and passion of fellow enthusiasts who are also tremendous communicators, are willing to do their research homework, and can clearly share with you their discoveries. We are, indeed fortunate.



## Chapter Doings

By Mary White

We're at that magic time again, we've finished all the chapter shows for 2006 and are planning for all of the 2007 shows, and for the National Convention.

The Schultz & Dooley Chapter was one of eleven chapters sponsoring the "New" Brewery Collectible Show, Oct. 6 to 8, 2006 at Suffern, New York. This 6<sup>th</sup> Annual show for the group at the Holiday Inn Holidome is drawing a larger crowd from the eastern states as well as a few foreign countries.

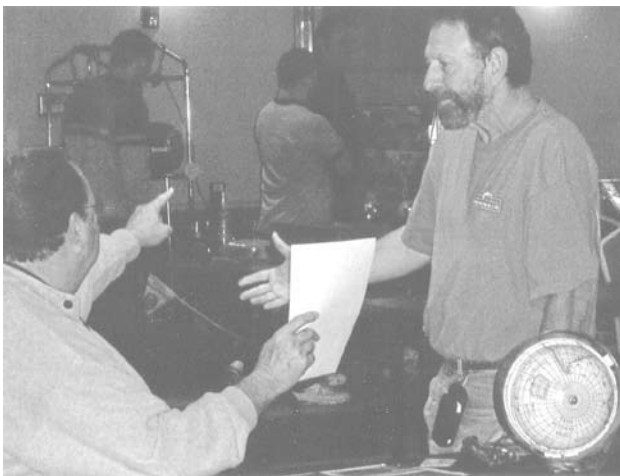
The Great White North Brewerianist Chapter hosted its 18<sup>th</sup> Annual Show at the Windsor Park Inn, Winnipeg, Manitoba, Canada, in October.

The 24<sup>th</sup> Annual Monarch Fall-Fest Show was held Oct. 27 & 28, 2006, at the Ramada Inn/Glendale Heights, IL. The NABA Board Meeting was held at this show. It was great to see a lot of familiar faces, as well as a lot of high-quality breweriana items changing ownership.

The Queen City Chapter Show was held Nov. 26, 2006,

at Raffels Banquet Center. A lot of Thanksgiving visitors to our town stay over for the show. What a great show – lots of raffle prizes and good food – in addition, plenty of great breweriana items for purchase just in time for collectors' Christmas gifts.

We need to note upcoming chapter shows for 2007 and mark our calendars now: The



Adolf Grenke, Rich LaSusa

Dog-Gone Good Chapter WinterSwap 17 will be Feb. 24 at Sullivan's Black Forest Brew Haus and Grill in Frankenmuth, Michigan. This chapter is also busy working on the NABA Convention in Bay City, Michigan July 31- Aug. 5, 2007.

The first chapter show for 2007 will be the 28<sup>th</sup> Blue and Gray Show at Fredericksburg, VA, Feb. 14-17 at Ramada Inn.

The 31<sup>st</sup> Annual "Luck O' the Irish" Mini Convention & Brew-eriana Show will be March 13-18 at the Holiday Inn, Erlanger, KY.

We hope all of the NABA Chapters have listed their 2007 shows in the Events of Interest Column in the BC. This is one of the benefits of being an NABA Chapter, so be sure to contact the Editor to list your show.

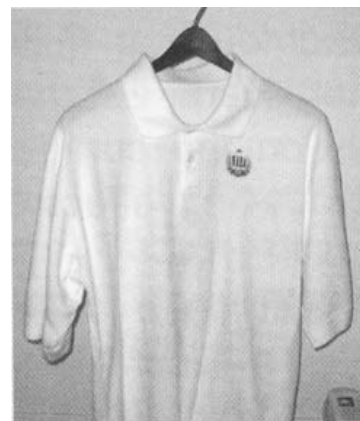
If you have a story and/or photos of your Chapter's show, and wish to share with the rest

of our NABA family, please send them to me. Thanks to those who do send items.

Do you want to affiliate an existing chapter or breweriana group with NABA? Please contact me or any NABA board member for membership information.

Hope to see you at an upcoming Chapter show and/or the NABA Convention later this year, in Bay City, MI, July 31-Aug. 5, 2007.

Happy Collecting!!



### Get Your NABA Shirt

The new NABA shirts are in. If you ordered one, it should be in the mail to you any day. Orders are being taken now. These are high quality knitted shirts with the NABA logo embossed on the left side. You can get your shirt(s) now for only \$20 ppd. Send your check in now. Please be certain to state the size(s) and send your payment to:

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Past Pres. Norman Jay





## Boiling in the Brew Kettle

By "Beer Dave" Gausepohl

### Tapping into New Frontiers

Sales for the National brewers began to rekindle, fueled by their specialty divisions, which included their Craft and Imported brands. Molson/Coors have seen sales of their Blue Moon line mushroom with little advertising support. SABMiller has not only seen a rebound of its High Life, Genuine Draft, and Lite brands, but also its Leinenkugel's and Peroni brands. Anheuser-Busch has also enjoyed a boost in sales from its specialty divisions. The Fairfield, CA Merrimack, NH and Columbus, OH breweries have issued a variety of "Craft Like" brands from pseudo-names like Crooked Creek Brewing and Green Valley Brewing. They have varied from Stone Mill Pale Ale, and Wild Hop, to Jack's Pumpkin Spice, and even Organic offerings. These are in addition to the re-release of A-B owned Rolling Rock, now brewed in their Newark, NJ Brewery.

A-B has taken over distribution of Goose Island from Chicago and Kona Beers from Hawaii. Also, they have rolled out Harbin Lager from China and Tiger Beer from Singapore – as well as the National distribution rights for Grolsch from Holland. These efforts have all helped to right the decline in sales from many of their established lines.

A-B also announced the long-awaited appointment of August A. Busch IV to CEO effective December 1, 2006. Patrick Stokes will succeed August

A. Busch III as Chairman of the Board, while Busch the Third will remain a member of A-B's Board of Directors.

Besides announcing that they will introduce upwards of 60 new brands next year, effective February 1, 2007, A-B will take over the US distribution rights for InBev's wealth of brands. This agreement will NOT include the Labatt and Brama brands. It will include, however, Becks, Bass, Hoegaarden, Tennent's, Stella Artois, and Boddingtons brands from Europe. These global alliances are a result of the ever-growing segments of imports and the steady growth of the Microbreweries in this country.

In Late September, after more than 160 years of American ownership, the Joseph Huber Brewery was sold to a Canadian concern. The Mountain Crest Brewing Company of Calgary, Alberta has purchased this Monroe, Wisconsin brewery. They will be known as Minhas Brewing Company, named for Ravinder Minhas, the founder and President of Mountain Crest. This sale included the Huber, Rhineland, and Wisconsin Club brands.

A new venture, Berghoff Brewing Co., will market the Berghoff brands. These brands are responsible for around 30% of Huber Brewing's annual barrelage. Berghoff sales have had double-digit growth over the last few years. Huber

will brew roughly 240,000 barrels this year, and Minhas expects to increase this figure to over 300,000 barrels by the close of 2007. Mountain Crest has grown by almost 30% this year. The strong growth is due to the lower price this brand has against the Molson and Labatt brands brewed in Canada.

Also in Canada: the Sapporo Brewery of Japan has purchased the Sleeman Brewery of Guelph Ontario. Sleeman has brewed Sapporo under contract for years for the Canadian market. Sleeman also owns a variety of Craft brands in Canada, which include Creemore Springs, Upper Canada, and Unibroue of Chambly, Quebec.

Over the first couple of days this October, a fire struck a warehouse of freshly-harvested hops. S.S. Steiner – one of the world's largest hop suppliers – owned the 40,000 square foot warehouse. The damage to the crop recently harvested from Washington's Yakima Valley is estimated at approximately four million US dollars, and represents roughly 4% of the harvest from 2006. Until the varietal count is finished it is unclear what effect this could have on beer prices in the New Year.

# The Bay City & Saginaw Michigan Brewery Mystery

By Bob Rosa

With Bay City being the host of the 2007 NABA convention, it would be interesting to give its members a mystery to solve. The Rosa family is responsible for the earliest breweries in both Bay City and Saginaw. The question is: Are they from the *same* Rosa family? Were they brothers? Or uncle and nephew? This is the mystery that needs to be solved.

A little history may help. Look carefully at the advertisements below. Did you notice that both breweries were at a street number of 729?

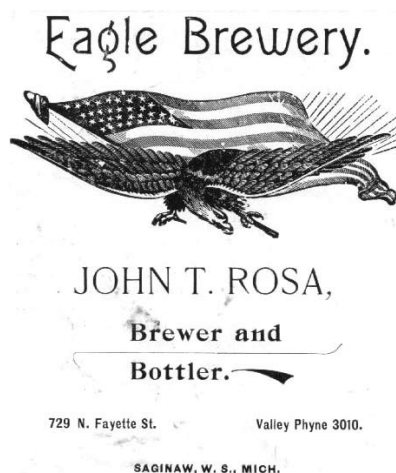
**BAY CITY BREWERY,**  
THOMAS ROSA,  
**MALTSTER,**  
MANUFACTURER OF  
**ALE AND LAGER BEER,**  
WATER STREET,  
**BAY CITY, MICH.**  
CASH PAID FOR BARLEY.

Founded in 1867 at 729 Water between 11th and Columbus. Also operated a beer garden at that address.

They were in different cities on different streets, but have the same number.

Saginaw is 20 miles upstream from Bay City, on the Saginaw River. Bay City was originally called Lower Saginaw in the 1800s. Both breweries kept the lumber jacks, boat builders, sailors, and local farmers supplied with their favorite brew.

The Saginaw brewery was started in 1852 by John Wolfgang Rosa; the Bay City brewery was started in 1865 by John Thomas Rosa (John Thomas was known by his friends as Thomas – his grave marker says J. Thomas Rosa). Both were born in Germany, with John Wolfgang's birthdate being 1804, and John Thomas's 1826. In 1854, John Wolfgang named his first-born son John Thomas Rosa. As time evolved, history marks two John Thomases operating some aspect of the brewing industry in Bay City and Saginaw Michigan.



Saginaw's John Wolfgang operated his Eagle Brewery until his son John Thomas was well trained and of age to take over in 1880. In Bay City, however, many different things were happening. The details still need to be dug out of the history archives.

The land on which was located the original Bay City's Rosa Brewery and Bier Garden became part of the American Hoist Company. J. Thomas Rosa soon changed the brewery's name to Bay City Brewery (ref. Bay City Directory 1866-67). With the land being sold to the American Hoist Company, J. Thomas moved the brewery to Arbor Street, and named it West Bay City Brewery Company. J. Thomas had four sons, the first born in 1862, and named John George (or Thomas) Rosa.

To add to the confusion, he named his third son, born in 1873, Thomas Rosa.

J. Thomas died in 1882, so the assumption is that any Rosas shown at any of the Bay City Breweries after 1882 are probably his sons.

In a final twist in the story, during this same time period, there was another Rosa family in Bay City. The father of this family was John George Rosa and he was born in Germany in 1825. He also named his third-born son Thomas Rosa. Guess what? The Saginaw John Wolfgang Rosa also had a brother named John George Rosa.



The surname, Rosa, is tied to the Salzburg Brewery, the Phoenix Brewery (as brew master), and may have also been linked to the Kolb Brewery.

Most of the above information was found in a variety of early advertisements, census papers, or writings from others on the history of Bay City.

If you have information to help solve this question, or any other facts of the Rosa families' involvement in the Bay City brewing industries, please contact me: Bob Rosa; [llrosa@att.net](mailto:llrosa@att.net), or PO Box 223, Kawkawlin, MI 48631.



**CITY OF THE PAST**—Bade is 1887, just two years after Bay City was incorporated. Thomas Rosa operated this brewery and beer garden at 726 Water St., between Eleventh Street and Catherine Avenue. Rosa was known as a realtor then, according to an advertisement in the 1887 directory, which also noted he paid cash for barley. Rosa manufactured ale and lager beer. The picture belongs to his grandson, Fred G. Rosa, 2154 Whigler Road.

**Below: Original Eagle Brewery, Saginaw, Michigan. Above right: Rosa's Bier Garten.**





# Let's Talk Breweriana

## Colorful City Club Signs

### Hit Their Target

By Rich La Susa

Have you ever wondered how and why certain corporate or product logos came to be, or what they might mean?

Those of us who write columns and feature stories for national publications often ponder such things as part of our research and writing routines.

Logos – or logotypes – are those interesting little graphics devices companies use to help establish their unique identities. They have appeared on beer products and beer advertising for eons. And some are famous.

Among those most familiar to breweriana collectors are Ballantine's three rings, Anheuser-Busch's A and eagle, Miller's girl on the moon, Pabst's blue ribbon, Peter Fox's horn-holding fox hunter, Waukesha's fox head, G. Heileman's grenadier, Grace Brothers' (and others) brown derby, Manhattan's skyline, San Francisco Brewing Co.'s burgermeister, Drewrys' Mountie and horse, Esslinger's little man, Fort Pitt's running waiter, Genesee's 12-horse team, and G. Krueger's walking K-man.

The three-ringed oval logo for Schmidt's City Club beer may not be as famous or easily recognized as others, but it intrigues me and many other collectors.

Logos are not only interesting – they are an essential part of a company's identity and marketing strategy. All the aforementioned beer logos are (or were) vigorously guarded and protected against competitor infringement by federal trademark laws.

John D. Oathout, in his definitive book on the subject, *Trademarks* (Scribner, 1981), explains that "a logotype is a trademark consisting of a com-



pany or product name in a specific design.

"Circles, triangles, squares, ovals, rectangles, and other geometric forms appear as basic designs for hundreds of trademarks," he said. These designs are afforded legal protection "for a graphic combination that is unique and cannot be confused with a geometric shape used by someone else on similar goods."

McDonald's golden arches, the smiling guy on a Quaker Oats carton, Nike's swish, Allstate Insurance Company's good hands, and RCA's dog Nipper are some of the most famous and internationally recognized corporate symbols. Curiously, the only beer logo shown in Oathout's book is one for Malt-Nutrine, an Anheuser-Busch pre-Prohibition and Prohibition-era malt beverage.

*Trademarks of the 20s and 30s* (Chronicle Books, 1985) by Eric Baker and Tyler Blik is an entertaining book full of visuals. Oddly enough, they didn't include beer logos. One would think the three-ringed logo that was being used in the 1930s to help promote the P. Ballantine

& Sons Brewing Co.'s popular brand in hometown Newark, New Jersey (and elsewhere), would have been a natural for the book's "Circles and Shapes" section. Ballantine's logo, with the words "Purity, Body, and Flavor" each imprinted on a ring, is perhaps the best example of a geometric symbol on a beer product.

A Top Hat logo appears in the "Ladies & Gentleman" section, but most likely it was not a beer brand. The hat and cane symbol was used on a variety of products.

The City Club logo, called a "target" by aficionados of the brand, was used by the Jacob Schmidt Brewing Co. of St. Paul, Minnesota, during the late 1940s and early 50s. It also is an excellent example, albeit less well-known than Ballantine's or Anheuser-Busch's.

Why am I so interested in the Schmidt City Club target logo? I guess to satisfy my curiosity about something of which I know little or nothing. The stimulus for my quest for knowledge was the acquisition last year of two handsome City Club cardboard advertising signs: one showing a magnificent northern pike jumping from a lake as two fishermen in a boat watch in awe; and the other a string-tension, self-framed, dimensional sign that features a ring-necked pheasant and hunting dog.

The pheasant sign, one of a few Schmidt fishing/hunting scenes produced by artist Herb Chidley, is 22 inches high by 26 inches wide. The pike sign is slightly smaller. Chidley's fishing and hunting oil paintings are highly valued by collectors of this genre. Some were featured on outdoors magazine covers, starting in the 1930s.

The common denominator



among these signs most significant to me, was the familiar white and brown (or burgundy) three-ringed oval logo, with "City Club Beer" in the center. After searching my files and the Internet for information about this bit of graphics wizardry (with little success), I turned to NABA member, Curt Kaler, who knows a lot about the target logo, and took the time to dig for more supporting facts.

Kaler lives in Lakeville, MN, and is a City Club specialist. He collects any item that features the City Club target symbol. With the assistance of Dave Davis, his partner in breweriana sleuthing, Kaler provided me with lots of solid information.

"Dave and I have narrowed down the use of the City Club 'target' symbol to about 1948-1952," said Kaler. "We have evidence that Schmidt changed to the red logo sometime in 1953, with the words 'City Club' still

precise and tricky proposition. Often, literature issued by a brewery offers little help.

"There just is no one reliable source pinpointing firm dates of use for the target logo," nor some of the other Schmidt labels and designs, Kaler emphasized.



cember, 1949, issue shows the target logo prominently featured on a City Club foil-label long-neck bottle.

The Schmidt outdoor scenes pieces are special, but so are point-of-sale pieces for the two-year "Miss City Club" promotion that began in 1951.

Gretchen Palen, an Ice Follies star in the 1940s and 50s, was the first to earn that honor, according to *Suds*. While this promotion was nowhere near as significant as the long-running Miss Rheingold contest used by the Liebmans Breweries (Orange, NJ and Brooklyn, NY) in that era, the gorgeous signage used to promote



Slogans used by breweries also are useful in helping to establish the years in which labels or advertising pieces were used – if you can pinpoint when such slogans were used.

Kaler said that "some of the advertising slogans used during the target logo period were 'Tops in Any Town,' 'Brewed

Schmidt's version are superb and sought-after by collectors of post-war Minnesota breweriana.

In 1952, Jeri Demick was the last of the Miss City Club girls. "I have not found any evidence that Schmidt continued with Miss City Club after that, although it still used women in its ads for many years," Kaler said.

The huge male, beer-drinking segment was the obvious target of Schmidt's point-of-sale advertising pieces that featured female beauties, and fishing and hunting scenes.

Because of the hard work and dedication of two collectors, we have some answers to the target logo mystery. Not all, but certainly most of what we needed to talk breweriana.

"Dave and I are having fun with this detective work, so you'll have to humor us a little," said Kaler. Better than that, Curt: I offer you a big *thank you* for sharing your expert knowledge and keen insights with our readers.

Schmidt did business as an independent brewery from 1900 until it became a branch of the

on the label in small yellow letters but with Schmidt in large white letters. In 1954, Schmidt dropped the words City Club."

Kaler said he and Dave came to their conclusions based primarily on the dated items from various pieces in their collections or those of others. He provided photos of many, some of which appear with this column.

"The last date I can find on any item with a target logo is 1952," he said.

Establishing provenance, the origin of a piece – when it first appeared – can be an im-

Mellow Dry,' 'Make the Happy Choice,' and 'The Beer With Zest.'" It sounds like a brewery that couldn't make up its mind about its identity.

I have a copy of "Our History, the Jacob Schmidt Brewing Co." that was published in brochure form in early 1973, but it doesn't include information about the brewery's logo or graphics changes.

Kaler did provide me with a photocopy of another publication, *Suds from City Club*, Schmidt's in-house magazine. The cover of the inaugural De-



Pfeiffer Brewing Co. of Detroit on January 1, 1955. In 1965, Pfeiffer merged with Drewrys Ltd., USA of South Bend, Indiana, and the corporate name was changed to the Associated Brewing Co. The G. Heileman Brewing Co., La Crosse, Wisconsin, purchased much of Associated in the early 1970s, and Schmidt was part of the Heileman empire from 1972 to 1990, when the brewery was sold and renamed the Minneapolis Brewing Co. It produced many contract brands, including Pete's Wicked Ale. This brewery is not to be confused with the Minneapolis Brewing Co. of Minneapolis, which brewed Grain Belt Beer until 1967.

#### Stenger bottles unearthed:

The John Stenger Brewery (a.k.a. J. & N. Stenger) is one of those small breweries that operated for more than four decades, but remains somewhat of a mystery to collectors of 19<sup>th</sup> Century breweriana.

It brewed in Naperville, Illinois, a western suburb of Chicago, from 1848 to 1892. Historian/collector Fil Graff wrote an excellent comprehensive history of the brewery, "Small Town...BIG Brewings!" in the Winter 1999-2000 issue of *The Breweriana Collector*. It remains the definitive story about this brewery.

What has baffled collectors and brewery historians for years is why no Stenger point-of-sale advertising, bottles, or other artifacts had ever been found. In

#### Miss City Club 1951

When shooting was completed Miss City Club presented a handful of Midwest wheat to Harry Conover, a real expert on beautiful girls.



Back again to the International Food Show Miss City Club presents Johnny of Philip Morris fame with a SIX-PAC for real enjoyment.



Even for a pretty girl, make-up for the color camera is a long, painstaking task. "All in a day's work," says this famous stage make-up artist.

Miss City Club proves that it is possible to skate with only one skate—the one you will see in the picture, that is. The costume was hand made especially for this poster.

The lovely hostess scene will grace our Spring and Summer wall display. The formal gown was a little \$600 number (rented for the occasion).

fact, other than a newspaper ad or two – one appeared in the *Naperville Clarion* on January 3, 1872 – there wasn't even a paper trail. That is amazing for a brewery that operated for 44 years!

But all has changed – and in dramatic fashion.

I recently discovered that remnants of four Stenger Brewery amber, embossed, blob-top bottles had been unearthed in Naperville – literally unearthed. And finally a piece of Stenger-related ephemera has been located. Remarkable!

The bottles were discovered "a few years ago" by Tom Majewski, a Naperville historian and privy digger of the first magnitude. Yes, a privy digger: a person who locates and excavates what remains of 19<sup>th</sup> Century private, residential, waste deposit areas.

"It was a major discovery," said an obviously pleased Majewski, who has been privy hunting for more than 30 years. Bottles are his specialty and the Stenger bottles, which I was able to view (and touch) last November, are extra-special to him.

"Finding them took me completely by surprise because I never thought I'd ever find one," Majewski said. "I was really excited when I saw the Stenger name on one of the bottle pieces as I was removing items from a privy hole. It's such a rare bottle."

Until those bottles were found, there was no solid evi-

dence that Stenger had sold its beers in containers other than barrels and kegs.

The oversized Stenger bottles most likely held more than 12 ounces. The words "John Stenger Brewery" are embossed in large letters on one line along the shoulder. It's hard to tell, because the bottles have been pieced together – but there appear to be some minor variations. A more complete examination of the bottles is order.

"Too bad there's not a whole bottle," Majewski said. But he reconstructed three as best as he could. Only the bottom portion remains of the fourth. What happened to the missing pieces of four bottles? "We did a thorough search, but couldn't find more," he said. Locating the bottles intact would have been the optimum. But this is a classic case: a half a loaf – or most of three rare bottles – is significantly better than none.

He didn't say where (somewhere in Naperville) or when the bottles were discovered, but the *actual discovery* is far more important to historians and collectors. It should reverberate throughout the Chicago-area collecting community, particularly among those who specialize in pre-Prohibition bottles and other artifacts.

The Stenger bottles were made by the William McCully glass company in Pittsburgh,





PA, from a three-piece mold that was used in the early 1860s, Majewski said. The company's identifying mark on those bottles was "W.M. McCully," which it used from 1855 to 1869. Majewski said that, after 1869, the company spelled out "William" on its bottles. It also used the letters W. McC & Co. and WM.McC & Co.

"What's interesting and odd about the Stenger bottles," Majewski said, "is the spelling of the brewery's location (also embossed on the shoulder). It says Naperville, IN (for a non-existent town in Indiana) instead of IL or ILL (for Illinois). Maybe the work order for the bottle wasn't written correctly or the person making up the bottle couldn't read it."

Are these bottles so scarce because Stenger didn't use those with the misspelling and discarded them? Most likely, more than 100 of these bottles were made and shipped to Stenger. It is not probable they would have been returned to McCully or simply thrown into the trash without being used.

"I still wonder why Stenger would use a bottle with incorrect information on it," Majewski said. Did Stenger ever use the same or similar bottles with Illinois spelled correctly? Until one is found, we may never know.

The discovery of the Stenger bottles answers some questions, but leaves many more to be pondered. Was this a short-lived bottle that the brewery used, regardless of the misspelling? How many of these bottles were produced and used by Stenger? Why have only four been found – and all in one place: a private-residence privy not far from the brewery? Did Stenger use bottles before and after the 1860s? If so, why haven't they been found? Perhaps some have and they're in breweriana collections. You may want to take a look at your collection to see if you have a Stenger bottle.

Bottles used by other Naperville breweries that were in business for far less time than Stenger have been found intact

and are displayed in collections and exhibits.

These prized Stenger bottles are in Majewski's collection and he plans to keep them. What might they be worth on the open market? Attaching monetary or sentimental value would be a most difficult task. The bottles, said Majewski, are not for sale.

If you have any Stenger artifacts or information about this brewery beyond what Fil Graff has published, or what we have revealed here, please share it with us. Obtaining information about small, local 19<sup>th</sup> Century breweries is difficult.

It also remains a major mystery why a piece of business paper with the Stenger Brewery name – a letterhead, bill of sale, receipt, or order form – hadn't surfaced until recently. When it appeared, it was a keg card that kept track of kegs sold during a certain period. It, too, was a discovery that created a lot of celebrating among Stenger historians. The trail to more paper or memorabilia could lead to Oregon, where some Stengers resided.

Doing business for 44 years should have created a significant amount of paperwork. Family members who have been interviewed said they do not have any of these items. There are none known to be in any museum in Naperville or Du Page County.

Some serious probing into the history of John Stenger's brewery and the Stenger family – icons in the Naperville community for decades – began more than a year ago. It was given impetus by Ronald Stenger, who is a descendent of John's brother's (Nicholas's) line of the family. Nick Stenger was very much involved with the brewery from 1851 – when founder, Peter Stenger, turned over management of his three-year-old brewery to two of his sons – until 1867, when Nicholas died at age 37. John Stenger sold the brewery to Henn & Gabler of Chicago in 1892. He died at age 88 in 1911.

Ronald has contracted to have a video documentary made

about the Stengers and their brewery. "I played in the Stenger Brewery caves when I was a kid," said Stenger, the documentary's executive producer. The brewery is long gone and the caves inaccessible.

It has been my privilege to be involved with this exciting and ambitious project and the talented and determined people putting it together at Naperville Community Television. Elizabeth Spencer, NCTV's executive director, and Laura Zinger, associate producer, would welcome any information you may have about the Stenger Brewery. Please contact Spencer at [ebspencer@nctv17.com](mailto:ebspencer@nctv17.com) and Zinger at [lzinger@nctv17.com](mailto:lzinger@nctv17.com).

Learning about the Stengers and their brewery has been enlightening, as has my introduction to the unusual world of digging 19<sup>th</sup> Century privies. Majewski explained that the goal of privy diggers is to uncover artifacts: everything from pottery, jugs, and dishware; to toys, whiskey flasks, and, yes, beer bottles. His work is featured in a new book *Dig It! Privy Artifacts A-Z* by Sharon Weber and Marcia Mackenbrock (Enthusia Small, 2006), which I highly recommend. Majewski's comments and sage professional advice are offered throughout in "Tom Says" snippets.

The authors tell us that "before the days of trash pickup and recycling, broken, bruised and unwanted items were daily discarded down the privy. The quantity and variety of recovered artifacts is stunning." Privy digging, they say, offers a peephole "into other days and others ways of life." How Majewski locates and digs privies is a fascinating story.

And Majewski has an obvious sense of humor. In the copy of *Dig It!* that I purchased from him, he inscribed "To Rich. It was a *privy-lege* to meet you!"

If you want to contact Majewski or purchase the privy book and learn more about this unusual and interesting form of archeology, e-mail him at [tnsmiski@comcast.net](mailto:tnsmiski@comcast.net).



# Labelology

By Bob Kay

## Identity Theft

Identity theft isn't new to the label business. Note this quote from an Anheuser Busch publication produced more than 100 years ago: "A number of persons in various parts of the country have, for the sake of gain, either imitated or counterfeited our labels, or refilled our empty bottles with a spurious article, and without removing our labels from such bottles have passed them off on an unsuspecting public as our beer . . ." They went on to say, "Imitation is the Sincerest Flattery," and "See that every cork is branded Anheuser."



Anheuser-Busch was especially sensitive about the dozen-plus red oval labels in the St. Louis market that showed a striking resemblance to their St. Louis Lager.

brand presentation at the point of sale, and oval die-cuts became early favorites. However, these relatively simple shapes were affordable by the copy cats, as evidenced by the growing number of St. Louis Lager Brands, which appeared in that market.

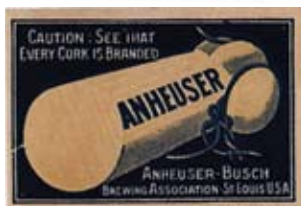
Unique die-cut labels proved to be a much better deterrent to would-be counterfeiters, and in 1896, Anheuser-Busch and Lemp began using them to combat copies. These proved a great way to link the brew to the

brewery. No longer was it necessary to read the fine print or the branding on the cork. One quick glance and you knew who made it. Of course, die-cut labels were more expensive. Fortunately, it was the big, successful breweries who were the copy targets, and they could afford them.

Branding the corks was an early but unsuccessful effort to slow down the copy cats. Obviously, by the time you pulled the cork, it was too late.

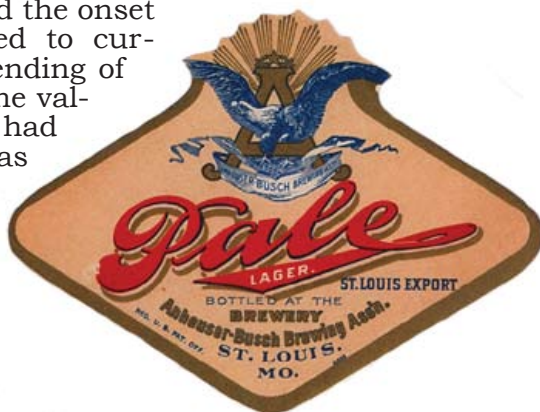
Die-cut labels provided a popular and more distinctive

The two largest breweries in St. Louis adopted distinctive die-cut shapes for most brands. A-B produced Michelob, Muenchener, etc. with the eagle "breaking out" of the label; Lemp issued Tip Top, Tally, and others in their shield shape.





Throughout the US, other majors were quick to follow suit, and this type of labeling was fairly common until about 1910. Then, economic downturns and the onset of Prohibition seemed to curtail discretionary spending of this type. However, the value of die-cut labeling had proved itself and was used by many marketers in the post-Prohibition era.



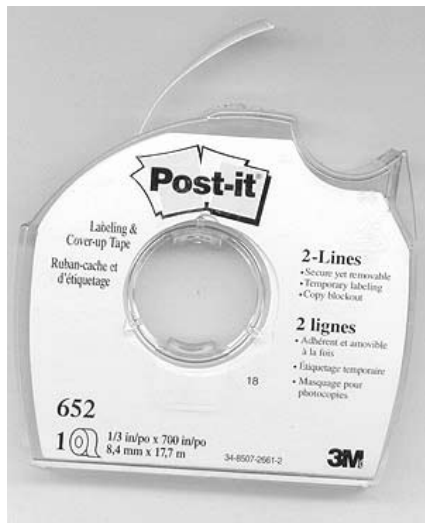
# Tips of the Trade

## Working with Labels

by Bob Kay

### Mounting & Hinging Labels:

I have received several questions about how I keep my labels. Of course these decisions are personal; here are my preferences. I arrange and mount labels on plain white paper (3



hole punched) using Post-it tape hinges<sup>1</sup>. This tape comes on a spool; I just tear off about 1/2 inch and fold to make a hinge. I place the pages with mounted labels in sheet protectors<sup>2</sup>. Post-it tape and a wide variety of sheet protectors are available in most office supply stores. As labels aren't acid free, I feel acid free mounting paper is an unnecessary overkill. A very minor negative with this system is that the Post-it hinges migrate minute amounts of adhesive to the label over a period of time; for that reason archivists do not like this type of hinge. An archivist's solution I am aware of (rice paper hinges using a special starch paste) isn't really practical when mounting a

quantity of labels. Post-it hinges beat the hell out of stamp hinges and make it very easy to re-arrange which is an on-going and fun part of collecting.<sup>3</sup> I have used this system for over 20 years and am very satisfied with it.

### Soaking Labels from a Bottle:

This is how I do it for 1950 or earlier non-foil labels. You need: hot (near boiling) water, towels, blotter paper, wax paper, razor blade (doesn't have to be sharp), and something heavy (books?) to weight down the blotter paper while drying. I do wish I had a calmer temperament and more patience, but you go with what you got!

1. Dip the bottle in the water for about 10-20 seconds to wet the label and soften the glue. Then carefully slide the razor blade under the label with the blade pressing to the glass. You can easily tell if the glue is soft enough. Slowly work the blade until one side of the label is separated. Then repeat on the other side. Reheat bottle in water as needed to keep the glue soft enough to work. Most of all be patient and don't rush things. Some glues respond differently from others. If the glue is still very hard and doesn't work well, try heating the water a little hotter. You can raise the boiling point of water by adding salt.

2. After removing the label check to see if noticeable amounts of glue remain on the label. Occasionally you may need to hold the label under hot water on a flat surface and rub off or scrape portions of glue that remain. The label won't dry flat with excess glue on the back of it.

3. Now that you have removed the label, you are only halfway home. Next you have to dry it in a smooth, flat position. First, lay the wet label on a towel and lay another towel on top and press straight down

to damp dry. Arrange damp-dried labels glue-side down on a piece of wax paper and place between sheets of blotter paper. Put some weight on the paper to keep the labels as smooth and flat as possible while they dry for 24 to 48 hours. Most labels will still tend to curl some if left completely unrestrained; so after you are finished, try to store the labels in a glassine envelope or some way to keep them flat. Blotter paper is reusable and available at most office supply stores. Of course, try this out first on unimportant labels until you get the hang of it. If your temperament dictates, you might try this: "Say, honey; would you like to help me out here?"

### Removing Self-Adhesive Labels from a Bottle:

**Labels from a Bottle:** Preheat oven to 200F (95C). Insert bottle for 5-10 minutes. Remove bottle, being careful not to burn your hands, and gently peel the label off the bottle. You may have to coax one corner up with a blade. Then very carefully transfer the label to a new sheet of plain paper as follows: stick one corner down and "roll" the label onto the paper. Smooth it out and carefully cut around it, preferably with a craft knife or scalpel.

If you have been careful, you have a label that is hard to distinguish from a new one. Source: *Victorian Beer Label Collectors Society*.



Prepro Litho Co. Sample from Philipp Litho Co., Milwaukee

<sup>1</sup> 3M Post-it Labeling & Cover-up Tape; two line width part no. 652.

<sup>2</sup> I use C-Line "Perfect 10" Sheet Protectors. These are polypropylene (or Poly-C) part no. 00010 [www.c-lineproducts.com](http://www.c-lineproducts.com). These are acid free, archival quality.

<sup>3</sup> My preference is to sort labels geographically by state, city, and brewery of origin, and to insert notes and other paper collectables as appropriate.





Others were quick to follow Anheuser-busch and Lemp with their own trendy die-cut designs.



Brewers didn't always have to pop for die-cut body labels. Note these circa 1930 - 1940 neck labels from Buffalo. The locals could easily ID the brewery of origin just from the neck label.



Frequently, after establishing a die-cut shape, brewers would revert to a rectangular label that featured the recognized shape of the design.

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# *In Memorium*

## *NABA Family Loses 3 Members*

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### *Gary Paul Bauer*

It is with great sadness that NABA reports the untimely passing of NABA Board member Gary Bauer on October 23, 2006. Gary was a very young 44, and was an active Michigan member, along with his wife Barbara (Barb). It was always a joy and pleasure to see Gary & Barb at the NABA Convention/Board meetings and visit and discuss numerous subjects of life as well as the NABA convention and business activities, as well as collecting Michigan Breweriana. Gary's friendly smile and enthusiasm shall be missed by all but never forgotten. Our heartfelt sympathies are extended to Barb and the family.

### *Frederick A. Frank*

We mourn the passing of Fred Frank, who died September 26, 2006. A WWII veteran and avid Spartan hockey fan, Fred was preceded in death by his wife, Elaine, and sister Elizabeth Misener. Our sympathies go to his daughters, Jill Frank and Martha McNitt; grandchildren, Elizabeth Bailey, and Evan McNitt; and his siblings, Robert Frank and Doris Ludwig. He will be missed.

### *Richard W. Bucht*

One of the three founding members of NABA, Dick Bucht has also died; on September 30, 2006, at the age of 79. Dick served in the US Navy during 1944 - 1946, and married Katherine Wieland in 1959. After working as a master plumber, he and his wife operated the Bear Trap Inn in Land O' Lakes until 1993, and he was an avid Green Bay Packers fan. NABA's grateful thanks and sympathies go to his wife, Katherine, daughter Kristin Sarama, and two sons, Richard and William.





# The Back Bar

## Review of the 7<sup>th</sup> Semi-Annual Display

By John Bain

Welcome back! The 7<sup>th</sup> semi-annual Back Bar Display was featured last October at Dee Lander's "New Brewery Collectibles Show" in Suffern, New York. Seventeen participants contributed the twenty-seven outstanding items and numerous go-withs that you see here and on the following pages. I'm very grateful to all of the participants for their valued support and for making this display an extraordinary event for everyone.

This display was especially fun because it included a new "Best-of-Show" contest. Everyone who came to Dee's show was eligible to vote for their favorite lighted item in the display. The winners, pictured below, were awarded some eye-catching ribbons (along with bragger's rights); and they received plenty of Wachusett IPA, Summer Breeze, and Country Ale bottled beer, which was donated by Keith Norton's Casco Sign com-

pany of Lawrence, Massachusetts.

If you missed the last display, you'll have another chance to see it (and even participate) at the "Blue and Gray" show in Fredericksburg, Virginia, February 14<sup>th</sup> through 17<sup>th</sup>. For directions to the show or details on how to enter the display or contest, write to me at P.O. Box 610253, Bay-side, NY 11361-0253, or e-mail me at the-back-bar@earthlink.net, or visit NABA's website at www.nababrew.com. Display space fills up *fast* – so if you want to get in, put down that beer and contact me *now*. If you can't make it to the show, but would still like to see some lighted breweriana from your collection featured in this column, send some high-quality photos of your favorite items to me. If they qualify, I will display them in a future *BC* issue.

Cheers!

### Best of Show



**Reverse-painted glass insert and animated bubble tubes in metal cabinet; Biolite Inc.**

### First Runner-Up



**Reverse-etched and painted glass with Lumiline lamps in metal cabinet; LumiLyte**

### Second Runner-Up



**Reverse-painted glass with animated bottle and glass in metal cabinet; Ohio Advertising**



**John Devolder of Ontario, NY**



**Ed Johnson of Windsor, CT**



**Mark Oleske of Hardyston, NJ**



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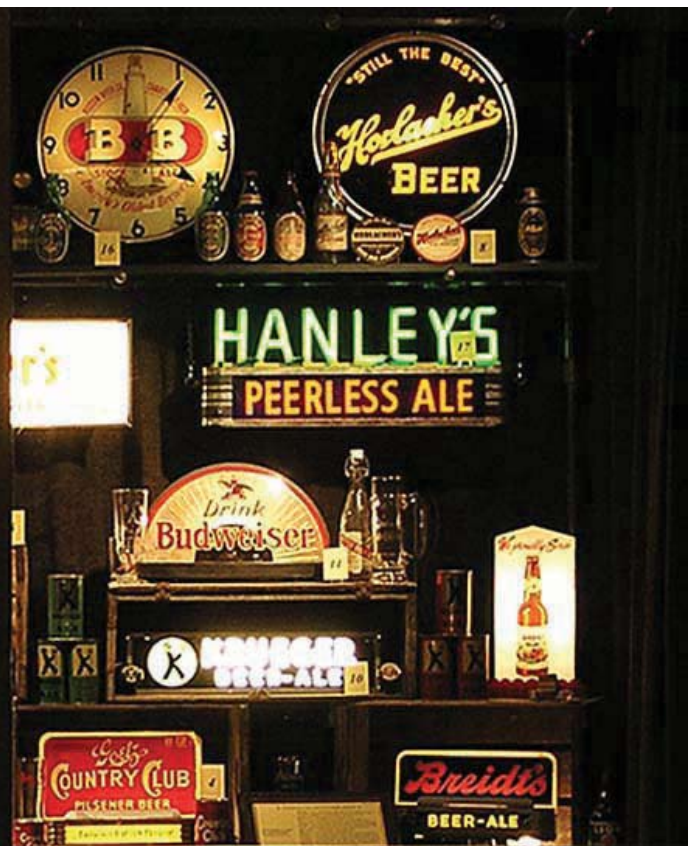
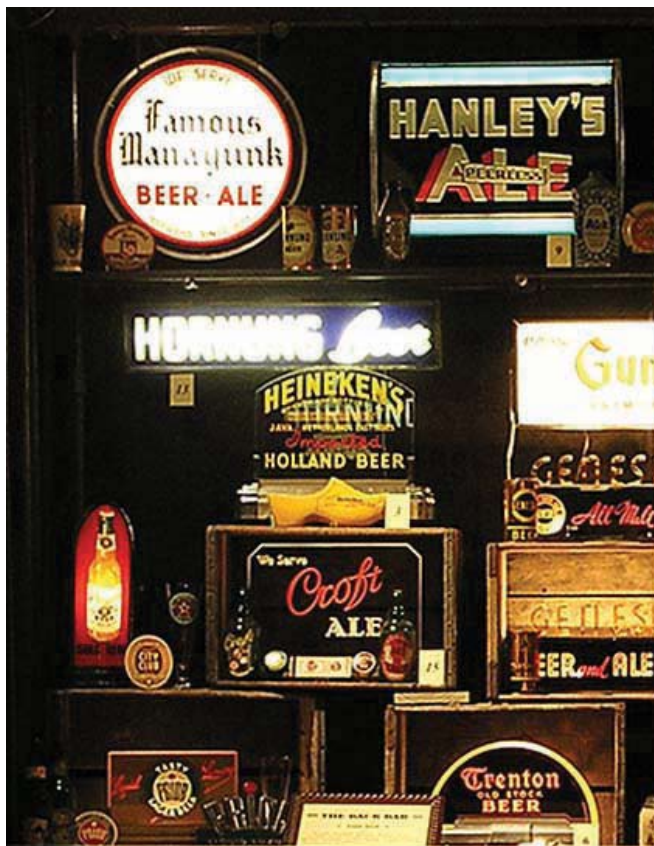
# The Back Bar

featured at

## The New Brewery Collectibles Show

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Reverse-etched and painted glass on cast metal base, not signed, Steve Potter, CT



Reverse-painted glass on cast metal base; Halo Light, Price Bros.; John Dikun; NJ



Double-sided, reverse-enameled glass lens and globe with metal fitter; Gilco; Jim Campbell, MD



Forward-etched and painted glass in metal-framed cabinet; Neon Products; Jim Hailey, MA



Reverse-painted glass dial with clear crystal in metal cabinet; Lackner; Ron Shattuck, MA



Reverse-painted and die-cut plastic face in metal cabinet; Trenbath Corp.; Dee Lander, CT



Reverse-enameled glass lens in metal cabinet. Left: wood base; not signed. Right: plastic base; Blue Ribbon Displays; John Bain, NY



Reverse-painted glass dial with clear crystal in metal cabinet; Telechron; Jerry Pescaro, MA



Reverse-painted glass lens and metal back on wood base; Cincinnati Advertising Products; Steve Niles, NY



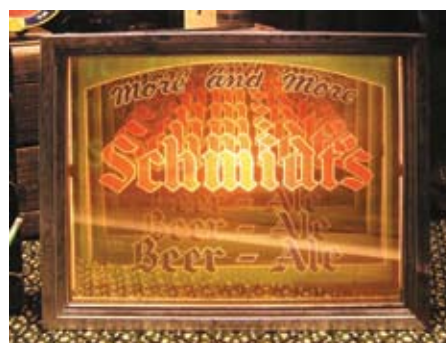
Reverse-painted glass on cast metal base; Halo Light, Price Bros.; Mark Crane, DE



Reverse-painted glass in metal cabinet; Hagen Advertising Displays; Joe Paczkowski, NJ



Reverse-painted glass lens and metal back on wood base; Cincinnati Advertising Products; Steve Campbell, MD



Animated reverse-painted, mirrored glass in metal cabinet; Ansonia Clock; Ed Johnson, CT





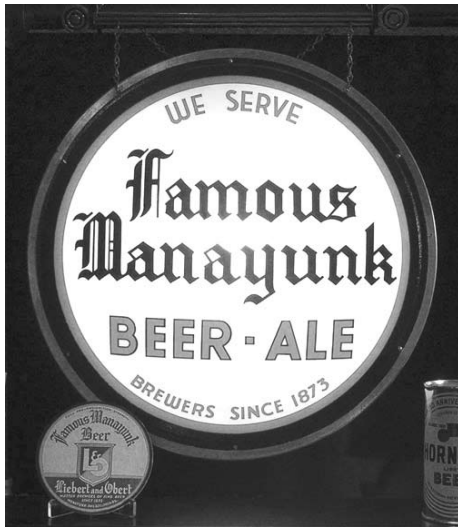
Neon and metal letters with reverse-painted, ribbed glass in metal cabinet; Ed Theberge, RI



Reverse-painted glass on cast metal base; Halo Light, Price Bros.; John Dikun; NJ



Forward-painted plastic lens in metal cabinet; Cincinnati Advertising Products; Jim Campbell, MD



Reverse-enameled glass lens in metal cabinet; Gillco; Larry Handy, PA



Reverse-etched and painted glass on cast metal base; not signed; Marty Carrano, NY



Double-sided, reverse-enameled glass lens and globe with metal fitter; Steve Campbell, MD



(Left to right). Top row: John Dikun, Ed Theberge, Ed Johnson, Mark Crane, John Devolder, Mark Oleske, Joe Paczkowski, Ron Shattuck, Steve Niles. Bottom row: Dee Lander, Jim Campbell, Steve Campbell, John Bain, Larry Handy, Marty Carrano, Steve Potter, Jim Hailey. Thank you all for your valued contributions.



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# The History of the Midland (Michigan) Brewing Company

by David W. Alsgaard

*Editor's Note: This story originally appeared in the Midland Daily News Accent section on Tuesday October 23, 1984. Most of the information was obtained from copies of the Midland Republican, the precursor to the Midland Daily News. In addition, former employees of the brewery were interviewed: Al Palfey, Floyd Bailey, and Paul Jensen. Used here with the permission of the author.*

Like many small communities in the mid 1930s, Midland, Michigan was busy recovering from the Great Depression.

Prohibition had recently been repealed, paving the way for the brewing and sale of beer in Midland. Today, not many people are aware that Midland even had a brewery; yet in 1935, the opening of the Midland Brewing Company was perhaps the single largest civic event of the year, with almost 90 percent of the city's population attending. But perhaps even more remarkable is that after such a gala beginning, the brewery was in business less than four months.

## A Hopeful Beginning

The brief history of the Midland Brewing Company, Inc. began early in 1934, when businessman Anthony Czaczakowski purchased the building of the old Detroit Creamery Company, at the foot of McDonald Street in downtown Midland. Shortly thereafter, Czaczakowski joined forces with August Froehlich, owner and president of the Eastern Market Sausage Company in Detroit. Froehlich had founded the highly successful sausage company nearly 30 years earlier, so between the two men there was plenty of experience starting and operating a business.

Neither of the two had much, if any, experience in the brewing industry however, and their main incentive for entering the business was the ready local market for beer. At the time,

almost every small town in the US had its own small brewery; Bay City and Saginaw each had three; and there were 53 in the state of Michigan alone. So in fact, Czaczakowski's plan to establish a brewery in Midland was not as far-fetched as it might seem today.

Although neither Czaczakowski nor Froehlich had ever run a brewery, both clearly knew how to get started. They first formed a public corporation – the Midland Brewing Company, Inc. – and elected officers. Czaczakowski became the president and manager, Froehlich was elected vice-president, and Harry W. Weber was chosen as secretary-treasurer. Next, a brewmaster had to be hired to supervise the conversion of the creamery into a brewery, and also to oversee the brewing operation.

The tiny new corporation decided upon a brewmaster whose credentials were impressive, considering the size and location of the new brewery. His name was Harold Lund, born in Norway, where he served his brewmaster's apprenticeship. He had worked in several breweries in Copenhagen, each brewing a million barrels a year. In contrast, the Midland brewery was designed to produce only 40,000 barrels per year.

After working in Copenhagen, Lund became head brewmaster in Warsaw, Rome, Germany, Switzerland, again in Denmark, and then in the United States, having arrived in 1892. He worked in several breweries in the US until 1919,

when Prohibition began. After the repeal of Prohibition in 1933, Lund was employed as a brewery architect in Chicago, and also taught at a brewmaster's school there.

## Stocks for Sale

To raise capital for the new brewery, the corporation issued 64,000 shares of stock at \$1 a share. Vice-president Froehlich bought 30,000 shares and was the principal stockholder at the time. The remaining 34,000 shares were bought by about 150 small-time, local investors, and all of the initial capital was raised in a short time.

In 1934, \$64,000 could buy a lot of equipment, and brewmaster Lund used it to order 12 railcar-loads of tanks, motors, piping, pumps, and refrigeration units. The equipment was ordered from Chicago early in October 1934 and did not arrive in Midland until December and January, 1935.

In the meantime, Lund was busy supervising the remodeling of the old creamery. This involved installing a fermentation room and a refrigeration chamber in the old creamery "ice box" where the storage tanks would be. This involved removing the creamery brine room, along with its walls and floors. A 60 ft. by 80 ft. grain room was built above the creamery's powdering equipment room. By the end of February, the mash tanks, an automatic keg scrubber, filters, and other equipment were installed, completing the renovation with the exception of a few motors.



## Spring 1935

During the week of February 4, 1935, Harold Lund finally arrived in Midland to stay, having done most of the initial supervision and direction while finishing his previous assignment in Chicago. Upon his arrival he assured the public that "only the best materials will be used in the local plant and no beer will be sold until it is at least two

months old." It was evident that from the beginning, Lund was determined to brew a good, premium-quality beer.

Apparently, it took a little longer than expected to put all the finishing touches on the brewery, since the first batch of beer was not started until April 3, 1935. It consisted of 100 barrels, and the daily production thereafter was planned to be

about 300 barrels; the standard barrel being 31 US gallons. Eight men were employed when the first batch was started, and two assistant brewmasters were on their way to Midland from Detroit.

On May 9 the Midland Brewing Company announced that their new beer would be properly aged and ready to sell on May 25. The beer would be named *Red Keg* (see \* postscript note below), the logging-era name for the town of Averill. Brewery president Czaczakowski said that the brewery would have a public tasting and open house on June 1, at which the public would be asked to express its opinion of the new beer. This opinion would determine whether the brewery should change the beer's flavor, Czaczakowski said, even though he believed the beer would meet with the approval of the public.

On May 25, the first barrels of Red Keg beer were filled and sent out to distributors. The *Midland Republican* – then a weekly newspaper – carried congratulatory messages to the brewery from many local businesses, including A.S. Arbury and Sons, McCandless News, and Nehil Lumber. In addition, several restaurants, taverns, and lunchrooms proudly advertised that they had Midland's newest beer on draught.

On Saturday June 1, before the open house, the first annual Midland Brewing Company stockholders' meeting was held. Local businessman, Howard H. Arbury was elected the director of the company, and Czaczakowski said his "successful business experience and wide acquaintance make him a valuable addition to the board."

## Grand Opening Celebration

At one o'clock on the afternoon of June 1, 1935, the doors of the Midland Brewing Company were opened to more than 8000 visitors, who enjoyed nine hours of complimentary beer and sandwiches. In 1935 the population of Midland was about 9000, so the vast majority of Midland must have been





at the open house. In fact, afterwards, brewery officials publicly expressed appreciation to the local firemen and police who helped with parking problems and crowd control in downtown Midland.

As for the taste test at the open house, the public approval of Red Keg beer exceeded the brewery officers' highest expectations. In the week after Red Keg beer first went on sale, demand made it difficult for the brewery to keep up with deliveries. Additional trucks were quickly placed in operation the week of June 3, and the distribution area was expanded to include Saginaw and Bay City.

On July 4, 1935, just five weeks after the introduction of Red Keg beer, the brewery announced the construction of a bottling plant. According to Czaczakowski, "The demand for Red Keg beer in bottles has been so great that the company has found it necessary to build the present addition at once." The one-story, 25 ft. by 61 ft. bottling plant was located on McDonald Street, close to – but separated from – the brewery building, as required by law. To bottle beer, Federal law dictated the beer first be put into kegs so that it could be taxed. The kegs were then moved to the bottling plant, where they were tapped, and the beer bottled.

The new high-speed facility at Midland Brewing was able to bottle 2500 cases of beer a day, which was about one-half the maximum possible output of the brewery at the time. In addition to the bottling machine, the new plant included a bottle washer, sterilizer, carbon dioxide injector, bottle capper, pasteurizer, labeller, and a crating machine. To pay for the new equipment, the brewery issued another 61,000 shares of stock. All of the shares sold quickly, and brought the total public indebtedness to \$125,000. This would be equivalent to about \$525,000 in 1984, so the brewery represented a substantial capital expenditure.

### **Bottling the Brew**

It took almost two months for the brewery to complete construction of the new bottling plant. Bottling operations began on Saturday, September 7. Until that time, Red Keg beer was available only on tap at the local tavern or restaurant, precluding any home consumption. This limited the beer's marketability, and by the time bottling operations began, the brewery had produced only 7000 barrels of beer since startup in April, representing a production of 45 percent of capacity.

With the introduction of bottled beer, the brewery was able to offer Red Keg beer to home consumers. It then added to its distribution area Grand Rapids and Wyandotte, expanding the existing market in Midland County, Bay City, and Saginaw.

On September 10, three days after the startup of the bottling plant, a meeting of the Midland Brewing Co. directors was held in Detroit. At the meeting, vice president August Froehlich was named manager and secretary-treasurer. Anthony Czaczakowski relinquished his duties as manager but remained president, and Harry W. Weber retired as secretary-treasurer, allowing Froehlich to assume the position. Apparently, Froehlich also retained his title of vice-president, since no successor to that office was announced.

In addition to the numerous personnel changes, the directors decided to apply for federal aid under Section 77B, which would give the brewery a "breathing spell" to pay back its indebtedness. If approved, 77B would provide the brewery a two year moratorium on taxes in which to get better established financially.

Back in Midland the day after the directors' meeting, Froehlich said, "We have a good plant here in Midland, and a good product. Under the new plan I believe the stockholders' interests are being amply protected, and we can succeed to the satisfaction of everyone." He also announced that a new brewmaster would be hired to

replace Harold Lund, but gave no reason for Lund's departure.

In addition, Froehlich announced that \$15,000 in new capital would be secured to speed operations and to launch an "intensive sales campaign to popularize Red Keg beer."

On September 17, one week after the reorganization meeting in Detroit, the Midland Fire Department had to be called out to the brewery at 11 a.m. to fight a small fire. A pitch machine (to melt pitch, which was used for waterproofing and repairing leaks on tanks and piping) had ignited – but the fire was easily extinguished and caused negligible damage.

### **Bankruptcy**

Sometime during the last two weeks of September, the Midland Brewing Co. ran into more financial difficulty. Details were not printed in the newspaper, so what exactly took place is unknown – it can be inferred from other events, however, that the brewery directors filed for bankruptcy, and by September 30, 1935, had been granted protection under Section 7B of the Federal Bankruptcy Law.

It is clear that by October 1, the brewery was operating under Section 7B and had ceased beer production, after only 129 days of operation. Presumably, the entire inventory (about 800 barrels) was sold before laying off any of the 25 men employed at the time. It can also be inferred that the petition for Federal Aid under Section 77B was never approved, contributing to the brewery's downfall.

The directors must have found it impossible to raise the planned \$15,000 in time to save the business. This is supported by the glaring absence of local newspaper advertising for the period beginning September 10, when the "intensive advertising campaign" was to have begun.

On Tuesday, October 22, a trustee for the bankrupt brewery was to have been appointed at the Bay City Federal District Court, but for some reason the

*Continued on p. 28*

# Auction Hysteria

By Robert Hajicek



Above Left: Old Reading Back-bar Chalk, 12" x 4-3/4" x 3-1/2" Old Reading Brewery Inc., Reading, PA \$660.  
Above Right: Hausmann's Beer Mug Hausmann Brewing Co., Madison, WI \$898.



Adolph Coors Letterhead, 6" x 9-1/2" Adolph Coors Golden Brewery, Golden, CO \$522.



Golden Age WWII Conetop Golden Age Breweries Inc., Spokane, WA \$4000.



Above: Hornung Lighted Clock J. Hornung Brewing Co., Philadelphia, PA \$176.  
Below: Germania Porcelain Sign, 22" x 15" Germania Brewing Co., Buffalo, NY \$2247. Reserve Price Not Met.



J. Ruppert's Lager Bier Tin Sign, 28" x 20" Mfg by Tuchfarber Co., J. Ruppert, New York, NY \$3616.



Above: Virginia Coaster, 4-1/4" Virginia Brewing Co., Roanoke, VA \$499.  
Below: Graham's Coaster, 4" Burton Products Inc., Paterson, NJ \$500.







Consumers Tray, 12-3/4" dia.  
Mfg by Mayer & Lavenson Co.,  
New York Consumers Brewing  
Co., New York, NY \$2650.



Betz Reverse-On-Glass Lighted  
Sign, 16" dia. John F. Betz &  
Sons, Inc., Philadelphia, PA  
\$1625.



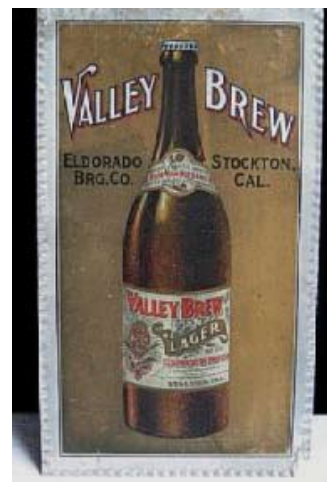
Lone Star Mechanical  
Display, 48" high Lone  
Star Brewing Co., San  
Antonio, TX \$1000.



Gund Cigar/Cigarette Cutter  
7" x 8-1/2" John Gund Brew-  
ing Co., LaCrosse, WI \$719.



Clarksborg Paper Lithograph,  
16" x 20" Clarksborg Brewing  
Co., Clarksborg, WV \$711.



Above, Top: Valley Brew  
Aluminum Sign, 12" x 7"  
El Dorado Brewing Co.,  
Stockton, CA \$806.

Above, Bottom: Roxbury  
Diecut, 21" x 11" Roxbury  
Brewing Co., Boston, MA \$455.  
At Left: Iroquois Tray, 12" dia.  
Iroquois Brewing Co., Buffalo, NY  
\$730. Reserve Price Not Met.



Schlitz Tip Tray, 4-1/2" dia.  
J. Schlitz Brewing Co., Mil-  
waukee, WI \$169.  
Reserve Price Not Met.



hearing was postponed for 30 days. When the hearing was finally held late in November, president and founder Anthony Czaczakowski was named trustee for the Midland Brewing Company.

The future of the brewery remained uncertain for several months. Sometime during the three months following Czaczakowski's appointment, a stockholders' protective committee was formed to resolve the uncertainty. The committee consisted of former secretary-treasurer Harry W. Weber, director Howard H. Arbury, and stockholder Robert Brucker.

The first meeting of the protective committee was held at the brewery on Sunday, March 1, 1936. The meeting was called primarily to discuss a plan of reorganization to present to the Federal court; to inform stockholders of the plan; and to urge against liquidation of the brewer's assets at bankruptcy prices.

### **Auction of Assets**

Apparently the efforts of the protective committee to reorganize and resurrect the brewery were in vain. On March 18, 1936, the Midland Brewing Company was judged insolvent, ending the six-month struggle to save the financially troubled brewery. On May 7, an announcement was made that the brewery's assets would be sold at public auction 11 days later.

Prior to the auction, the brewery property, buildings, and equipment were appraised at \$52,000. The total liability far exceeded that amount; the brewery owed about \$10,000 in contractors' fees, about \$20,000 in general claims and attorneys' fees, and far more than that in outstanding stock. August Froehlich purchased 30,000 shares and the general public held 47,190 shares.

It was also revealed that Anthony Czaczakowski had re-

served 47,810 shares in escrow as "promotion stock" in return for his initial purchase of the old Detroit Creamery property. The total stock liability therefore amounted to about \$107,200, since the escrow stock held for Czaczakowski was expunged.

On Monday, May 18, 1936, the bankruptcy auction was held. The Midland Brewing Company buildings, equities, and accounts were all sold for a total of \$10,425. The sale was approved and confirmed by Judge Arthur J. Tuttle in Bay City Federal District Court.

Local businessman D. K. Reinhart paid \$6600 for the brewery building and land, subject to \$2300 in back taxes. Another Midlander, John Koffman, paid \$525 for miscellaneous notes and accounts totaling \$2638, which included a \$2000 claim against former president Czaczakowski. And lastly, Bay City stockholder E. Posner bought all the brewery equipment, appraised at \$23,000, for \$3300. In all, about \$86,600 worth of Midland Brewing Company assets was bought at auction for \$10,425 – or a little over twelve cents on the dollar.

It is not known how the proceeds from the auction were divided among the various creditors, but a certainty is that none of the 150 stockholders were paid anything for their outstanding shares.

### **Poor Management**

The only conclusion to be drawn was that the brewery was poorly managed financially, at least at the beginning. August Froehlich, president of the hugely successful sausage company in Detroit, was the brewery's manager, vice-president, and secretary-treasurer when it was declared bankrupt. However, the bankruptcy was declared less than three weeks after Froehlich's appointment as manager and secretary-treasurer. Thus it appears that his appointment was made in a final act of desperation; too late to do any good.

In the end, there were no winners and many losers. August Froehlich lost the \$30,000 he put up at the beginning for capital. The stockholders lost a total of \$47,190. Anthony Czaczakowski lost at least \$47,180 and probably much more. The city of Midland lost a potentially significant business and tax base that could have employed as many as 40 workers, at a time when jobs were badly needed. The US lost one of the 703 breweries operating at the time, making the Midland Brewing Company one of the shortest-lived breweries in American history.

However, the true losers were the local people who welcomed, enjoyed, and then suddenly lost Red Keg beer, which is still remembered as a very good beer and undeserving of such an end.

### **Author's Postscript**

To date the only known artifacts from the brewery are bottle labels and a stock certificate. If you see or hear of any of these or other artifacts, please contact Dave Alsgaard, 989-631-7239.

In the time since I wrote this article, I have discovered that Midland had another brewery before this one, the Midland City Steam Brewery, which was in operation in the late 1860s and into the 1870s. It was apparently part of a local hotel, so probably brewed beer only for on-premise consumption. Very little is known about this brewery.

\* A contest was held to name the new beer – the public was asked to submit names. The winner was Red Keg, which was the former name of the town of Averill in the logging days.

A Mr. Anthony Czaczakowski died in Saginaw 9/26/1945 (Midland County obituary records).

A Mr. John Koffman died in Bay City 7/21/1944 (Midland County obituary records).



# The Saginaw Five, 1897

## Part 1

Submitted By Bob Rosa



**Editor's Note:** On Monday, December 6, 1897, *The Saginaw Evening News* printed a retrospective of the five major breweries involved with the contemporary economy of that region.

Originally titled "Our Five Breweries," (see photo of original) the lengthy article was subtitled: "The Moral Aspect of the Question – An Increase of Sales in the City During the Past Six Years."

In typical 19<sup>th</sup> Century journalistic fashion, it also had a sub-subtitle that read: "The Lives and Prosperity of Leading Citizens Connected With The History of Saginaw."

The information is presented in the style of the day, which is unique and therefore, un-edited here. We have, however, broken the article into two parts, with the Winter BC issue covering the introduction offered by an unknown author (most likely the editor of the paper) in 1897, plus his overview of the John G. Schemm Brewery and the National Brewing Company. The Spring BC issue will include the final three of the Saginaw Five: Jacob Raquet, Saginaw Brewing Company, and Eagle Brewery.

### Without further adieu, The Saginaw Five, Part 1:

The importance of the brewing interest of this city all recognize. The plants are owned by residents and the profits are shown in improvements and bank deposits.

Said a United States official, well posted as to the interest of the brewers of this country and having a very wide acquaintance: "The residents of Saginaw have encouraged the home manufacture during the past five years more than ever before, knowing that the profits stay at home, and that the plants are producing a most superior article. During the past twelve years two modern brew-

eries have been erected, the one in 1885 and the other in 1890, important additions have been made to the other three, and many thousands of dollars have been expended. The opposition honorably conducted is very keen between the local brewers. I am positive that your city as far as its brewing interests are concerned will soon be on a tidal wave, carrying it ahead of more pretentious competitors."

It is astonishing that a beverage having an output in 1863 of 2,006,625 barrels should show for the fiscal year ending July 1, 1897, over 35,000,000 barrels. These figures prove beer to be a

national beverage, enjoying the unlimited faith of millions.

The News understands that no enterprise from which revenue is secured is on better terms with the government than the brewing interest, and that the present ready method of collecting the revenue from the brewers was recommended and advised by them.

While consumption of beer in the United States has increased in gallons from 1.36 in 1840 to 13.66 in 1890, the consumption of spirits has decreased from 2.52 gallons in 1840 to 1.40 in 1890: and with the percentage of change it is admitted there

has been less drunkenness among the people.

Said a Boston clergyman: "I have been for two weeks the guest of one of your society leaders residing on Michigan Avenue, and I understand that Saginaw beer is always found on the side boards of the elite of your city, being preferred to the extraneous influx. I have drank beer manufactured in the United States and Europe, and I here assert that I was astonished at the purity, strength, color and evident age of Saginaw beer. Drunkenness was very noticeable in Saginaw during my last visit some twenty years ago. During my present stay I have not seen a single case of intoxication, and this must be attributed to beer. At the World's Fair there were not 120 arrests for drunkenness, an unparalleled circumstance in the history of the world, where so many people were assembled together. As the universal beverages were beer and the light wines in a most telling manner is shown the influence of malt liquors as a temperance factor."

### John G. Schemm

While for thirty-one years this plant has brewed a most superior beer, its position as a leader in Saginaw, by reason of having the largest sales, a splendid plant, a most desirable trade, and an unimpeachable character is acknowledged by all. It sold in 1866, 1000 barrels, and for the fiscal year ending July 1, 1897, 9563 barrels.

Said the ex-governor of a state, "This enterprise is now attracting attention in the state of Michigan by reason of the infusion of new blood into the business. Within a few days, George C. Schemm, son of proprietor, and a leading physician, has given his services to the plant. It is believed that he with his

brother-in-law, C.W. Riedel, will greatly relieve the proprietor of much care in the details of the business. Undoubtedly these young men are ambitious, gifted, efficient, practical, and active, will work together with their father in full accord. I have heard many remarks made relative to this change, and all were favorable.

"John G. Schemm has been for so many years before the residents of Saginaw that no interpreter is required to acquaint one with his real worth. The assertion that 'Worth makes the man, and want of it the fellow.' Is proved by his every-day deeds. He is a rare man. His whole business career exemplifies the axiom: 'Character is a diamond that scratches every stone.' John Schemm, I consider the wealthiest brewer in Saginaw, and I rate him at \$250,000. He has many friends, and no man is better loved by his employees. I am satisfied that the public has no idea of the range of his contributions and charities. He is of such a nature, that he could not produce an inferior grade of beer, of which he makes one kind, sold in Michigan and within a radius of fifty miles. It must possess purity, quality, strength and age, and be unsurpassed. In conclusion I would say that his mind can grasp the greatest combinations, and he is accustomed to success and to lead."

The premises take up in all

one block, and are bounded by North Hamilton, Brewster, and Miller streets, with the Michigan Central Railroad in the rear; the offices being at 926 N. Hamilton Street. The brewery is a modern one, and erected in 1890, some \$40,000 being expended. Peter Detrich, of Detroit, was the architect. It is interesting to study the picture of the old brewery of 1866 and that of 1889, which can be seen in the office, the contrast with the present one being very striking. This plant when completed attracted much attention, and is invariably visited by reason of its plan and construction by tourists and experts coming to the city. It has everything that the genius of man can produce, and which is essential in a brewery.

In 1866 was established this business, at this site. The first title was Schemm & Gruhler; the second, Schemm & Schonheit; the third, the present one. Messrs. Gruhler & Schonheit,

ISITOR—ILLUSTRATED.

eral repairing, a leading specialty being made of horseshoeing. Nine expert mechanics are employed, and all work entrusted to this gentleman's care is sure to be satisfactory in every particular. Prices, too, are most reasonable. Mr. Birss is ever exercising a close supervision over all details of this business, and his permanent success is thoroughly assured. He was born in Aberdeen, Scotland. He is located 222, 224 and 226 N. Franklin St.

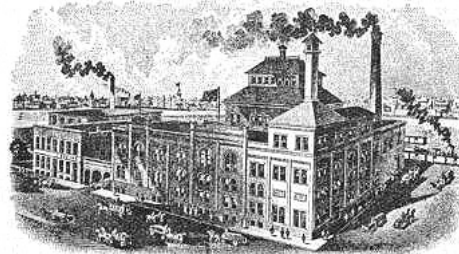
#### The J. G. Schemm Brewing Co.

Located at 926 N. Hamilton St., both 'Phones No. 842.—The celebrated Schemm Brewery has become one of the most prominent features of our city's interests, and has gained a wide reputation for the superiority of its products, which is conceded to be the finest, purest and most palatable beer made in this section. This brewery was founded in 1866 and incorporated in 1869, and from the first they paid more attention to the quality of their product than the quantity produced, using the highest grade of materials that could be obtained, and the business has had a phenomenal development. The utmost cleanliness and scientific accuracy are observed in all the processes of manufacture, with the result that the beer is deservedly in great favor with the trade and consumers. The Schemm Brewing Co. are brewers and bottlers of lager and export beer, making a specialty of the export and Nut Brown, and by reason of extensive facilities for storage the beer is allowed to remain in the vaults for a much longer time

than is usual with other brewers, and the result is their beer is unequalled in this market for fine flavor and sparkling beauty, while its purity is as absolute as human ingenuity can secure. The Schemm Brewery is the largest in the valley, with an annual capacity of 50,000 bbls. They make their own malt, and they are the only concern having their own malt house attached. This is an up-to-date plant in every particular, and to make it still more so new ice machines are being installed, new wash house added, etc. The members of the company are Mr. George C. Schemm, president and manager, and Mr. Carl W. Riedel, secretary and treasurer. These gentlemen are broad-gauge and progressive business men, whose efforts are directed to offering the trade the most advanced accommodations, and their enterprise is widely recognized as a prominent factor of Saginaw's industrial supremacy.

#### Frank S. Novak,

Dealer in Wines, Liquors and Cigars, 403 Wadsworth St., Bell 'Phone 543-5r.—This sample room, under the efficient management of this gentleman, is well patronized, and his fine stock of wines, liquors and cigars always give satisfaction. You will find him a gentleman well liked by all who know him, and he enjoys the good will of the public. His saloon is a model of good order and neatness. Mr. Novak was born in Saginaw in 1866 and established the business in 1894. A complete bottling works run in connection and all orders are promptly attended to.



ESTABLISHED, 1866.

The J. G. Schemm Brewing Co.



former partners, were men of integrity. The former died in 1869, and the latter disposed of his interest to Mr. Schemm in 1881, and is at present residing on his farm in Saginaw County.

The executive of the company is; John G. Schemm, assisted by his son-in-law, C.W. Riedel and his son, George C. Schemm.

John G. Schemm, sole proprietor, is a native of Germany, where he was born in 1834. His father, Frederic Schemm was a farmer, and came to the United States in 1852, and settled on a farm ten miles from Detroit. Here John remained till [sic] thirty years of age. His father died in 1854, and in time the subject of our sketch became part owner of the farm. Being pleased with Saginaw, to which he had come in 1864, he established this business.

C.W. Riedel enjoys the full confidence of Mr. Schemm. He was educated at the Fort Wayne College, Indiana, having been born in Frankenmuth, Michigan, in 1856. His father, Simon Riedel, was a teacher, and is still living and pursuing his chosen profession, at the age of 72. C.W. Riedel taught school in St. Clair and afterwards in Saginaw, a period of ten years. In 1880 he married Miss Emily Schemm and in 1882 began to assist in the office of this plant.

George C. Schemm was born in Macomb County in 1862. He has received a superior education, attending the High school, the Michigan university, Ann Arbor, and in Goettingen, Germany. He studied medicine at Ann Arbor, Philadelphia, graduating with high honors, and also in Europe. He began to practice in Saginaw some ten years ago and has been very successful. He has had a knowledge of the brewing business for years, which will now prove invaluable

in his present connection.

John W. Spatz is the foreman. In 1877 he engaged with the plant, the connection having been continual with the exception of six months. He was born in Germany and worked with the brewing in that country, this being his first position in America. Said Mr. Schemm: "I consider our brewmaster not only very skillful but also a most faithful and conscientious man. He possesses that technical knowledge which enables him to confront any possible obstruction in manufacturing which might face him. He has always believed that however skillful a brewer may be, he has still something to make himself acquainted with and acquire skill in, and holds the opinion that there is always something to learn."

"It was the report of the Royal Medical Society of England, in 1888, 'That the use of malt liquors tends to longevity,'" said Mr. Schemm. "It is only the immoderate use of malt liquors which works to the injury of any one. The same principle holds in the case of any product, food or otherwise, that may enter the stomach. In time, any person will be injured by over-indulgence in coffee, tea, cereals, meats, or even milk. Beer if taken in moderation is very sedative. While I can respect a temperance lecturer whose mission is to reform those who indulge too much, or who attempt to keep such individuals from yielding altogether, yet I have always had contempt for those who pass or attempt to pass laws which would make a man or a woman a criminal who drank a glass of beer or wine with their dinner. I am proud of the fact that the brewers themselves are temperate, and believe in temperance. We brewers certainly do not even yet have a

comprehensive idea of what lager beer will work out for religion and morality in the United States, or in the world. It may be taken as a rule that alcohol and ardent spirits are consumed in the greatest quantities in localities where lager beer is not commonly used. Physical remedies can only check drunkenness which is a disease. Law and religion would long since have remedied it, if it were a vice. Lager beer is a more powerful factor to decrease immorality than prisons or any other agencies.

"As to the purity of beer, I would state that the State Board of Health of New York City in 1885, under authority of law, caused an analysis of 47 samples of malt liquors to be made, and all of them were found to be free from any deleterious substances whatever. I have all jurists and theologians on my side, in my opinion, that it is not in the sphere of legislation to attempt to suppress the liquor traffic. While there are statistics to prove that the moderate use of alcohol has been attended with unusual length of life, or improvement of health, there are none to show that abstinence from alcohol has added to longevity."

### **National Brewing Co.**

Should the question be put in Saginaw anywhere today: "Through whose ability has this company sustained its reputation and increased its sales since the death of Peter Raquet?" the answer would be: "William F. Weber."

A prominent owner of real estate, for many years identified in the lumber interest, said: "This is a substantial enterprise and there should be no question as to its future. The brewery is first class, and the beer and management it would be hard to surpass. I was well acquaint-

ed with Peter Raquet, who died in 1890. He was a very conscientious man, and could not be connected from his very composition with an enterprise that produced an inferior article. He drew no line between meanness and dishonesty, and always believed that he who would cheat his friend would cheat his God. I know his successors well. I call William Weber a man of great pertinacity, of unflinching courage, who would succeed, where thousands would fail. He is very able and deep. The advantage, which he has been to this plant, is almost incalculable. I am sure that it would have discontinued business but for his great tact. You must remember that the sales for the fiscal year ending July 1, 1897, were 9,000 barrels, and that the business was never in a more flourishing condition. The brewing profession is constantly looking for such men as William Weber to give it standing and to awaken confidence. He has the pleasant and easy bearing which makes him a very effective business man.

"He is ably assisted by John Schlosser and Rudolph A. Zuehlke, both of whom enjoy his confidence. The former is now 36 years of age and was second foreman for Wurtzburg brewery before his arrival in this country in 1889. His first position was with the Westphalia Brewing Co., Detroit, which continued until 1894. his second with the Mascoutah Brewing Co., Ills., which he relinquished in 1895 to engage with this company. He took in 1896 the highest diploma at the Milwaukee Brewing Academy of which he is a graduate. Possessing full knowledge of the

technique, and being a very intelligent man, he has few equals in his chosen profession.

"Rudolph Zuehlke is just what is wanted in the financial department. His probity and business acumen being unquestioned. He is responsible. It has been proved again and again that the most important financial problems can be left to his judgement with absolute safety. It is very palpable that his services are an advantage to the company. He has saved many a dollar to the National Brewing Co. I understand that he is now forty-four years of age, and a native of Germany, coming to Menominee with his father when fourteen years of age. He received a mercantile education and has been connected with leading enterprises in Menominee and Saginaw as office man, accepting his present position in 1896."

Said a well-known citizen: "You should refer to Mrs. Peter Raquet. Her husband would never have attained his position as a successful brewer but for her. She possesses rare judgement, and there is method in everything she does. She is just what she appears to be, having the knack of seeing things as they are, and doing things as they ought to be

done. Her daughter, Mrs. Emma Wolfarth, co-partner in the business, is similar in many respects to her mother, with a powerful financial mind."

The present title was taken in 1890. The first was Peter Raquet, he having established the business in 1885. On his demise, the business passed into the hands of his three sons-in-law, J.L. Hubinger, William F. Weber, and George Wolfarth. In 1895 Hubinger was bought out by the two others, and the same year Wolfarth died. The business is now the property of William F. Weber and Mrs. George J. Wolfarth, who lease the plant from Mrs. Peter Raquet.

William F. Weber was educated at the public schools of Detroit and was born in 1853. He was apprenticed to a trunk manufacturer and worked at

SITOR—ILLUSTRATED.

friends are many. He leaves nothing undone to make his store one of the most attractive places in this city, being always pleasant, obliging, and can give you as much and as good goods as can be purchased in Saginaw. He is deserving of a place in this history, and the Visitor endorses him in the highest terms. The business was established 4 years ago. Mr. Tatham has lived in Saginaw for 30 years.

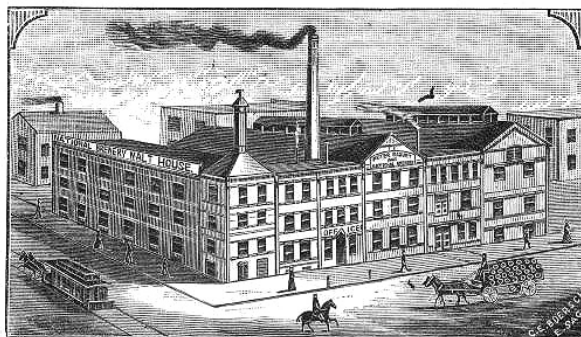
#### The National Brewing Co.

Saginaw has the honor of being the home of a brewing establishment which produces as fine a quality of its article as can be found anywhere, a fact which has been fully attested by all who have ever had the good fortune to quaff the product of the National Brewing Co. The plant was established in 1885 and has an annual capacity of 30,000 bbls. The members of the company are Wm. F. Weber and Emma Wolfarth. This brewery is certainly to be congratulated on the popularity it has gained and the headway it has made with the general public; its product being delightfully clear and sparkling, only the finest hops and the best of barley being used, and an exceptional care being taken to have it always of uniform quality. It is no wonder that its product leads, as thousands of beer-drinkers will testify. It is under the efficient management of Mr. Weber, who has

been a resident of this city for 20 years, and who is a most skillful master brewer, an energetic and thorough business man and an open-hearted and liberal supporter of all worthy and legitimate enterprises. He keeps thoroughly in touch with the trade and all orders are promptly delivered. Both 'Phones 385, on corner Genesee Ave. and Walnut St.

#### Jas. E. Shea,

Practical Horseshoer at 310 S. Hamilton St., Bell 'Phone 915-3c.—This gentleman is a first-class mechanic, and a good business man, and we give him with pleasure a place in these columns. He is one of our most expert horseshoers, and the horse that is shod at his shop is never troubled with lameness or any disease of the feet, for no one can turn out a better job than he. Interfering, forging and stumbling is prevented. This shop is well equipped in every way for doing the best of work, and at prices that suit at all times. Mr. Shea guarantees to please the most exacting, and you will do well to call at this address if you wish thoroughly reliable horseshoeing. You will find that this gentleman always keeps his word, and he is altogether an upright, capable artisan. Mr. Shea has had 15 years' experience in horseshoeing, eleven in this city. He succeeded Mr. McPhayden November 5th, 1900.



The National Brewing Co.



his trade in Detroit, Chicago, Milwaukee, Oshkosh, Green Bay, Toledo, Cleveland, Grand Rapids, and Saginaw. In the fall of 1885 he engaged in business for himself till [sic] the death of Peter Raquet, when he became one of the three partners.

Mrs. Emma Wolfarth, a co-partner and daughter of Peter Raquet, was born in Saginaw. Her husband, George Wolfarth, was a native of this city, and the son of John G. Wolfarth, so well and favorably known as the proprietor of the Wolfarth bakery. His death was greatly deplored being a young man of promise with clearly a future before him.

One kind of beer is manufactured. It is sold not only in Saginaw but within a radius of one hundred and fifty miles. The public are undoubtedly the best court of judges to which to appeal and the increasing sales and the great popularity of this beer proves conclusively that the verdict is, that this house's fundamental principle has been carefully carried out, of making as good a beer as can be produced, regardless of trouble and expense, and that permanent success has been achieved.

Corner of Genesee Avenue and Walnut Street is situated the brewery. It was completed in 1885 and takes up four lots. The intention from the first was to encourage home industries and not a dollar, we understand, has gone out of the city in its erection, save when absolutely necessary. The capacity is, we learn, 50,000 barrels. Such ability was shown by Mr. Raquet and the architect in drawing the plans that few

changes have been made, the most important a boiler house completed in 1894. Said a contractor: "I am sure that not an extra was charged up against Peter Raquet, and not an invention or improvement in any way applicable to the requirements of the business was left untested."

"The drinking of lager beer," said Mr. Weber, "should be encouraged by the government. It is in the power of all to secure it by reason of its low price, and its very cheapness assists in making it such a great moral agent. Lager beer after a short acquaintance becomes an associate, nourishing and sustaining to the purchaser. It possesses so little alcohol and such health-giving power, that it can defy competition. Beer has been introduced by the most conservative families into their houses as a temperance drink. In my opinion, the phenomenal increase in the sale of malt liquors the past thirty years is the most powerful argument for the beer as a popular and health beverage, I believe that alcohol has a decided food action, and that it is in the treatment of disease one of the most valuable agents known to man. As found in beer, its proportions being small, an excessive use rarely occurs. There are individuals who if they drink one glass, want ten; these are rare and belong to one class, the same as another class was born to fill criminal graves. Of nervous systems there are all grades. I am adverse to sumptuary laws, and if one individual injures only himself, what ground is there in the world disregarding its own

affairs to stop the ruin of one individual. I cannot recall an instance where the moderate use of malted liquors has resulted in harm. I am certain that the ablest and most careful physicians in Europe and America will indorse [sic] this position. Physicians have started on the belief that alcohol was the enemy of mankind, and that they could practice without its use. These physicians have invariably abandoned this idea. It is a well known fact that nations who use the greatest amount of alcohol are far in advance in everything pertaining to civilization of those who use little or none. Show me a sturdier race than the Germans, and yet their fathers and grandfathers before them have grown old as beer drinkers. I believe that the beer drinker possesses more resistance to disease than the water drinker. The therapeutic value of malt liquors was unquestionably proved during the epidemic of la grippe in 1890 and 1891."

Shakespeare said, "Because you are virtuous, shall we not have cakes and ale?" This wonderful man, thus recommending a temperance mode of living, but not prohibition. Believing that this issue of your paper is sure to accomplish much good, it is my wish that your article on the medicinal aspect of the question will be read by congress, by the governor of this state, and by the legislature.

**NEXT: Look for Part II in the Spring BC issue: the final three of the Saginaw Five, Jacob Raquet, Saginaw Brewing Company, and Eagle Brewery.**



# Executive Secretary's Report

By John Stanley

NABA ♦ PO Box 64 ♦ Chapel Hill, NC 27514  
naba@mindspring.com

Your Executive Secretary would like to wish members a Merry Christmas and a Happy New Year for 2007. Make plans now to attend the NABA Convention in Bay City, Mich. in July/August. The Michigan members have a great hotel in the downtown area, and Bay City has a lot on interesting sites to visit. In February the Blue-Grey Breweriana Show will be held in Fredricksburg, VA. It has been one of the leading – if not *the* leading – national show for several years and the Spring NABA Board meeting will be held there. Make plans to attend (details in the NABA Events of

Interest on the NABA web site.)

Enclosed with your Winter BC issue is the 2007 NABA Directory. If you need any corrections please let me know. Renewal slips and convention information will be sent with the Spring BC issue.

It is time to enter nominations for NABA Board Members. Two NABA Board positions are open for this year's election. Any NABA member can nominate himself, or you can nominate another member. If you nominate someone else make sure he or she knows you are doing so. Board members are required to attend the National Convention

and two other meetings (one in the spring and one in the fall.

If by chance any of your address information has changed please send corrections to the address above. I would like to welcome the following new members (next page). Take the time to correspond with new members who have similar collecting interests as yours. Sharing information and collections is what NABA is all about. Special thanks to Gary and Barb Bauer (3), Mary White (1), eBay Auction (1), and the NABA Web Site (3) for recruiting these new members.

## APPLICATION FOR MEMBERSHIP

FILL OUT, DETACH AND MAIL TO: NABA, PO Box 64, Chapel Hill, NC 27514-0064

I wish to join NABA and payent is enclosed. Annual Membership dues are: US \$25, 5 years for \$100; Canada \$30 (US); and overseas \$40 (US). Dues expire May 31; dues paid after Jan. 1 are valid until May 31 of the following year. Please make your check or money order payable to NABA (please type or print legibly!).

Name \_\_\_\_\_ Spouse \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip plus 4 \_\_\_\_\_

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

email address \_\_\_\_\_ Sponsor \_\_\_\_\_

**Upon receipt of Application, we will send the current Membership Directory, a Membership Certificate, 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 incusion 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

### **Cusick, Mike**

821 Monks Ave  
Peru IL 61354-2705  
815-343-1622  
m.cusick@hotmail.com

**All Breweriana; (Peru IL)  
Cans (12 Oz)**

### **Daenzer, Jim**

771 Hollywood Dr  
Owosso MI 48867-1109  
989-723-8369

**All Breweriana; Franken-  
muth Brewing of Franken-  
muth MI**

### **DeLongchamp, Dave**

1436 W Garfield Rd  
Perrinton MI 48871-9601  
989-838-4058  
the.tinsmen@nethawk.com  
**Calendars; Labels; Lithos;  
Mini Beers; Openers; Pa-  
per Items; Pinbacks; Signs;  
Statues; Tap Knobs; Tip  
Trays; Trays**

### **Kleine, Lawrence**

2844 Reading Rd  
Allentown PA 18104-6130  
thekleines@aol.com

### **Porter, Jerry (Rebecca)**

1300 Smithdale Heights Dr  
Cumming GA 30040-7804  
770-622-9079

jayderman@msn.com

**All Breweriana; M K Goetz,  
Country Club, Pearl**

### **Rauh Sr, Richard**

316 Dutch Elm Dr  
Princeton IL 61356-8818  
C815-878-4801  
perubrewed@hotmail.com  
**All Breweriana; (Peru IL);  
Bottles (Paper Label); Cal-  
endars; Labels; Neons  
(Small); Photos; Reverse on  
Glass; Signs; Trays**

### **Skornia, Raymond (Jill Rae)**

1102 S Chilson St  
Bay City MI 48706-5053  
989-893-7170  
chilsoncity@charter.net  
**Coasters; Neons; Post  
Cards; Signs (All esp. Irish  
Beer Signs)**

### **Tanata, Dennis**

7355 12th St SE  
Pingree ND 58476-9622  
701-285-3337  
dtanata@daktel.com  
**All Breweriana; Bottles;  
Cans; Glasses (All esp  
Schmidt's City Club)**

### **White, Dave**

47 Rowand Ave  
Winnepeg MB Canada  
R3J 2N6  
204-832-6783  
dwhite54@mts.net  
**All Breweriana; Canada**



## **WANT TO HOST IN 2010?**

NABA is looking for a host city for the 2010 Convention.  
Does your chapter want to consider inviting  
us to your town?

Contact: Larry Moter  
804-448-3928  
accneca@aol.com

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# Travels with Brewster

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This time we spun the travel dial and it ended up pointing to the Southwest. Fred hadn't been to the Grand Canyon in over 45 years and Mary had never been: the basis for a trip that would focus on some of our great National Parks and Native American history, allow us to do some hiking and, with any luck, find a brewpub or brewery or two.

To see more of the country, we decided to take the train to Flagstaff and we would return by air. While we would recommend this to anyone, we would also qualify it by saying you don't need to take the train both ways, especially if you have the rather spare accommodations we had. Nonetheless, train travel is relaxing, a great way to meet a lot of people and, if we may get on our soapbox for a moment, a valuable mode of transportation that has been too long overlooked in this country.

On arriving in Flagstaff, where we had one night, the plan had been to hit a couple of brewpubs. Unfortunately, that plan went awry when one of our pieces of luggage got doused with foul smelling water, necessitating a visit to the hotel laundry. At least the pub in the hotel had Fat Tire available. It was

By Fred & Mary Clinton

probably just as well we left the next day – it was homecoming at Northern Arizona University at Flagstaff, and the pubs were already open when we went to breakfast. (No, we did not have breakfast at a pub.) We figured it would be a zoo there before midday.

Our rental car in hand, we headed out the next morning to the Grand Canyon where our accommodations at the El Tovar Lodge provided a nice pub with multiple micros on tap. Kudos to the Park Service and their agent Xanterra for being so forward in their thinking. It was just the thing we wanted to see after a day of hiking!

The first real brewpub we hit was not until several days later, after touring and hiking in the Grand Canyon (what can you say, other than amazing), Bryce Canyon (smaller, but with no crowds, and breathtaking in its own right), Grand Staircase Escalante (I didn't know rocks came in so many colors), and Capital Reef (and who knew rocks could ripple and bend like that?). The Main Street Brewery is located in Cortez, Colorado, not far from Mesa Verde National Park. We actually intended to visit there, but heavy snow on the mesa caused the park to be shut down the day we arrived. We consoled ourselves with visits to some very nice Native American gift shops and the brewpub.

Main Street is a fun, funky-looking spot in a great old tin-ceilinged building. While they appear to offer food, they do not open until 3:30. They have been in business for 12 years and, in addition to their draft selections, do some bottling in the

22-ounce size.

The day we visited there were seven beers on tap. These included Crystal Wheat, Honey Raspberry Wheat, Pale Export Ale, Maibock, Überpils, Schnorzenboomer Doppelbock, and a Porter. The Crystal Wheat had little wheat flavor at all, and was very much in the American style. It also had a certain earthy quality that was a prelude to what we found in many of their other beers. The Raspberry Honey Wheat had little wheat or raspberry flavor, but was distinctly honeyed. It was a better beer than the plain wheat.

The Überpils was a nice summer beer that was both clear and refreshing. This ended up being our Four Paw\*\*\*\* Pick. The Maibock was acceptable and good for the style, although not an excellent beer for reasons that we had a hard time pinpointing. The Doppelbock was similar to the Maibock, although a little fuller in flavor. The Porter, though not in the robust style, had very nice color and flavor with lots of chocolate overtones. The Pale Ale was very hoppy and a fine beer by Fred's standards.

Of interest is the fact that the Main Street offers "blends" of their beers. For example, their Black & Tan is a mix of one-half Pale and one-half Porter. Their "mild stout" is a mix of half Doppelbock and half Porter. We didn't try any, although we were intrigued by the concept. Main Street also offers a variety of T-shirts and glasses, and looks like it could be a fun evening stop.

From Cortez, we headed south to the Navajo Indian Reservation and Canyon de Chelly National Monument. A word to the wise: at least for now, there





**Main St. Brewery Tap Pulls**

is no alcohol available on the reservation. In spite of this, alcoholism continues to be the bane of native peoples; their efforts to keep it out have been completely ineffective. This was a fantastic place, though, with huge empty, nearly brutal-looking landscapes where it is hard to imagine people can survive, let alone thrive. We toured several Anasazi ruins including Canyon de Chelly itself with our native guide, Alice.

Our only other beer destination of the trip was one we actually hit twice. On our way out, the train stopped long enough in Albuquerque for us to have a walk about town. There we discovered Chama River Brewing. This was not their main location, and in fact was just a very small tasting room/pub that didn't open until late in the afternoon and offered no food. It did, however, offer some darned tasty beers.

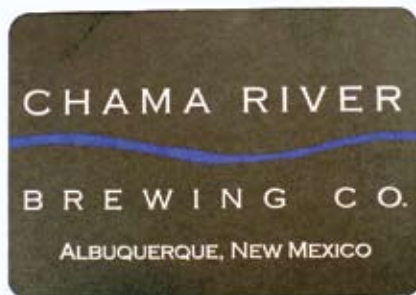
When we visited, there were six beers on tap (the main location, discussed below, has ten); these included a Class V! Golden Lager, Rio Chama Amber Ale, Jack Rabbit IPA, Sleeping Dog Stout, October Fest, and Hope-Weizen. The Golden Lager was their starter beer and was a good, clean drop. The Amber we

thought was a little light, but still tasty and well suited to a warmer climate. The IPA was nice and hoppy, and yet well balanced. The Stout was an exceptional beer with strong overtones of both roast and chocolate flavors. The October Fest was an excellent example of the style, being light in color, moderate in body, and with a satisfying mouthfeel. The Weizen,

having been dry-hopped, was not typical at all for the style: there was little wheat flavor and a very dry finish. We suggest trying this one even if you don't like wheat beers.

This was a tough one in which to make a Four Paw\*\*\*\* Pick. Mary liked the October Fest and Fred was partial to the IPA, so we compromised on the Stout. For all practical purposes, I guess you could say this was a three-way tie.

We liked these beers so well (and knowing that we were to fly home from Albuquerque), we made a point on our last night to find a room near Chama River's main location on Pan American Highway. We discovered that the brewery had previously been called Blue Corn, and this new incarnation appears to have the same owner. They have been in operation for seven to eight years and have had the same brewer (Tim Rice) throughout.



The main location is much bigger than the tasting pub, with a large, square bar, and a full service restaurant. We had planned to eat dinner in the restaurant area, but found the bar so inviting we stayed and ate there.

As we had already tried a number of their beers, we concentrated on the few we had not already sampled. These included Turner Red, Sleepy Hollow Pumpkin Ale, a Schwarzbier, and Copper John Pale Ale. The Red was not your typical in this category, as it came in at 7% alcohol. It was also hoppier than many in the style, but we found it to be a very tasty brew. The Pumpkin was full of nutmeg and spice, but was not overdone. We aren't particularly crazy about this style in general, but found this to be one of the nicest in the style we had sampled. The Schwarzbier was full of black patent flavor, bit not overly so. Fred really liked this one, finding it true to style. The Pale was quite citrusy, but perhaps a little too hoppy for the body.

As we mentioned, we ate, and the food we had was excellent. It made us more than a little disappointed we were going to miss the beer dinner they had planned for the following evening. They actually do such a dinner once a month, and based on our overall experience, we would strongly recommend trying one if you are in the area. Chama also has a nice selection of T-shirts and glasses.

This was certainly a trip of contrasts. We visited busy parks and empty ones; we saw great expanses of empty countryside and big cities; we sampled beer at great brewpubs and saw the effects of alcohol on the native people. The net effect is that we continue to be overwhelmed by the diversity and beauty of this country and its people, and can't wait until we can get back on the road again.

Until we do, Cheers!



## Advertising

### Classified Ad Guidelines

All advertising materials and inquiries should be directed to:

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

### CLASSIFIED ADVERTISING

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

### DISPLAY ADVERTISING

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

Color increases above prices by 50%. Place any classified or display ad for four consecutive issues and pay for three only. We recommend that display advertisers supply camera-ready copy. Materials that are oversized or undersized will be changed to correctly fit your paid space.

### PAYMENT

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

### DEADLINES

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

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

## Buy ♦ Sell ♦ Trade

**MINIATURE BEER BOTTLES & GO-WITHS:** Will buy complete collections or single bottles. Also, will pay top dollar for Bill's Speciality Manufacturing Company and Edward A. Muth & Sons Inc. miniature beer sales literature and price lists. John Weatherhead, 678-393-8505; wxxhead@msn.com.

V143

**COLT 45 MALT LIQUOR** memorabilia wanted. Anything and everything related; the older, the better. Price and describe in first letter, please. George E. Virgines, Box 13761, Albuquerque, NM 87192.

V139

**GILLCO CAB LIGHTS WANTED** for my collection. If you have had the slightest thought about maybe selling please contact me for a top price. Contact Keith Belcher, 703-803-6261 or email at: kbelcher@cox.net

V137

**BACK ISSUES** of the *BC* for sale: Issues 87; 91 - 98; 100 - 102; 104 - 109; 111 - 133; prior to issue 82, some here and there: please inquire. Issue 110 is \$10. Others are \$6 each and five for \$25. Shipping is \$1 per issue and \$4 for each set of five. Make check payable to NABA and send to PO Box 64, Chapel Hill, NC 27514.

NABA

## NABA 36th Annual Convention

July 31 - Aug. 5, 2007  
Bay City, MI

Doubletree Hotel

Contact John Stanley

jfo@mindspring.com



## Events of Interest

### **Doggone Good Show**

**February 24, 2007**

**Location TBA**

**Contact:**

**Dan McShane**

**Kolbbros@chartermi.net**

### **Canadian Brewerianists Convention 2007**

**August 9 - 11**

**Park Place Lodge**

**Fernie BC**

**Barry O'Neil**

**780-922-2593**

**boneill@sprint.ca**

**GUZZLE N Twirl  
TWIN CITIES, MN  
OCTOBER 12 & 13  
2007**

### ***Rush***

***to the Rockies***

**May 3 - 5 2007**

**Fort Collins Marriot**

**Contact: Bill Bester**

**303-527-3565**

**abamrbill@comcast.net**

### **Capital City Chapter Blue & Gray Show February 14 - 17 2007**

**Contact Ray Johnson**

**703-971-3549**

**rayneri@starpower.net**

### **Just For Openers 29th Annual Convention**

**April 25 - 29 2007**

**Holiday Inn Holidrome**

**Harrisburg, PA**

*All Opener Corkscrew*

*Breweriana Collectors Welcome*

**John Stanley**

**jfo@mindspring.com**

### **Milwaukee Antique Bottle & Advertising Show**

**February 11 '07  
9 to 3**

**Country Springs Hotel**

**Info: 608-838-8041**

**bottleshow@charter.net**

### **ECBA Horlacher Chapter**

*Combined Spring Meet*

**ECBA, BCCA, NABA, ABA**

**March 17, 2007**

**Macungie, PA**

**Larry Handy 215-412-2344**

**OhHugo1@aol.com**

### **ECBA 35th Annual Convention**

**July 11-14, 2007**

**King of Prussia, PA**

**Sheraton-Park Ridge Hotel**

**Larry Handy: 215-412-2344**

### **ABA XXVI Annual Meeting**

**June 12-16 2007**

**Holiday Inn Portland Airport**

**Portland, OR**

**Jean Tiegs: 715-623-4960**

**jeannelt@aol.com**

### **BCCA CANvention 37**

**August 29 - Sept. 1**

**Denver, CO, Adams Mark Hotel**

**Contact: www.bcca.com**

### **QUEEN CITY CHAPTER SHOWS 2007**

**www.queencitychapter.com**

**March 15-18**

**31st Annual Luck O'The Irish  
Mini-Convention**

**& Breweriana Show**

**Airport Holiday Inn, Erlanger, KY**

**Dave Gausepohl**

**859-371-4415**

**beerdave@fuse.net**

**Blue Ash Banquet Ctr. Shows  
Blue Ash, OH**

**June 3; August 12; Nov. 25  
9 - 1**

**Jeff & Debbie Dowers**

**513-851-8986**

**pintsandpooh@fuse.net**

**BILL STEIN'S  
HAMM'S BEAR**

**Original ADVERTISING ARTWORK  
AUCTION**

**5:30 Thursday evening, Feb. 15th, 2007**

**At the Medina Ballroom, Medina, MN  
(20 minutes west of  
downtown Minneapolis on #55).**

**To be held in conjunction with the  
2007 *Hamm's* Club Show**



**100 + pieces of Bill Stein's Rare Original AD Production ARTWORK  
used in *Hamm's* Brewery National Advertising Campaigns  
Featuring the *HAMM'S BEAR*  
from Bill Stein's personal work life collection.**



For those who love the adorable *Hamm's* Bear, Bill has produced more artwork of the *Hamm's* Bear than any other *Hamm's* Bear artist. He is considered the Michelangelo of the *Hamm's* art world; the last living *Hamm's* Bear Artist!



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