



# *The* BREWERIANA COLLECTOR

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

Volume 137

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SPRING 2007

- *The Saginaw Five, 1897, Part II* •
- *From the Bookshelf* •
- *The Brewery in Centralia, IL* •

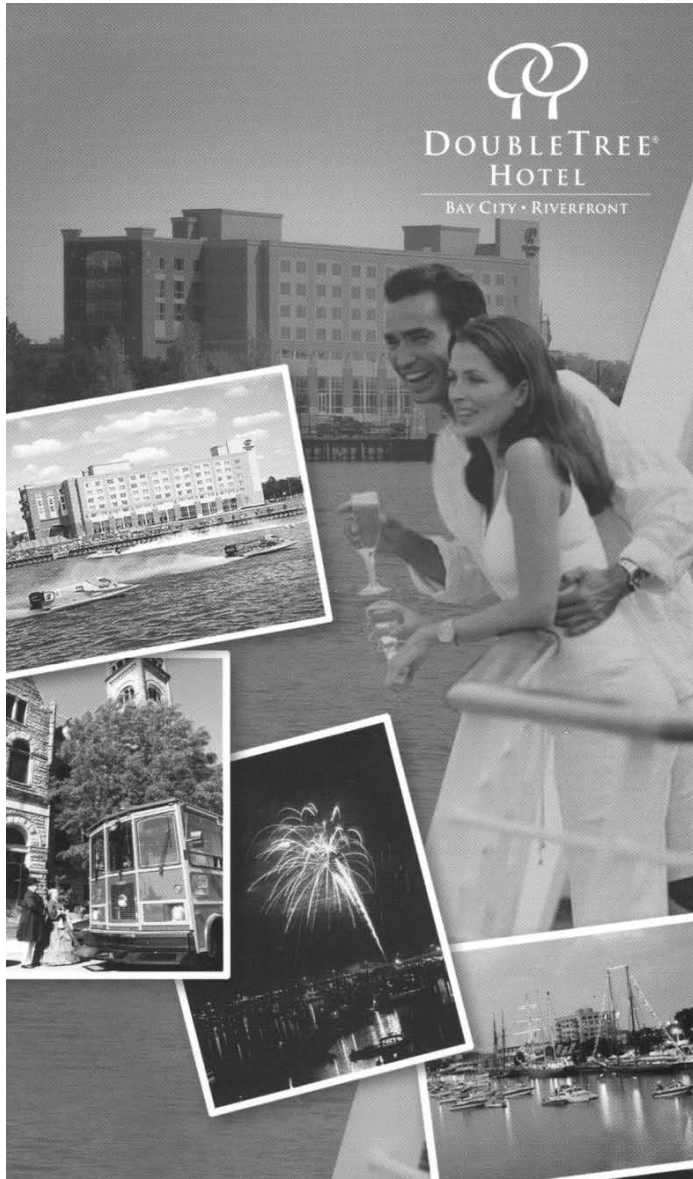


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# 2007 NABA Convention

## Bay City, Michigan

July 31 - August 5, 2007



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**SPRING 2007**

**#137**

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## **POSTMASTER:**

Send address changes to:  
The Breweriana Collector  
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## **COVERS:**

Front: A selection of Saginaw's Banner Brewery items. Courtesy  
Howie Diefenbach.  
Back: Newspaper advertisement c1880 in German for the Eagle  
Brewery, on original newsprint. Courtesy Bob Rosa.

# HUGE BEER MEMORABILIA, ANTIQUES & REAL ESTATE AUCTION



## HARRY VINER ESTATE AUCTION

Located at 3628 Calvert, LaCrosse, WI

Watch for the auction arrows

off of Hwy 14 & 61, south end of LaCrosse

• **INSPECTION – FRIDAY, MAY 18 FROM 5 – 9PM**

• **SATURDAY, MAY 19, 2007,**

Sale starts at 8:00 AM—Lunch & restrooms available

• **SUNDAY, MAY 20, 2007**

Sale starts at 10:00 AM—Lunch & restrooms available



### AUCTIONEER'S NOTE:

Harry Viner, once a NABA member, was an avid collector of breweriana. In order to settle the estate, the following huge collection of beer memorabilia, antique & collectible furniture & glassware, outside & related items

will be offered for sale (along with the real estate). Harry worked at Heileman's for years & collected not only Heileman's but many other name brand beer items such as Blatz, Gund, Schlitz & more. The Viner family was also involved in demolition projects & has collected many rare & hard to find items.

**Saturday's sale of beer items will begin after 10:30 AM.**

Be sure to bring a friend along.

On Sunday at 10 AM all the household, extra nice collectible furniture & glassware & *any beer related items left from Saturday will be sold.* The real estate will sell about 1 PM.

The Hines Auction Service thanks the Viner family for the opportunity of selling Harry's estate. This is by far the one of the finest collections of beer memorabilia we, as auctioneers, have ever had the chance to sell!! Mark your calendar now & plan to spend a fantastic weekend attending the Viner Estate dispersal!!

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trays inc Gund, Hamm's, Blatz, Walters, Pabst, Bud, etc; huge collection glasses & 100+ steins inc 4 doz acid etched, 30 Stockholder's steins, Old Style Pilsner glasses, Heileman's skim Pilsner, Peerless, Old Style, Heileman's Black Print; Peerless amber & others, Gund, Schlitz, Hamm's, Miller, Guttelman, Cream City, Virginia, Kurth, Sugarloaf, Bart, Indianapolis Brewing & more; other steins inc Hussa/Bangor, Michel (mugs & steins), Golden Leaf, Heileman, etc; (2) House of Heileman statutes, Elfenbrau; other signs inc Blatz neon outdoor hanging, barrel, clock, & complete collection plastic ones, Heileman's porcelain, Grain Belt, calendar, Old Style outdoor, Pabst, Old Milw, etc; misc items inc 103 wood beer crates from many breweries, Budweiser w/Bevo bottles, bottles & bottles & bottles from the "turn of the century", etc; huge amt paper & cardboard signs, etc.

**THIS IS ONLY A SMALL LISTING**

If you are into collecting beer items, you won't want to miss this beautiful, well-kept collection

### Additional Antiques and Misc Items

**SATURDAY, MAY 19; 8:00AM**

Beginning w/2 rings, in addition to **beer items** we will sell other outside & misc items such as primitive tools, porch posts, doors, collection RW crocks (over 60) inc 5gal water cooler, 2gal butter churn, fruit jar, unique 5gal jugs w/adv, 3 & 5gal brown tops, assort crocks from 2-40gal birch leaf, Western stoneware, Momouth, etc; assort lumber, 2 & 3" planks, huge wine press, store coffee grinder, lanterns, unique old tools, (2) kitchen cook stoves; (2) wood burning parlor stoves, 1 w/beautiful chrome, utensils & much more. **FIRE HYDRANTS:** 53 assort fire hydrants dating back to 1904, all sand blasted & painted



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## President's Message

This is the time of year, February, when I yearn for springtime, especially after a record cold February. The paradox of February, despite the cold: it is one of my favorite months because of the Blue Gray show. 2007 marked the Blue Gray's 28<sup>th</sup> year. Blue Gray is co-sponsored by the joint NABA/BCCA Capitol City Chapter and two other BCCA Chapters; Richbrau and the Rusty Bunch. It is wonderful for the hobby for multiple chapters and hobby associations to team together to host a major show for the benefit of all. NABA members Rayner Johnson (Ray should be known as Mr. Blue Gray), Robert Fondren, and Jim Wolf perform key duties as Capitol City Club Members to make this show a stellar event. There are a lot of other people who make significant contributions too, but unfortunately there is

insufficient space to give everyone credit. Of course, spouses must be given credit too!

For the last several years, your NABA Board has met at Blue Gray. There are a couple of items to report to the membership from this most recent meeting. Dave Alsgaard, from Midland, MI, was properly appointed to the Board to replace the late Gary Bauer. Dave has been an active member within the hobby in the great state of Michigan and is on the Bay City Convention Committee. We welcome Dave aboard! The previous Journal featured an article by Dave on the Midland Brewing Company (hope you checked out the "Red Keg" label on the cover).

Work on the 2008 Quad Cities convention progresses. I had the pleasure of meeting Convention Chair Bob Post (and wife Sarah) in Quad Cities on December 11<sup>th</sup>. We had a great meeting with "The Lodge" to fi-

nalize details. The Lodge is a spectacular site with a Germanic theme which blends well with NABA.

A big item to report is that the Board made changes to improve the auction. Auction Committee Chairman Dave Kapsos and a team of NABA members brainstormed the auction after the Louisville convention to recommend improvements concerning "no-sells" & "buybacks." Dave wrote a report for Board action and attended this Board meeting to participate in the Board discussions. A separate article within this journal (see p. 23) details these improvements. The NABA Auction is quite a lot of work. Auction Chairman Kapsos and his team ably perform this demanding task for NABA. Dave and the Auction team are to be thanked for their recommendations and their hard work at every NABA convention.

Look forward to seeing you at Bay City!



## From the Editor's Desk

Spring is just appearing on our horizon in this high-elevation (for us) stretch of Virginia. Our earliest bloomers here—snowdrops and February Gold daffodils (that never actually bloom in Feb, but await the Ides of March)—are in full swing for their brief appearances as spring's heralds. I heard some wood frogs in the ponds the other day, but our spring peepers aren't quite ready to make themselves heard yet. It has become time to end one of my passions (falconry) and begin another (bicycling).

As we all transition through our spring seasons, bridging winter to summer, I hope everyone will be planning to attend the NABA Convention in Bay City. I, personally, have never been to Bay City, and am looking forward not only to seeing everyone again, but also to experiencing some of the hospitality that the convention organizers have been working hard to arrange for us all. We have several articles within this issue that we hope will "whet the appetite" for your attendance in Bay City. This issue is also being mailed with registration materials. If you need more in-

formation, please check out the re-vamped website listed below.

In anticipation of the Summer issue and typical distribution tribulations, I want to give everyone fair warning that we'll be **moving our deadline up** for the next issue, in the hope that everyone can receive their copies prior to the convention. Regular columnists and occasional contributors should **mark their calendars for MAY 15**, two weeks prior to the "normal" Summer issue deadline. We hope this change won't be too inconvenient, and will assist our distribution process to better serve our membership.



## Chapter Doings

By Mary White

The Chapters of NABA are off to a fast start for 2007: we're all busy attending other chapters' shows, and preparing for our own chapter's show. We'll cover the first chapter shows, but deadlines for the *BC* will delay reports on a few March shows until next issue.

The Blue Gray show, sponsored by the Capital City-Richbrau-Rusty Bunch Chapters, was held February 14-17, 2007 at the Ramanda Inn, Fredericksburg, VA. This was their 28<sup>th</sup> annual show and each year we look forward to seeing some old friends as well as meeting new ones. The hotel was filled with collectors, and nearby hotels hosted the overflow attendants. We had some of the usual weather issues again this year, but in winter, that is always a possibility. The room-to-room was going on continuously, and the overflow attendants set up on the floor Thurs. & Fri. to participate.

The "8<sup>th</sup> Semi-Annual Back Bar Display" was there, and John Bain outdoes himself with each show. John works extremely hard on this display. He is to be commended on what a great job he does, as well as the many other collectors who help and contribute to this showcase. For details, see John's article starting on p. 24 of this issue.

Our national convention hosting chapter, the Dog-Gone-Good Michigan Chapter, held their annual Winter Swap 17 on Saturday, Feb. 24<sup>th</sup> at the Black Forest Brewpub in Frankenmuth. About 50 breweriana connoisseurs came out on a brisk but sunny day to examine

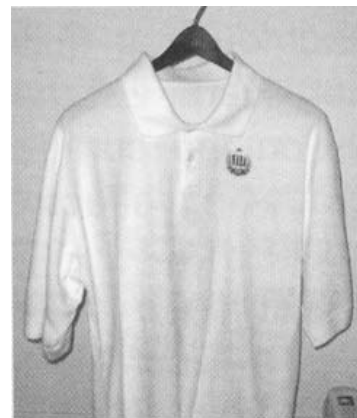
the wares of about 20 dealers set up in a nice-sized (heated) side porch. Attendants got to sample eight draft beers on tap and were able to select lunches from a four-page restaurant menu. Chapter elections were held and the 2007 officers are: Dan McShane, President; Fred Clinton, Vice-President; and John Coupie, Secretary-Treasurer. Following a 50-item raffle, the chapter met to discuss the 2007 convention in Bay City this August. (Thanks go to Dave Van Hine, one of our newest NABA members, for this report.)

The Hoosier Chapter "Cabin Fever Reliever" Expo will be held March 2-3, 2007 in South Bend, at the Quality Inn. Also, The Luck of the Irish Mini Convention will be held March 13-18, 2007 at the Holiday Inn, Erlanger KY. The Goebel Gang Show is April 28, 2007 at the American Legion Post #357, South Bend, IN. We will report on these shows in the next issue.

We welcome the "Olde Frothingslosh" Chapter as the newest NABA chapter. Glad to have you join us and we look forward to reporting on and attending your shows.

We hope all NABA Chapters have listed their 2007 shows in the Events of Interest column in the *BC*. This is one of the benefits of being a NABA Chapter. Be sure to contact the Editor, Lee Chichester (falconer@swva.net) 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, Mary White (wfsdba@aol.com). Thanks to



### 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:

NABA  
PO Box 64  
Chapel Hill, NC  
27514-0064

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!!

# 2007 NABA Convention

By Dave Alsgaard

## Convention Special Offer

The Lake Michigan Carferry Service ([www.ssbadger.com](http://www.ssbadger.com) - 1-800-841-4243) is offering a special discount for folks coming to the NABA Convention in Bay City from Wisconsin and points west. If you'd like to take this nice trip across Lake Michigan en route to Bay City and/or back again, we've arranged a special NABA discount fare.

The offer is good between July 27 and August 9, 2007 and there are some guidelines you will have to follow if you choose to book a reservation. The discount is 20% off current passenger fares, and standard vehicle fares still apply. If your trip is one of the evening sailings, you will receive an additional \$11 off per auto.

Our group code is "NABA." You will have to reference this code when making reservations, changes, calling with questions, or otherwise claiming discounts for discounted passenger fares. Reservations can be made individually or in a group by calling the main reservation # above (800-841-4243). Note: a \$25 deposit is required at the time of booking.

Reservations must be made *at least two days in advance of your departure* and are subject



to availability. Discounted fares will not be extended to any individuals that have not reserved ahead of time, nor to those who do not reference the group code above.

This has been arranged for us by the Group Sales Manager for the SS Badger, Sara Ewing. I've personally taken this trip in the past, and have found it to be a really great trip which I highly recommend. We owe great thanks to Addie Zwick, wife of NABA member, Tony Zwick, for helping to make these arrangements on behalf of our membership.

Looking forward to seeing everyone in Bay City, no matter how you get there!

## 2007 NABA Convention - Bay City, Michigan

Registration forms mailed with this issue. If you did not get a form, please check out our website [www.nababrew.com](http://www.nababrew.com) or contact John Stanley, Executive Secretary at PO Box 64, Chapel Hill, NC 27514 or [naba@mindspring.com](mailto:naba@mindspring.com)



July 31  
THROUGH  
AUGUST 5,  
2007



Photos courtesy Howie Diefenbach

# The Saginaw Five, 1897

## Part 2

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. In our last *Breweriana Collector* issue (Winter 2007, #136) we printed, in its original form and language, the introduction (probably written by the newspaper's editor), and the summaries of the first two of the five, John G. Schemm's brewery and National Brewing Co.

The sequel to that presentation follows here, and includes the final three of the Saginaw Five: Jacob Raquet, Saginaw Brewing Company, and Eagle Brewery.

**Illustrations:** The Raquet ad (above) courtesy Bob Rosa. The Raquet's tray and the Saginaw Brewing Co. ad, compliments Win Case Collection. The Eagle labels are compliments of John Stroh Collection.

### Jacob Raquet

There has never been whispered anything detrimental to the fair fame of this enterprise since it was established. The business, we learn, was never in a more satisfactory condition. This firm's standing is of the highest and it wields great influence in Saginaw. When this plant is seen it seems hardly possible that its founders brewed, twenty-nine years ago, but 500 hundred barrels of beer.

Said a great legal mind,

prominent in politics at the F. & P. M. Depot: "I knew all about the early struggles of Jacob Raquet, and I was positive that he would make a success. He was so determined, self-sacrificing, working all the time, and considering his customers interests as his own, that it became a subject of remark. This ready answer would always be to one making inquiries as to the success of Jacob Raquet: 'He won customers and brought trade by manufacturing a superior draught beer.' Through

his knowledge and willingness, the standard of the quality of the beer in Saginaw has been greatly improved. Believing himself to be engaged in a deserving business and that a brewer was in one sense a physician, his character has been ennobled, and this idea has given a higher motive and a nobler aim to every action of life. Possessing remarkable business talents, Jacob Raquet has rarely erred, and every act has been controlled by reason. I heard an acquaintance say: 'I remember when Jacob Raquet did the work of two men from 1868 to 1878. He always believed that his ten fingers were his best friends, that men seldom died of hard work, activity being God's medicine, and that labor rid him of three great evils – irksomeness, vice and poverty.'

"Jacob Raquet ranks as one of the two wealthiest brewers in Saginaw and is a large owner of real estate. He is fortunate in his assistant, Gustave Rohde. That gentleman's connections,

which has continued ten years, proves from the very first that he possesses a character on which one can thoroughly depend, based on principle. It has been formed in a severe financial school. He would be a great source of strength to any enterprise. He has saved this business through extra care thousands of dollars in ten years. I remember when Jacob Raquet returned to Germany in 1891, and during absence of three months left the business entirely in the hands of Gustave Rohde, and was more than satisfied with the state of affairs on his return, sales having been increased, permanent customers secured, and the losses practically 'nil'."

There have been two locations to this business which was established in 1868. The first one was on Warren Avenue, between Lapeer and Tuscola; the present one was taken in 1872. The first title was Raquet Bros., and that of Jacob Raquet was adopted in 1885.

Jacob Raquet, sole proprietor, is now fifty three years of age. His father, Henry Raquet, was a cloth manufacturer by trade and this calling was adopted by Jacob. He came to Saginaw in 1866, and mastered the art of brewing. His brother, Peter Raquet, who was born in 1838, and had preceded Jacob to this country three years then became with him an original partner in this business, afterward withdrawing. It could always be said of Peter Raquet that "his word was his bond." Gustave Rohde is the confidential man. He was apprenticed to the dry goods business in Germany, where he was born in 1861. He came to the United States in 1880, holding the position of office man with leading enterprises in Saginaw county,

engaging January 1, 1888, with this plant.

George Koeck is the brew master. Germany is the place of his nativity. His father was a brewer, and George secured a knowledge of the manufacture of the beer at his fathers plant. He came to the United States in 1884, when twenty-four years of age, and after a useful experience in Newark, New Jersey, and Sandusky, Ohio leading breweries, engaged with this enterprise in 1895. Said a Detroit brewer: "Mr. Koeck is one of the most skillful brewers in this state. He appears wedded to the Jacob Raquet brewery, and whenever I have been in Saginaw, I have always found this man, honest as the day is long at his post advancing in every possible way, the best interest of the brewery."

The premises take up the numbers 400-410 Lapeer between Park and Second and are situated in the center of the city. This plant is located on the most valuable property in Saginaw. A new brewery was built in 1872 and a malt house in 1875. The brine system was introduced in 1887. Very important changes have been made during the past quarter of a century and the old resident of 1868 could not now recognize the premises. The intelligent visitor passing through and noting the character of the plant and the quality of the ingredients used in the manufacture of the beer could not be surprised that their enterprise should enjoy such a large home connection, and that so many should look to it as the source of their supply.

Mr. Raquet thus expressed himself. "The American people fully understand the health giving properties of lager beer. It is today largely believed that by fostering deception, social hy-

pocrisy and unchristian bitterness, that the State of Maine law has schooled the people throughout the State to crime, and is thus yearly attracting more attention. This State, by reason of a tyrannical law, as public sentiment is now progressing, cannot long be a place of discord. Intoxication is yearly becoming more disgraceful, the more and more beer becomes a temperance factor. Not so many years ago I remember, when the 'four bottle man' was the great man of the occasion, and the hero and principal figure, at a drinking bout, was the individual who could 'pull all the others under the table.' Today, such a man is not desired, he is not commended or applauded; there is no sympathy for him. What has done all this? Lager beer. I receive much encouragement from the intelligent people of Saginaw in my efforts to increase and improve the manufacture of beer. A more popular drink will never be devised. An important feature in creating this popularity should not be forgotten. The salts in the extract of beer are the same as those found in the grain used in the manufacture of lager. The carbonic acid in the beer is about as efficacious and potent in allaying thirst as soda water. I would here quote from Prof. Sir William Roberts M.D.F.R.S.



Said the professor: 'A moderate quantity of lager beer when well up is favorable to a stomach digestion.' It is my opinion that if a man studies himself, and in all things is temperate, he is, in ordinary circumstances a better critic as to what is good than any physician can be. Temperance societies are not listened to by people, because they carry theories too far. Is every man to relinquish his independence because some men make a dissolute and debauched use of life."

This enterprise produces one kind of beer. It is sold in Saginaw and within a circuit of fifty miles. It has been analyzed, we learn, by some of the most reliable chemists in the country and declared to be free from all deleterious substances. It is strongly recommended by physicians for family use, and there are many customers who inconvenience themselves to obtain this beer in preference to others.

### **Saginaw Brewing Company**

Of this company Louis Darmstaetter is President; Albert Gruneisen, Vice President; Rudolph O. Darmstaetter, Secretary and Treasurer. The sales in 1865 were 800 barrels; in 1886, 3,200 barrels and for the physical [sic] year ending July 1, 1897, some 5,000 barrels.

The offices are situated at 1610 South Washington Ave., and the premises occupy over a block. The capacity of this plant is 12,000 barrels. It was in 1872 that the brew house and malt house were erected. Not a vestige of the old plant of 1865 remains, so many additions have been made from time to time. The brine system was introduced in 1890. In 1894 the bottling department was established and the first year 300 barrels were bottled, and

in 1897 2,800 barrels will be placed in glass, more than half of the output which shows the importance of this department. The plant is located in one of the most aristocratic portions of Saginaw and has every facility for a beer unsurpassed in the United States.

Four kinds are manufactured; the Pilsner, Bayrisch, Waldbrau, Tafel. It has clearly been the effort of this company to produce a beer that will sell side by side with that of the greatest brewing enterprises in the world and it has therefore, with the utmost confidence, not only pushed its sales throughout Michigan, but extended them as far east as New York. During the past year, the company has been brought before the public through advertising, in which much ability has been manifested, and which has been pregnant with results.

The first title to this business, which was established at this site in 1865, was Louis Darmstaetter; the second Louis Darmstaetter and Sons; the third, the present one taken in 1893.

Louis Darmstaetter, President, was born in Germany in 1840. His father, Michael Darmstaetter, was a brewer and came to the United States and to Detroit in 1850. Louis acquired a thorough knowledge of brewing in Detroit, Chicago, Toledo, etc. At the outbreak of the war, he enlisted, and was present at memorable battles under Generals Grant and Siegel. At the conclusion of the war, after an honorable discharge, he established this business.

Albert Gruneisen, Vice President and Superintendent, was born in Germany, some thirty years ago. His connection with this enterprise dates back to

1887, his previous engagements having been in Sandusky, Cleveland, Chicago, etc.

Rudolph O. Darmstaetter, Secretary and Treasurer, is a native of this city, having been born in 1868, attending the public schools, he finished at Orchard Lake Military Academy, and the Saginaw Business College. After securing a valuable knowledge of the world and of brewing through a course of travel in Ohio and Kentucky, having connections with the Gerkee Brewing Co., of Cincinnati, and afterwards with the Michael Brand Brewing Co., Chicago, he returned to his father's plant in 1886, and was at once admitted to partnership.

Said a member of Congress; "I have known about Louis Darmstaetter for years. He has been prominent in politics, and has wielded influence. His popularity was owing to his intrepid spirit in speech, never being afraid to express his opinion when positive that he was right. I remember when he was a great power in this part of the state. I think that he was a member of the Democratic State Central Committee, but am not positive. He has certainly done much for his party. He was a most able member of the Board of Public Works, and was elected alderman in 1895. There can be no doubt, that he unduly exerted himself from 1865 to 1875 to place this business on a firm footing, and his present ill health must be ascribed in a measure to this. We all regret his sickness, and hope soon, for he is by no means old in years, to have him among us. As a business man, I rate him very high. His judgment is remarkable and his conclusions unerring. I understand that not a move is made by the company without

consulting him, whatever may be the state of his health. He, in this respect, reminds me of the founder of the famous Ballantine & Co.'s Brewery, Newark, New Jersey, who gave instructions in the daily conduct of the business when death was inevitable.

"In his son, Rudolph O. Darmstaetter, he has a worthy assistant and on whom he can rely in his declining years. He possesses many of his father's traits, and is one of the keen-

large amount of money expended in pushing the business is sure evidence of the confidence of the executive in him. I understand that Rudolph O. Darmstaetter has taken great pains in educating this gentleman in whatever essentials that were necessary, and that in Albert Gruneisen are exemplified his ideas of what constitutes a first class brewer."

Said Rudolph O. Darmstaetter: "I have been taught by experience to be guided by general

etable kingdom. As diastase it is found in grain and grapes, as what warmth and moisture will accomplish is known to all. There is nothing but what can be abused, and the abuse of a thing is no argument against its utility. No intelligent man would dare controvert this fact. The wear and tear among the laboring men is the greatest and malted liquors are to them one of the greatest blessings conferred. I consider the drunkards as an unnatural production,

and to one that has reformed, even if through sickness, his life was in jeopardy, I would not advise the use of stimulants. I would give the benefit of liquors to an unfortunate woman or man afflicted with insomnia, weighed down with work and trouble, and without appetite, as aids to health and strength, benefiting nutrition,



est minds in the brewing profession. The business can safely be entrusted to his hands. His health is affected and he seeks recreation in hunting and fishing on his yacht, The Tafel, which is a familiar object on the Saginaw River during the summer months. If this young man's life is spared, I predict a great future to this plant. It was his idea to enlarge the bottling feature of the business to its present magnitude and employ only original ideas. The results have been eminently satisfactory.

"I am not personally acquainted with Albert Gruneisen, but the quality of the beer, which is constantly found upon my side board is proof of wondrous skill as a brewer. The

results, and not by particulars. The three splendid sources of our modern civilization are Germany, France and Great Britain. It is in these countries and in the United States that we find the general health more vigorous, the moral tone better, the mind more quick and lively. We can recall to mind individuals who have used malted beverages habitually, and have attained the age of one hundred years. After a certain age in man, fermented beverages in moderation appear absolutely essential for the prolongation of bodily existence. Man leans on these for vital support, they being his prop and stay. From nature comes the first ferment, which conceals it in the veg-

making them lighthearted and healthful. I feel that my moral sense is elevated because of being a manufacturer of lager beer. The late Dr. Humphrey Storer of Boston, said; 'that more people died from eating too much than from drinking too much.' I will also refer to a letter from the pen of Dr. Jenner, which appeared in the London Times of August 14, 1884. It was to the effect that alcohol as a constituent of diet, and when employed in the temperate quantity as found in lager beer, it is a highly economical force generator."

#### Eagle Brewery

**John T. Rosa, Proprietor**

A leading capitalist said: "This is the oldest brewing enterprise in Saginaw, and with

the exception of three years, when the plant was leased, has been in the family for 43 years. It has seen the birth or death of all its contemporaries in the trade. I tell you, sir, talent and forethought is behind this enterprise. Contending with a tremendous opposition, the present position has been secured through self-denial, mental suffering, and great exertion. The proprietor, step by step, has made his position more secure.

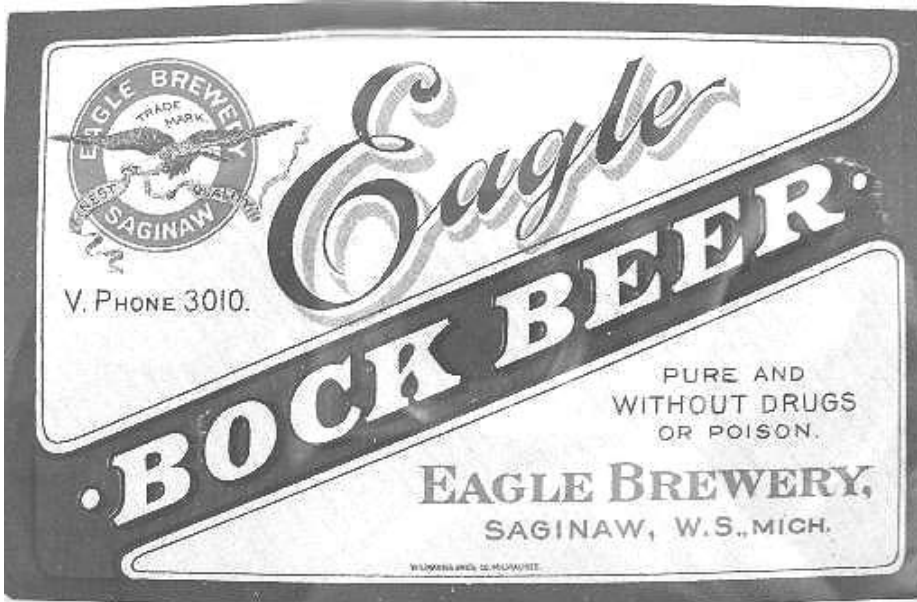
Manufacturing a first class beer, he, through business acumen and magnetism, assisted by the reliable output has won customers and brought trade. The plant when John Rosa took control was in a deplorable condition, and this was a serious obstacle. Now the motto 'cleanliness is next to Godliness' could with propriety be placed upon its walls. Mr. John Rosa's reputation as a man of his word is perfect, and his life has been

blameless. He is one of the experts, a man who thinks a good deal, but talks little. John Rosa knows how to listen, believing that silence is a great art. While you are talking he is deliberating, and the transaction is scanned in every feature before he reaches his ultimatum. When he speaks, he says the right thing in the right place and this is assisted by his manly presence. He is a hard man to become acquainted with, but when his reserve has been removed he is a most pleasant companion. When he took the plant in 1887 he understood the position of affairs perfectly, and succeeded. I understand that his policy has been to increase his sales annually, and if one customer was lost to get two in his place. If this axiom was followed as industriously by other business men they might perhaps have like success. Mr. Rosa's mind is constantly on his business."

Said another gentleman: "Mrs. Barbara Rosa, formerly Miss Hoedel, has greatly assisted her husband in making his success. She was born in Germany in 1865. Her wise counsels, saving ability and assistance have been highly prized. She reminds me of Mrs. George Bechtel, of Staten Island, Mrs. Joseph Eppig, of Brooklyn, Mrs. Daniel Bermes, of Union Hill, who by great care and self-denial enabled their husbands to secure positions of prominence and wealth."

The first title of this business was John Wolfgang Rosa; the second from 1884 to 1887, Bergermeister & Hach; the third, the present one adopted in 1887. There has always been one location.

John Thomas Rosa, sole proprietor, was born in this city



in 1854, the year this business was established, and began to assist at the brewery when 14. This connection continued till [sic] the time of the lease of the premises, when he took advantage of the change to travel, and in Milwaukee, Chicago, Detroit, Toledo, etc., secured most valuable ideas of brewing and of the business, which stood him in good stead on his return, building a business of 500 barrels to its present proportions of 2000 barrels.

Said a former member of the school board: "You should mention John Wolfgang Rosa, father of the present proprietor. I knew him well. He was born in Germany in 1804, holding the position of foreman in a brewery, before he came to Detroit in 1853. After a valuable experience in that city, having visited Saginaw, and believing in its future, he established this business. He died in 1885, and was a straight forward man, and one who despised a falsehood. He worked hard and his constitution must have been of iron to have endured the strain. He was never afraid to express his opinion, but nevertheless had many friends who admired his blunt honesty."

"To the most casual observer," said Mr. Rosa, "it is noticeable what beer is accomplishing as a moral agent and what is taking place in this city, is true of the whole United States. This country is quickly approaching in the manufacturing of malt liquors, Great Britain and Ireland. Great Britain has increased only about 20 percent since 1880, whereas the United States has increased nearly 100 percent in the same time. This country will shortly be the great temperance center of the world, brewing a wholesome beverage,

containing sufficient alcohol not to inebriate, but benefit the system. Saginaw's reputation for purity, assisted by the growth in population, has had much to do with the increase in sales during the past five years. I shall never forget what Dr. Henry J. Bowditch, of the Massachusetts State Board of Health said at the time when the proportion was 3:35 gallons of spirits to 3:22 of malt liquors. Said the doctor: 'I sincerely believe the Germans are destined to become the greatest benefactors of this country by bringing to us, if we choose to accept the boon, their beer.' I have always looked upon malt liquors as a food product, and those people who object to their use, do so without a proper understanding of the article. There is no more harm in the use of malt liquors than in the use of milk. Indeed, milk is not so healthy or tissue making a drink as malt liquors when they are properly brewed of the right material. By the process of their manufacture, malt liquors must be free from all health injuring microbes, while it is now known that milk frequently carries the germs of the most dreaded diseases. Most people base their objection to the use of malt liquors to the fact that they contain alcohol. This objection also holds as to bread, because the same process which produces alcohol in beer, also produces alcohol in bread. I am sure that much better health would be enjoyed if the ladies would use good beer as they use milk. The aim of the brewers should be the manufacture of a health giving beverage."

At 729 North Fayette, West Side, are situated the offices, the premises occupying three lots. This site was first taken, we understand, in 1854. Econ-

omy of space at that time would not have been of so much importance as now, it being then literally a suburban locality. But during the past years the value of the land in this neighborhood has enhanced and this is now the center of a teeming population. Such improvements and changes have been made to this plant under the present proprietor during the past ten years, that it has been greatly changed both in appearance and in utility. The capacity is 4,000 barrels. In 1890 the most important additions were made, consisting of cellars and an ice house, etc. A new kettle was placed in 1896.

One kind of beer is manufactured which is sold in Saginaw and within a radius of 70 miles. There is a very large family connection and this house caters to the nearby trade. Fully one-third of the whole output is bottled, this department having been established in 1887. Said a prominent customer: "John T. Rosa makes his beer of barley malt and hops and these alone. With him quality has been the desideratum, not quantity. If he had desired I am sure that his sales could have been much larger. I do not believe a better beer is manufactured in the United States. I know of many that have been benefited by it, and it has come as a friend, as physicians will assert, to the invalid. Mr. Rosa is assisted by Conrad Reis, who secured all his knowledge in brewing of him, his engagement dating back to 1892. Conrad Reis was born in Germany and his previous experience has been in distilleries. He is industrious, conscientious and very neat in his work and is worthy of a high encomium in your article."



# Auction Hysteria

By Robert Hajicek



Buckeye  
1890 Paper  
Lithograph,  
14" x 29"  
Mfg by  
Wittmann  
Litho Co., NY  
Buckeye  
Bottling  
Works,  
Toledo, OH  
\$1575.



Bill Stein Artwork for Hamm's  
Sales Conference Story Board  
\$225. (eBay Live)



Occupational Shaving Mug  
and design detail (below)  
Anton Mach, Kewaunee, WI  
No sale, starting bid not rec'd.



Bill Stein Artwork for Hamm's  
10" x 10-1/4"  
\$350. (eBay Live)



Oneida Embossed Tin Sign, 14" x 6"  
Oneida Brewing Co., Utica, NY \$137.



Budweiser Motion Sign,  
23" dia. x 18" tall  
Anheuser-Busch Inc.,  
St. Louis, MO \$1,126.



Pabst Motion Sign,  
13" x 17"  
Pabst Brewing Co.,  
Milwaukee, WI \$539.

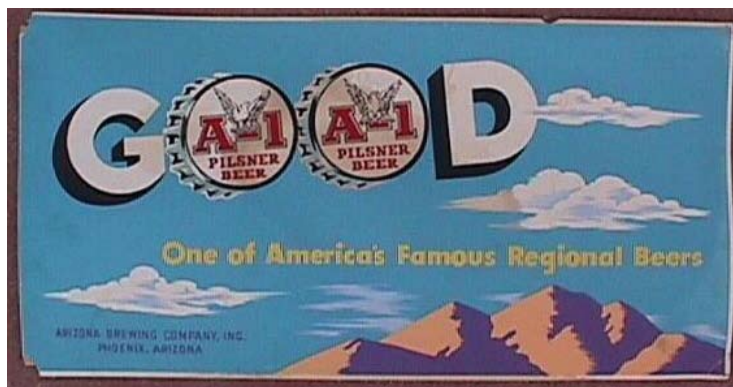


Miller Fiber Optic Motion Sign,  
28" x 24"  
Miller Brewing Co.,  
Milwaukee, WI \$610.



Budweiser Tin Flange Sign,  
17-1/2" x 13-1/4" Anheuser-Busch Inc.,  
St. Louis, MO \$450. (eBay Live)

Anheuser-Busch  
1909 Booklet,  
(inside sample below)  
3-1/2" x 6"  
Anheuser-Busch Inc.,  
St. Louis, MO  
\$510.



A-1 Pilsner Cardboard Sign, 11" x 21"  
Arizona Brewing Co. Inc.,  
Phoenix, AZ \$383.



Left: Cherokee Mug,  
5" tall  
Cherokee Brewery,  
St. Louis, MO  
\$292.



Right: Anheuser-  
Busch 1/2 L  
Mettlach Stein  
Anheuser-Busch  
Inc., St. Louis, MO  
\$2,500.



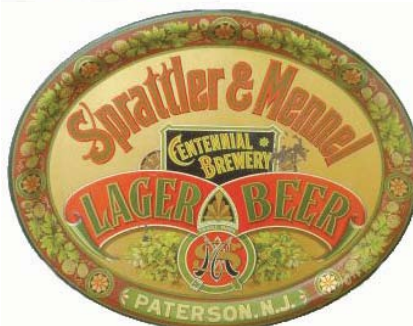
Clipper Pale Flat  
Top Can  
Grace Brothers  
Brewing Co., Santa  
Rosa, CA  
\$9,200.



Cook Tin Litho, 25" x 33"  
F.W. Cook Brewing Co.,  
Evansville, IN  
\$800.



Wieland's Extra Pale Lager Tray,  
12" dia.  
John Wieland Brewery,  
San Francisco, CA  
\$2,305.



Sprattler & Mennel Tray,  
19" x 15"  
Chas. Shonk mfg of tray  
Centennial Brewery,  
Paterson, NJ  
\$539.



Four Los Angeles Tip Trays, 4-1/4" dia.  
Los Angeles Brewing Co., Los Angeles, CA  
\$1,100. (eBay Live)



# Let's Talk Breweriana

By Rich La Susa

## Nostalgia seduces, like a pretty face

Nostalgia. It's a powerful seductress, as is vintage beer advertising decorated with the faces of beautiful women.

With mental gymnastics and nimble fingers, we'll do our best to weave a story that incorporates both. Yes, I know, there are skeptics in every crowd.

Sometimes when I sit at the computer keyboard composing stories and columns I drift into a reflective, pensive mood. I'm in one of those moods.

I like to think my brain is working overtime to produce material worthy of your valuable time. There's a good chance, however, I'm just stalling until I come up with interesting topics and clever phrases.

Let's take a few minutes to wax philosophical. Did you ever ask yourself "Why do I collect?" I'm sure many of you have. Some never have given it much thought. They may be better for it.

I've been collecting something since I was a kid of seven, according to what I can recall and what adults—some puzzled, a few with admiration—have told me. Stamps and baseball cards were my early favorites; I still have most of those collections.

I dabbled at times in military collectibles and I still maintain a large sports memorabilia collection. How many of you have saved ticket stubs and programs for sports events you attended? Don't shake your heads or snicker in amusement. I'm sure you have an unusual collecting tendency or two.

Mom didn't throw away my childhood baseball card collection, but she did toss hundreds, maybe thousands, of baseball card traders, and gave

away hundreds of vintage comic books and a toy soldier collection. I was an adult, she reasoned. I didn't need "kid stuff." How little she really knew! All that tossing and giving away, without any input from me, was done when I was a college freshman in 1961, after my parents had a new house built.

Although I was an orderly collector—everything was in boxes and in its proper place—my folks believed it was too much stuff to move, although the new house was much larger than the old one. Did I mention that the new home was only three houses north of the old residence? Not a very far move, even for a lot of "kid stuff."

My collecting of brewery advertising, cans, and other beer-related objects didn't come about until 1968, when I was writing my master's thesis about the legal and social issues relative to legislative reapportionment. I had seen my first beer can and bottle collection in a colorful saloon called Vanzo's in Edwardsville, IL, in 1963.

Most of us collect, I believe, because we like the past. Some items we have placed in our collections help us recall pleasant memories, times when life was a lot simpler—some "golden era" we enjoy revisiting. Perhaps it was a time when we were young, or when our parents were young. Many live vicariously through collectibles.

Some collect for mundane, practical reasons. Owning choice (maybe even rare) pieces of vintage beer advertising or exotic beer cans is viewed as an "investment," tangible assets that can be measured in potential hefty bank account balances.

Others collect, in part, because of the intangibles, which may not be as practical or valuable, but some believe they are nobler. Among them are fun, recreation, building and maintaining friendships, helping others enjoy a hobby, the thrill of the hunt. In that mix are a few concepts that are seemingly arcane for some early 21<sup>st</sup> Century collectors.

Intangibles can help make collecting enjoyable—and maybe even profitable. Profit, I should warn you, is a subjective word that relies heavily on your interpretation, *and Webster's*.

Collecting, as life itself, is made up of likes and dislikes, prejudices and preferences. Add in nostalgia and you have a potent elixir.

"[It's] strange how a society that worships youth dotes on vintage things, from furniture to autos," said mystery writer Vincent Lardo. He could easily have added breweriana.

It's time to stop thinking about why we collect breweriana and start talking about it—and the faces of attractive women who appear in beer advertising. You can add that to your list of intangibles.

### **Mystery, mystique and beauty!**

It was all so simple.

I had believed that my favorite "beer girl" was special, *very special*; that she had "belonged" to one of my favorite brands—and *only* that brand.

She had unequivocally said in a message that "Trophy was the best beer in the world for me." And I believed her. I had no reason to doubt.

The Trophy Beer girl was No. 1 among the beer-brand models I had admired. Her enthralling

smile was captivating. It took my breath away.

I first saw her in a brief but memorable appearance on the big screen many years ago, in the 1948 film drama "Call Northside 777" that starred Jimmy Stewart as a crusading newspaperman trying to gather evidence to exonerate a man he believed was wrongly convicted of murder. His search took him to many old Chicago taverns.

Thinking back to that day, I have to laugh. The film was in black and white, so I had to use my vivid imagination about the color of her hair, the complexion of her skin, the clothes she wore. I was certain she was a ravishing redhead; I locked onto that image.

Dimensions were considered, but for reasons less obvious. She proffered unbridled

woman whom I had seen on the silver screen—posing as an eye-catching centerpiece for a colorful 1940s Trophy cardboard lithograph beer sign. I didn't recognize her at first because I saw a raven-haired beauty, not a redhead, as I had imagined. But it was *her*! There was no imagining here.

I didn't know her name (still don't), but I would know that dazzling smile anywhere. NABA member and long-time friend Bernie Gould had brought her to the show. He would leave without her.

I took her home with me and she became a cherished member of my collectibles family, one of my all-time favorites. Of course, she was only an image on a beer sign. But she was special. Life was good!

But then it hap-

was a beer brand, and it *wasn't* Trophy!

To my surprise (and dismay), I discovered that she was no longer exclusively "mine," no longer Birk's Trophy girl.

I had found her "in the arms" of *another* beer brand.

A woman whom I had thought was just the Trophy Beer lass from Chicago was cheerfully promoting Duquesne Pilsener Beer from Pittsburgh. How little we know about the women we love! I was stunned, to say the least.

My temptation to rebuke was strong, but my journalistic instincts quickly kicked into high gear. I took photos, asked questions. Who is this mystery woman? How many *other* beer brands did she embrace?



charm, a powerful mystique.

And she was promoting a beer produced by the Birk Bros. Brewing Co. of Chicago, one of my favorites at the time. I, perhaps naively, believed that she belonged to one brewery, one brand, exclusively. I had never seen another like her.

Quite unexpectedly, I met her "in person" on a cold, gray February day in 1998, at a Monarch Chapter breweriana show in Libertyville, Illinois. It was love a first sight. Some would call my encounter with her serendipity; others, dumb luck.

There she was, the mystery

pened. A few years later, in a motel room in a city far from home; another cold, gray day. It was totally unexpected; it changed the way I viewed her forever. Our relationship would be immeasurably altered.

I was walking down the hallway at a breweriana show in Fredericksburg, VA, happy as the proverbial clam, when I saw her from a distance, leaning against a wall. She was radiant, as usual, a gorgeous star on any stage. Something was different, however. As the fog of confusion lifted, I could see it clearly. *It*

What do you know about her? How could this have happened to me?

The owner of the sign just shrugged off my questions and gyrations and gave me an enigmatic smile. He didn't know who this beautiful woman was and could not have cared less. He no longer wanted the Duquesne girl; the sign was for sale.

He later sold it, showing no remorse. The buyer was Jerry Lorenz, a long-time Pittsburgh collector who purchased it for

his wife Deborah's collection. Jerry thinks the *Duquesne* woman is a beauty. Who can disagree?

In both signs, the mystery woman is pouring a bottle of beer into a glass, her full smile outlined in vivid red lipstick. She is wearing a white collared blouse with a red kerchief in a left-side pocket. Three red, white, and blue buttons on the blouse look remarkably like the famous Pepsi-Cola logo. Coincidence? Perhaps. Another mystery? Certainly.

The Trophy sign has a horizontal format that is approximately 20" wide by 14" high. The Duquesne version is a vertical format, 20" wide 30" high.

The Trophy piece in which "my" mystery girl appeared in "Call Northside 777" was one of two Chicago beer signs visible on the wall in a tavern scene, supposedly on the city's South Side, as Stewart was drinking Nectar Premium Beer (Ambrosia Brewing Co., Chicago) from long-neck bottles.

At least 10 beer signs—including Nectar Premium, Schlitz, Tavern Pale, Hamm's, Budweiser, Pabst and Kingsbury—also made cameo appearances in the film.

All I know about the Trophy girl is that she was a model who sat for famous American commercial artist, Walt Otto. Otto provided numerous paintings and illustrations for beer advertising pieces from the late 1930s to the 1950s. I'm sure you are familiar with some.

"I wish I knew her name," said Deborah, "but I like to call her 'Julie.' Don't ask me why." Wow! Someone else gave *my* girl a name. Is there any justice?

"Jerry bought the sign for me as a start to my collection. She was my first 'Girl!'"

Hey, what about me?

Scores of female models—and some male models—have posed for countless numbers of beer signs during the last 120 years. This advertising genre is extremely popular among collectors. Most models worked in anonymity—at least, they were

anonymous to those who gazed at them in their favorite tavern, package liquor store, or restaurant.

Many women—some models, others relatives of a brewer or employees of a brewery—appeared on a variety of beer advertising pieces, most notably signs, serving and tip trays, and calendars, particularly in the pre-Prohibition era of the late 1800s and early 1900s. Some are referred to among collectors as "stock" images. Apparently many brewers (and collectors) had no problem with *their* favorite woman shilling for multiple beer brands.

"I have several Fort Pitt girls, and two of my favorites come from this group," said Deborah. "One is a 'Flapper Girl'—black hair, red dress, red background...drinking from a pilsner glass. My second favorite is from the 40s. She's wearing a 'sexy' military outfit and hat sitting on a wooden barrel that says *Fort Pitt Brewing Co., Pittsburgh, Pa.*"

This model also is drinking from a pilsner glass. The text on the sign says *Cheerio, I like what you like.*

And before any of you accuse me of sexism, I remind you that a woman is describing these signs, not me, and she owns and admires them.

Deborah goes on to say: "I love my Marathon (Marathon City Brewing Co., Marathon, Wis.) girl on the phone saying, *Honey, bring some Marathon beer home.*" Her husband brought home this beauty—the sign, not the model—from a business trip.

Trophy beer was brewed and marketed by Birk Bros. (1891-1950) from the 1930s until it closed. The brand later was brewed by the Schoenhofen-Edelweiss in Chicago and Dreyrys Ltd., South Bend, Ind.

The Duquesne Brewing Co. was a Pittsburgh heavyweight from 1899 to 1972 and the brand of the same name was its mainstay.

While roaming the gigantic

Rose Bowl flea market in Pasadena, CA, last summer I found a full-page tabloid-sized ad that had appeared in the *Chicago Sun* in 1947. The same woman in the Trophy and Duquesne signs once again was smiling alluringly at me, this time in sunny southern California. My heart may have skipped a beat. She now was touting Birk's short-lived Trophy Dark Beer. Some people do get around!

She returned with me to my Arizona home and is displayed with my other Trophy sign. Oh, my feelings for this enigmatic woman linger, but they have been tempered by time and maturity—mine, not hers.

A multitude of nostalgia-filled beer signs beckon, some featuring pretty female faces. Who among us is immune to their siren song? Few, very few.

#### Information, please:

A brewery historian is asking for your assistance about some pre-Prohibition breweries that did business in Michigan, where NABA will hold its annual convention in August.

Larry Beauchamp, a long-time NABA member, is seeking information about the early 20<sup>th</sup> Century breweries of Ironwood, Michigan, for a story he is writing. They are Superior Brewery/Caspar Haehnle (1901-1902), and Ironwood Brewing Co. (1902-1919).

Larry also needs breweriana from those breweries that he wants to use in a display at the convention. Your assistance in this endeavor will be most appreciated. Helping a collector/historian in need is one of those important intangibles.

Contact him at 12223 Somerset Dr. Franklin, WI 53132 or E-mail your information to JoLaBeau@aol.com.



# Labelology

By Bob Kay

## Acme Brewing Co.

*Author's Note: Gary Flynn of Bellingham, Washington, is doing important research for many of the West Coast Breweries as reported in his web site. Much of the info from this article was drawn from there. You should make it a point to check it out: [www.brewerygems.com](http://www.brewerygems.com)*

Capitalizing on the need for beer in San Francisco after the 1906 earthquake, the Olympia Brewery in Washington built San Francisco's first Acme Brewing Co. in 1907. While Acme was technically a branch of Olympia, due to the difference in water quality, Olympia Beer was not produced at the San Francisco branch. Brands included Acme, Old Bohemian, and Franciscaner. In-house bottling was added in 1911.

When both Washington and Oregon went dry in 1916, the brewers in California could see the handwriting on the wall. That's when the California Brewing Association (CBA) was formed by the consolidation of six breweries: Acme, National, Broadway, Claus Wreden, Union B&M (all of San Francisco), and H. Weinhard (Portland, OR). When the dust from the combine settled, all brewing was shifted to the Acme and National plants as the others closed.

When National Prohibition took effect in 1920, both CBA branches decided to continue; however, the extent of their activity during this period is uncertain. While California didn't go dry until 1920, one-half percent "near-beers" for the Washington and Oregon markets were needed as early as 1916. Therefore, it's likely that

### San Francisco, CA-291, Sansome St.

Acme Brewing Co.	1907-1916
Br Olympia Brg. Co WA-98.1	
California Brewing Association	1916-1920
Acme Brewery	
California Bottling Association	Prohibition
Globe Brewing Co.	1933-1938

### San Francisco, CA-338, Fulton St.

National Brewery	1861-1884
National Brewing Co.	1884-1916
California Brewing Association	1916-1920
National Brewery	
Cereal Products Refining Co.	1920-1936
Acme Breweries	1933-1954
California Brewing Co.	1954-1958
Br Liebmann Breweries, NY	

### Los Angeles, CA-142, E. 49<sup>th</sup> St.

Acme Brewing Co.	1935-1954
Rheingold Brewing Co.	1954-1957
Br Liebmann Breweries, NY	
Theo. Hamm Brewing Co.	1958-1972

Acme made both beer and near-beer during this period. The trail of Prohibition-era labels from the two Acme Breweries has led me to assume that the Sansome Street plant operated as the California Bottling Ass'n. They likely focused on the early Prohibition-era bottling for the combine while the Fulton Street plant—sometimes operating as the Cereal Products Refining Corporation—concentrated on brewing.

**Pre-Pro Acme Labels:** the girl standing on the world is believed to be the first Acme label and the only known survivor is pictured. Next came the "Stein Girl" design. Art-work for perhaps the first Stein Girl label © 1914, is pictured along with a labeled bottle using this design. A similar label with slight design variations sold on eBay in February.

These pre-Pro labels are courtesy of Gary Flynn and his BreweryGems.com website. To see the truly remarkable detail and lush colors of the labels visit the site, look toward the bottom and click on the Acme Brewery link.



A major change occurred with the construction of a new branch brewery in Los Angeles in 1935-36. After that, labels from the SF plant used the Acme Breweries name and labels from the new LA plant used the Acme Brewing Co. name. The late 1930s and 40s were good times as the Acme brands quenched many thirsts.

By 1950, however, the brewing landscape was changing as several of the big eastern brewers had designs on the west coast business. For the Acme breweries, the fat lady sang in 1954, as both plants were sold to Liebmann Breweries of NY. The SF plant eventually was closed in 1958, and LA in 1972.

## California **Brewing** Ass'n Labels



11-oz. © 1914, Non-intoxicating



1 pint 5-oz. © 1920, 1/2% v

The 5 3/4 x 4 inch Prohibition labels were sized for the bigger bottles that were common in the pre-Pro era. Occasionally they were used on smaller, 11- and 12-oz. bottles, but the fit was awkward. Before long, a scaled-down size was designed for the smaller bottles.

These 4 5/8 x 3 inch labels are post-Pro, U-permit labels for 11- or 12-oz. bottles. The Acmes pictures also say, *Cereal Products Refining Corporation*. All are obviously from the Fulton Street plant as the Sansome Street plant became the Globe Brewing Co. in 1933.

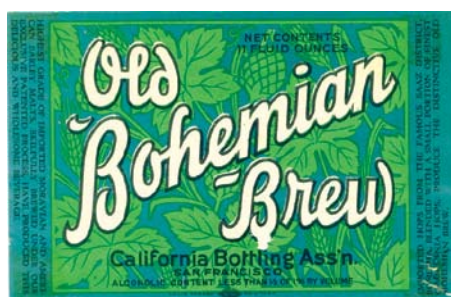


Right Column: Early post-Pro labels, c1933-35

## California **Bottling** Ass'n Labels

These Prohibition-era labels used the bottling Ass'n name. They appear to date from 1916 to the mid 1920s and all are for 11- or 12-oz. bottles. The Acme Malt Tonic is 1/2 percent alcohol

with an H-permit number. The large Old Bohemian label has a 1924 patent date. It may be fashioned after malt tonics, many of which were intended for sale in drug stores. It's likely all were bottled at Acme's Sansome Street plant.



**Acme Breweries Labels:** These Acme “Stein Girl” labels date from 1935-1954, when Acme closed. This design grew in popularity and eventually displaced the National and Cascade brands. These can be found from Acme Breweries (SF) or Acme Brewing Co. (LA). Pictured are several in-

teresting design tweaks. Notice how the people and their attire changed as the label matured. The Acme brand proved resilient, passing to successor brewers or distributors. Its last known address: the North Coast Brewing Co. of Fort Bragg, CA.



c1935



c 1935



c1939



c1942



c1946



c1950

**Cascade Labels:** The Cascade brand originated with San Francisco's Union Brewery. This was one of the six breweries which joined forces in 1916 to form the California Brewing Ass'n. Examples of Cascade la-

bels are pictured starting with a pre-Pro from the Union Brewery and spanning several successor breweries. The brand lasted into the mid-1930s before yielding to the need for more capacity for the popular Acme label.



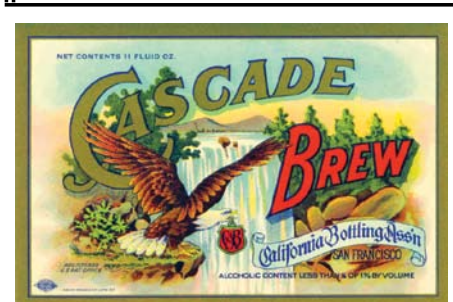
Last known address  
Ft. Bragg, CA c2007



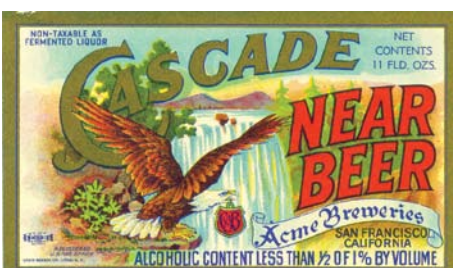
Union Brg & Mltg Co., c1906



California Brewing Ass'n, c1933



California Bottling Ass'n, c1933



Acme Breweries, c1935



Acme Breweries, c1935



Acme Brewing Co., LA. c1935

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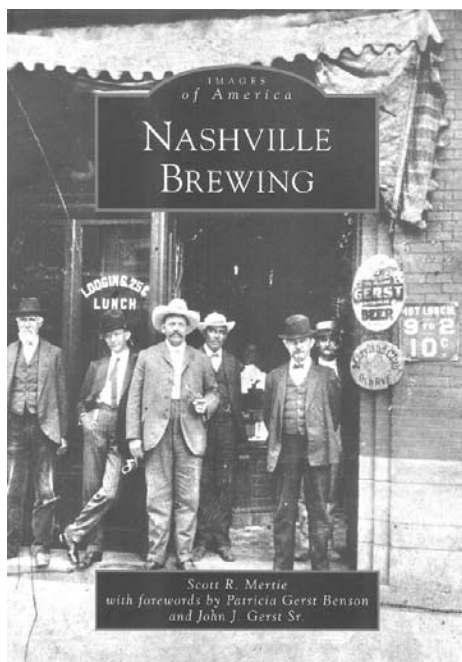
## From the Bookshelf

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### **Nashville Brewing**

by NABA member  
Scott R. Mertie



Reviewed by Larry Moter

Nashville's rich brewing history spans 100+ years. When Scott Mertie moved to Nashville, TN and visited the Gerst Haus restaurant for the first time, he was amazed by the vast display of breweriana throughout the restaurant. While that visit sparked a specialization in the William Gerst Brewing Company, Mertie has enjoyed a fascination with brewery collectibles since he was a young boy.

Beginning his collecting career at age six by picking up beer cans along the roadways, Mertie expanded his interests to home brewing and the craft beer revolution while attending Ohio State University.

The culmination of this avid collector's career to date is the publication of *Nashville Brewing* by Arcadia Publishing late last year. Never-before-seen vintage photos, and pictures of collectibles from the Wm. Gerst Brewing Co.—as well as other historical and current breweries of Nashville—are now available to a wider public. Through-

out Nashville's brewing history, only Gerst survived Prohibition and operated into the 20<sup>th</sup> Century.

Some highlights of the book:

- The history behind the famous Gerst Haus restaurant
- Nashville breweries from 1890 through the 1950s
- Notes on post-Civil War breweries that most Nashville residents never knew existed
- Updated guide to Nashville's current boom in microbreweries and brewpubs

NABA is proud to have amongst its membership a collector of this caliber, who's made a great effort to share his knowledge and passion. This book is a highly-recommended glimpse of a town and an era, with the modern references to microbrewing sitting as gravy on the meat.

***Nashville Brewing* (softcover)  
by Scott R. Mertie  
Images of America Series  
\$19.99  
128 pages**

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## **Collecting Our Printed History Minnesota on Paper**

by Moira F. Harris & Leo J. Harris

Reviewed by Larry Moter

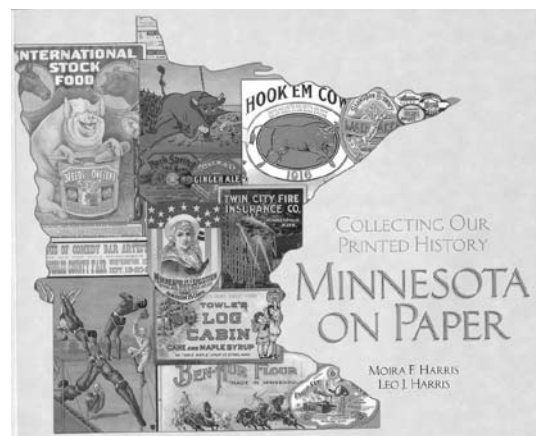
I recognized the name, Moira F. Harris right away. I have one of her prior publications, *The Paws of Refreshment: The Story of Hamm's Beer Advertising*. That is a very enjoyable book that is a treasure to periodically review. Love that Hamm's Bear!

The latest by the Moira & Leo Harris concerns "ephemera," which they describe "as the stuff of history." To paraphrase the book's press release: "Ephemera brings events, customs, products, and services to life with a vividness and particularity

all their own. In this book, 150 years of Minnesota history is traced through such documents. This book has nine chapters; the illustrations transport the reader into Minnesota's past. Items included are brewery, circus posters, and stamps, among others. It also, by examining the creation and design of paper ephemera, reveals a great deal about the development of Minnesota business, the evolution of printing technology and graphic design, and the history of advertising. The book includes more than 240 color re-

productions."

This is a very enjoyable book for lovers of ephemera, history, graphics, and general advertising. For ordering information, please go to [www.upress.umn.edu/H/harris-minnesota.html](http://www.upress.umn.edu/H/harris-minnesota.html)



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# NABA Board Auction Action

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Photo courtesy Howie Diefenbach

## Auction Changes!

Per the President's message, the NABA Board, in conjunction with recommendations by NABA Auction Chairman, Dave Kapsos, enacted improvements *effective with this year's Bay City Convention*. The following is an excerpt from the recent Officers/Board of Directors Meeting.

### Auction Committee Report

Auction Chairman Dave Kapsos presented the recommendations of the Auction committee. It was noted that the Auction committee and other NABA members "brainstormed" the auction Friday evening at Louisville at an impromptu meeting. Chairman Kapsos had

formalized the brainstorming session in an email dated October 25, 2006 that was discussed at the October 28, 2006 Monarch Chapter Board meeting. Action had been postponed to give time to think about the recommendations. Auction Committee Chairman Kapsos reviewed the committee recommendations in depth. A lengthy discussion ensued with many questions being asked and points made. The Board unanimously agreed that the primary goal was to have an Auction that benefited the members whether they are buyers or sellers and that revenue to NABA was a subordinate goal. The Board agreed to the following:

Members may consign the 1<sup>st</sup> item with no buyback fee charged.

Items reserved \$500 or below shall have a \$10.00 buyback if they fail to meet the consignor's reserve and are not sold.

Items reserved \$501 or above shall have a \$25.00 buyback if they fail to meet the consignor's reserve and are not sold.

Items shall have a \$100.00 starting bid.

The three (3) item limit per consignor shall remain but additional items may be placed into the auction at the discretion of the Auction Committee. *Please note: the Board is still considering an increase the limit of items.*

A 10% seller's premium shall be levied if the item sells for up to \$999.00.

A 5% seller's premium shall be levied if the item sells at \$1000.00 or over.

The Convention Badge shall have a Bidder's number to expedite the Auction registration process.

A list of attendants by state shall be posted on the NABA website shortly before the convention for information purposes for consignors. A list shall also be posted in the hospitality room.

# The Back Bar

featured at  
*The Blue and Gray Show*





## The Back Bar

By John Bain

### Review of the 8<sup>th</sup> Semi-Annual Display

Greetings! The 8<sup>th</sup> semi-annual Back Bar display was enjoyed by all who attended the Blue and Gray Show in Fredericksburg, Virginia. The display netted twenty-five participants with twenty-seven superb lighted items. As you can tell by the preceding page's photos, everyone at the show had a blast – especially the fellow in the top right picture.

The acknowledgement and lighting ceremony took place on Thursday in front of several dozen spectators. On Saturday, the display participants gathered for a group photo and to see who won the "Best-of-Show" contest. Although participant Marty Carrano could not be found, he was discovered a few days later, checked in (and apparently "checked out") on the floor of an empty guest room.

The winners of the contest (pictured) were awarded colorful ribbons paid for by the Blue and Gray Show; and they received plenty of bottled beer donated by Keith Norton's Casco Sign company of Lawrence, Massachusetts.

If you would like to participate in the next display, e-mail me at [the-back-bar@earthlink.net](mailto:the-back-bar@earthlink.net) or write to me at PO Box 610253, Bayside, NY

11361-0253. Display space fills up very fast, so please don't delay.

Cheers!

### Winners of the Best of Show Contest



L to R: Bob Post, Sioux Falls, SD; Gerald Watt, Reading, PA; Chuck King, Glenmont, NY

### Participants in The 8th Semi-Annual Back Bar Display



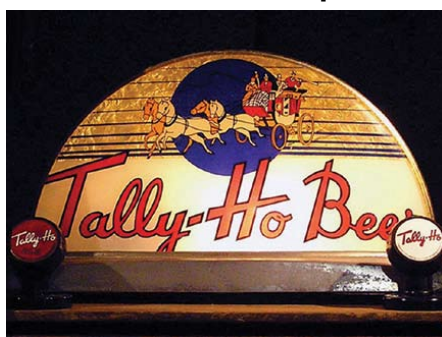
(L to R) Top row: David Donovan, Dee Lander, Chuck King, Ed Johnson, Keith Belcher, Joe Paczkowski, Jeff Musser. Middle Row: Jim Campbell, Larry Handy, Steve Niles, Dennis Heffner, Bob Post, Mark Crane, Glenn Berry, Robert Keasey, Steve Campbell. Bottom row: Jim Gscheidle, Jerry Pescaro, Chip Zeiler, Ray Johnson, John Bain, Chris Watt, Ron Shattuck, Gerald Watt.

### Best of Show



Reverse-fired glass lens in metal cabinet; Gillco; Gerald Watt

### 1st Runner Up

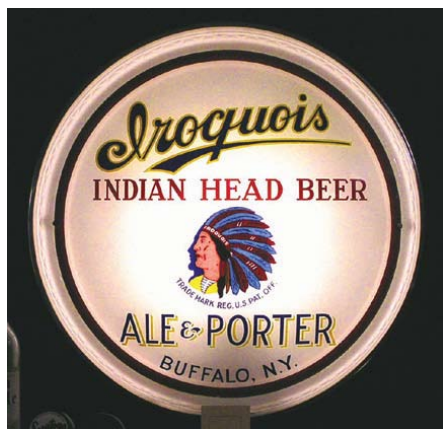


Reverse-fired glass lens on metal base; Gillco; Bob Post

### 2nd Runner Up



Reverse-painted glass in metal cabinet; Neon Prod.; Chuck King



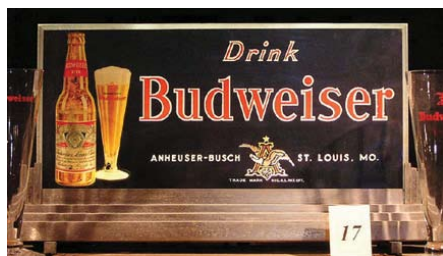
Reverse-fired glass lens in glass body; Phoenix Glass Co.; Jim Gscheidle, MD



Reverse-painted glass in metal cabinet; Ohio Adv. Display Co.; Steve Campbell, MD



Reverse-fired glass lens in glass body; Phoenix Glass Co.; John Bain, NY



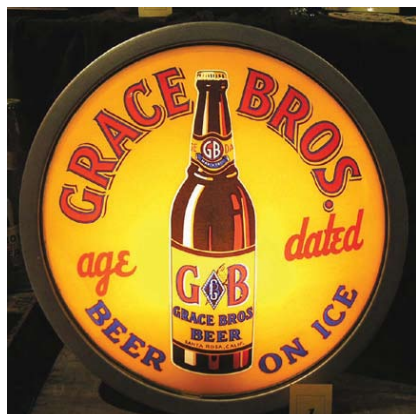
Decal on reverse-etched/painted glass on cast metal base; Price Bros.; Steve Niles, NY



Reverse-fired glass lens in metal cabinet; Gillco; Robert Keasey, FL



Reverse-etched and painted glass in metal cabinet; Neon Products; Dee Lander, CT



Reverse-fired glass lens in metal cabinet; Western Trading Co.; Keith Belcher, VA



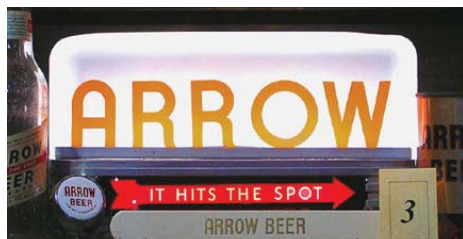
Reverse-fired glass lenses in metal cabinets, wood bases; The Cincinnati Advertising Products Co.; John Bain, NY



Double-sided, reverse-fired glass lens and globe with metal fitter; Chip Zeiler, MD



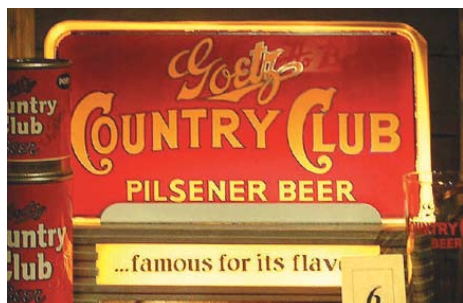
Reverse-fired glass lens, metal base; Gillco; Chris Watt, PA



Die-cut plastic letters with metal base and back; Price Brothers; Jim Campbell, MD



Reverse-etched/painted glass in metal cabinet; Lackner Co.; David Donovan, MD



Reverse-painted glass with cast metal base and back; Price Bros.; Mark Crane, DE



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



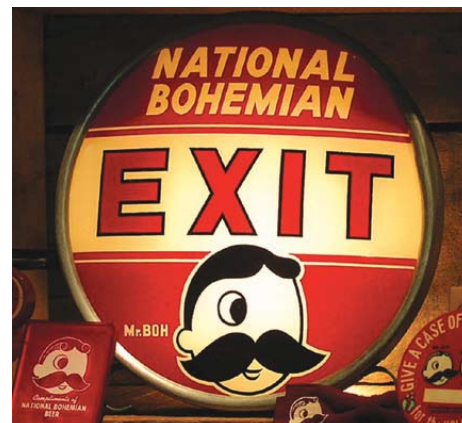
Reverse-painted glass, metal cabinet; Joe Paczkowski, NJ



Reverse-fired glass lens in metal cabinet; Gillco; Jeff Musser, OH



Reverse-etched glass in metal cabinet; Ron Shattuck, MA



Reverse-fired glass lens in metal cabinet; Glenn Berry, MD



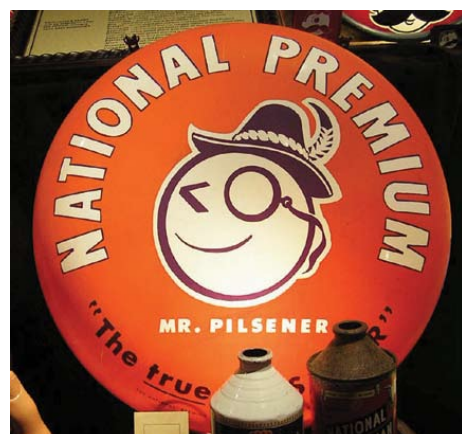
Animated reverse-painted, mirrored glass in metal cabinet; Ansonia Clock; Ed Johnson, CT



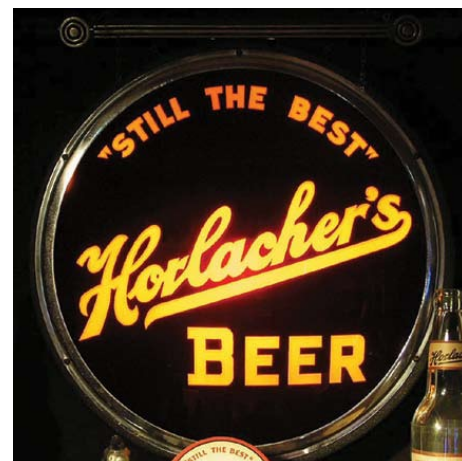
Reverse-painted glass with metal base and back; Price Brothers; Dennis Heffner, NY



Reverse-etched/painted glass, metal base; Marty Carrano, NY



Plastic lens with cardboard back; Ray Johnson, VA



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

# Bay City & Saginaw Brewery Mystery: The Sequel

By Bob Rosa

Many of us seem to “zero in” on a particular brewery that is of great interest to us. It becomes our goal to collect and gain knowledge of that brewery. In this article I am trying to shed more light on the Bay City and Saginaw breweries—and at the same time throw out some ideas and tools for doing your research. Many of you may have already been down these roads.

One of the best sources of knowledge is right here in NABA and its local chapters. When joining and conversing with the members, it becomes very surprising to find someone who has already done a lot of digging into the history of the brewery you’re interested in.

Another great source is found at your public library. Look in the local history reference area and you will likely find that directories have been printed for most cities through the historical eras. These directories will have contemporary advertisements, and will give you names of individuals tied to your brewery of interest. Here is an example for the Bay City Rosa family (in box at right).

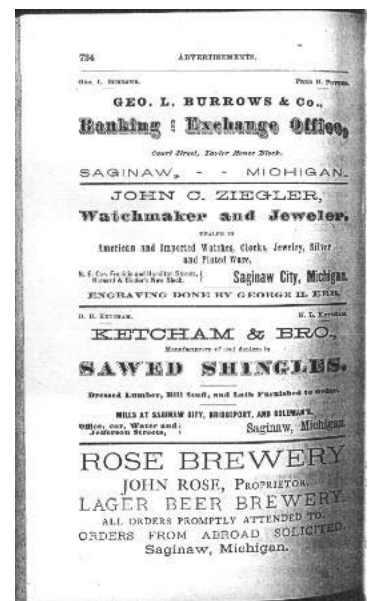
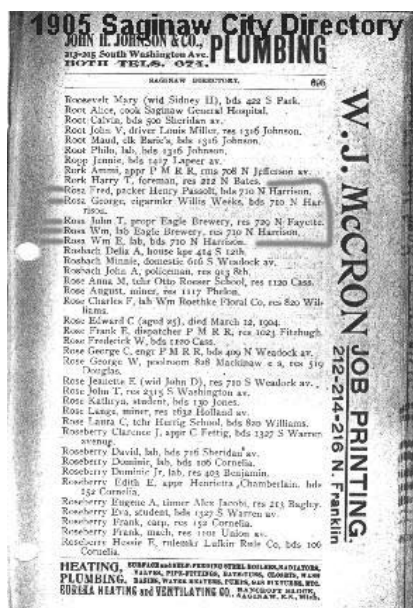
As you can see, this can go on and on. It is still an excellent piece of information and helps to establish a time line of events for this family.

Another great reference is the census. This information will also help to put a family together and reinforce the city directory information.

More to come, with similar information on the Saginaw Rosas, and additional tools to help solve your mystery as well as gain knowledge about the brewery of your choice.

**1866 – 67 J. T. Rosa – Brewer, 729 S. Water, House Same.  
(1866-67 is the oldest directory in library)**  
**1868 – 69 J. T. Rosa – Bay City Brewery, 729 S. Water, between 11<sup>th</sup> & 12<sup>th</sup>.**  
**1873 – 74 J. T. Rosa – Brewery, Near Malone & Gardens Mill, Residence Same.**  
**1875 – 76 Thomas Rosa – Brewery, N.W. Corner 8<sup>th</sup> and Water.**  
**1877 – 78 J. Thomas Rosa – Proprietor Salzburg Brewery and Beer Garden. Near Malone Mill West Bay City, Residence Same.**  
**1881 – 82 J. Thomas Rosa – Brewer E. S. Water between 11th & 12<sup>th</sup>, Residence Same.**  
**1883 – Rosa, George – (First reference on George) Brewer, Kolb & Westover, Beds Corner 7<sup>th</sup> & Washington.**  
**1884 – 85 Rosa, George – Bartender, Henry Miller. Beds at Henry Miller, 4<sup>th</sup> ward.**  
**Rosa, Leonard H. Tinner, Godfrey Kuback. Beds Fred Kolb.**  
**1886 – 87 Rosa, Leonard – Laborer Salzburg Brewery.**

Photos  
Left to Right:  
City Directory  
cover ad;  
1905 Saginaw  
City Directory  
page;  
Rosa ad in City  
Directory



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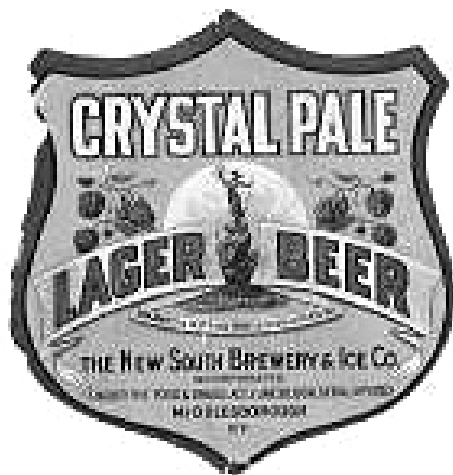
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# Kentucky Label In Ecuador?

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By Larry Moter



Many southern collectors prize breweriana from the New South Brewing and Ice Company from Middleboro KY. Anything from this company is very tough to find. It operated only from 1893-1916, and was known to have a depot designed by Louis Lehle (famous Chicago Brewery architect) in Keystone, West Virginia. Keystone was known as the "Sodom and Gomorrah" of McDowell Counties' early coal fields (*Bloodletting in Appalachia*, 1967, Howard B. Lee, former Attorney General of West Virginia 1925-1933).

West Virginia and Tennessee Prohibition occurred in 1915 and in all probability, soon afterwards, there was enacted a local county/municipal option for Prohibition in Virginia and Kentucky, i.e., New South's remaining rural markets: thus sounding the death-knell for the company. New South did leave

us with many beautiful labels (furnished here courtesy of Bob Kay and Charles Vick).

Their main brand, "Pinnacle" had a "Statute of Liberty/Columbia woman figurine holding a torch on a Pinnacle." Was this their vignette for their stock certificate? Does anyone know or will it be a breweriana mystery lost in time?

An International mystery left by New South involves Latin America. Please note the Ecuadorian brewery label with the "Pinnacle lady." How did a geographically remote USA brewery bequeath its logo to a Latin American brewery? Was there a corporate or family connection? Was there a social tie established at a brewing technology school such as Chicago's Wahl-Henius Institute? I would love to find out if anyone knows the solution to this mystery – or has it, too, been lost in time?



# The Brewery in Centralia, Illinois (Fredrich Finger and Friends)

By Kevin Kious  
and  
Donald Roussin

*Ed. Note: In anticipation of the 2008 Annual Convention in the Quad Cities, we're presenting a taste of the offerings of that great brewing region.*

Centralia, Illinois, sits just north of Interstate 64, about 40 miles east of St. Louis. Like most towns of any size in the area, it boasted of a brewery in the 19<sup>th</sup> Century.

Per the 1881 history of Clinton and Marion counties, Centralia's brewery was established in 1865 by Daniel Besant. He spent \$18,000 erecting the facility—not a small amount in those days!

Besant later sold half-interest in the enterprise to Charles Stamm, and subsequently sold his remaining half to William Boerner. The latter sold his share to Henry Kurth, with the brewery operating as Stamm & Kurth for about four years, after which Kurth became sole owner and proprietor.

Henry Kurth was a native of Germany who arrived in the US in 1854. He came to Centralia in 1856 and got a job as a hotel clerk. From these humble beginnings he came to own three farms, a saloon called Union Hall, and a billiard parlor, as well as the brewery.

With so much on his plate, in the spring of 1879, Kurth decided he'd better sell the brewery. He took out an ad in the *Western Brewer* trade journal as follows:

***The Centralia, Illinois, Brewery, fitted up in the latest improved style (patent ice houses filled) and almost without opposition, in a big territory, and situated in a live, prosperous city, is for sale cheap, and on extraordinary good terms. For particulars apply to Henry Kurth, Centralia, Ill.***

The *Western Brewer* even commented on Kurth's ad in its news pages, hailing the opportunity to buy the brewery as a "rare chance." It noted that Centralia had a population of 5000 and was at the junction of the main line of the Chicago branch of the Illinois Central Railroad. It added that the shops of that railroad were located in the town, as well as a nail mill, a rolling mill, and coal mines. Prospective buyers were further advised that:

***The object Mr. Kurth has in selling is that, not being a practical brewer himself, he does not feel competent to carry on as extensive of business. The property consists of thirteen acres of land, brewery buildings, patent icehouses well filled with ice, cooper shops, stables, nice dwelling, beer garden and park, and all the conveniences necessary***

***for the production of a fine quality of beer. The territory tributary to this brewery is very wide in its extent, with no opposition.***

There must not have been any takers for this offer, as Kurth was once again advertising in the fall of the year:

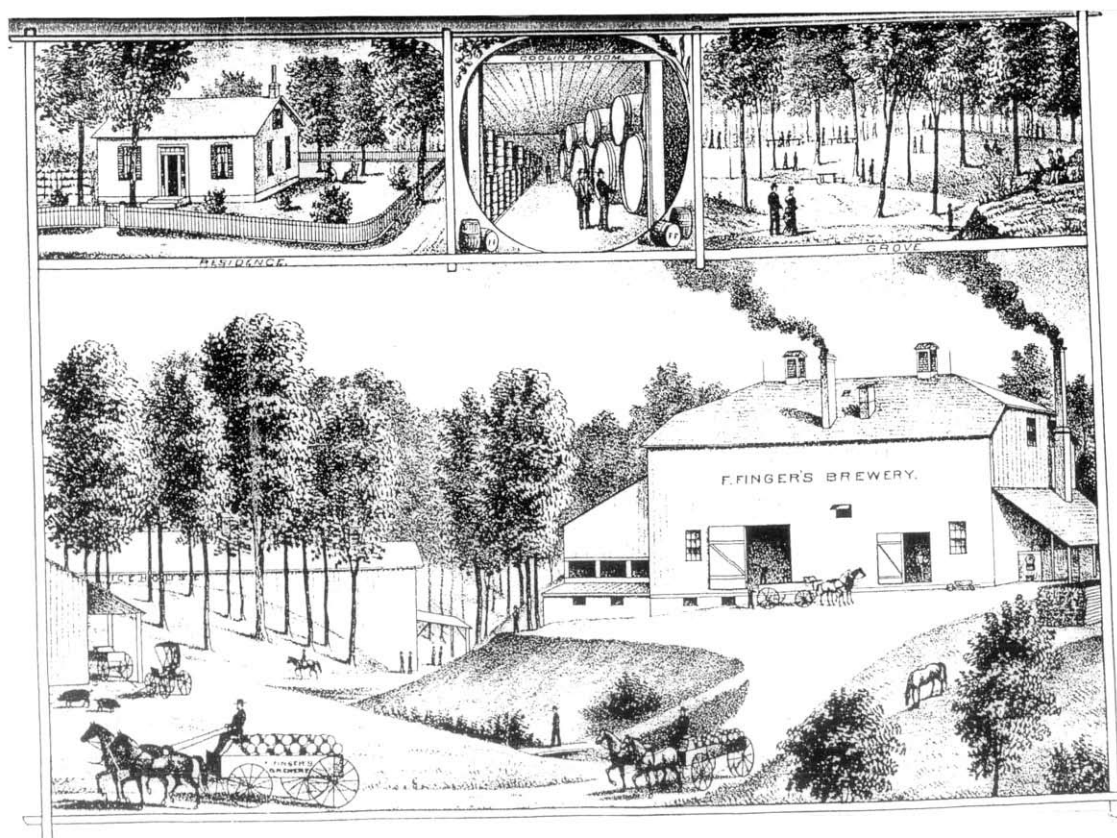
## **FOREMAN WANTED**

***Wanted a competent foreman to take charge of a brewery, with a capital of \$1000 or \$1500, to take stock, as it is a stock company. A good dwelling is on the premises. Outside business will be attended to by a manager. Address The Western Brewer, Chicago, Ill., or Henry Kurth, Centralia, Ill.***

Finally, in the fall of 1880, a practical brewer stepped forward to man the Centralia brew kettle. Kurth sold the brewery to Fredrich Finger, who would go on to operate the brewery for over a decade.

Finger was of German origin, and had recently wed Caroline Schorr, part of a brewing family quite famous in its day. All five of Caroline's brothers had careers in the brewing business, most of them in towns on or near the Mississippi River.

Fredrich Finger must have spent some time in St. Louis prior to his move to Centralia. He is identified as being from there in a photograph taken at



the 1879 U.S. Brewers' Convention. "Fritz" was flanked in the photograph by John W. Schmidt of Indianapolis and his father-in-law, John W. Schorr, then vice-president of the Excelsior Brewery in St. Louis.

Wing's 1884 *Brewer's Handbook* lists Finger's Brewery as having an annual production of between 1500 – 2000 barrels of lager beer.

Fritz Finger continued at the helm of his Centralia brewery until 1893, as the October 15 issue of *Western Brewer* that year notes that he had been succeeded by Max Prill. Finger and his family headed to Louisville, Kentucky, where they would be associated with the brewing industry, carrying on in the tradition of the Schorr (and Finger) families.

Prill didn't stick around the Centralia brewery for long and was soon succeeded by John Thoebes. A *Western Brewer* edition from 1894 reported that

the H. H. Philiper Company of St. Louis had sold refrigeration machinery as follows: "One 25-ton plant to John Thoebes, Centralia brewery, Centralia, Ill., for ice making (6 tons) and refrigerating brewery."

In January of 1896, *Western Brewer* reported once more on the brewery in Centralia: "A Centralia (Ill.) Paper says that Freese, Anton and Aufrechtig, capitalists of St. Louis, were in that city recently to look over the Centralia brewery and ice plant with a view to purchasing."

This sale was apparently never consummated. *American Breweries II* shows the plant continuing to be run by John Thoebes until closing in 1897.

The town of Centralia has not completely forgotten its brewing heritage. A pictorial history published in 1992 shows Robert Rohl's Centralia Bottling Works, a soda bottler, which also doubled as a Heim

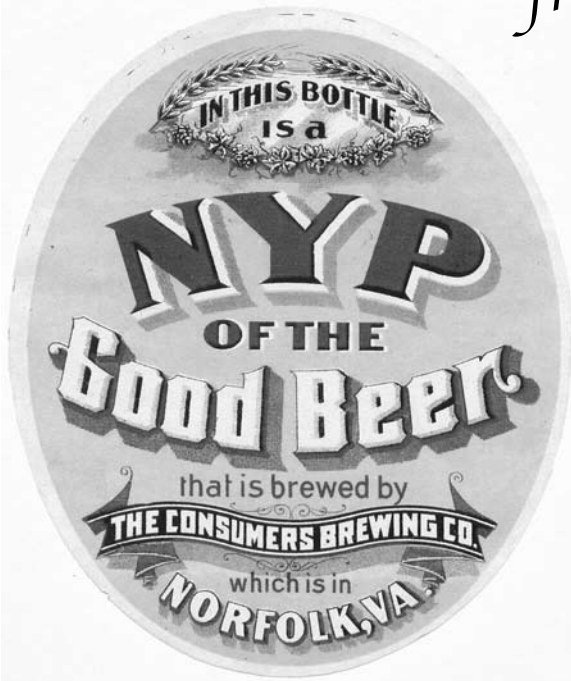
(East St. Louis) Brewery Agency and a Pabst distributor.

Also shown in the book is Finger's Brewery, with the same illustration that appears in the 1881 county history, as well as here. The caption calls the brewery "one of the showpieces of the area. It was in the vicinity of what has come to be known as Brewery Hill, a mile east of Central City."

Recent visits to the now contiguous towns of Centralia and Central City haven't turned up "Brewery Hill," or, for that matter, any Centralia breweriana. Readers who know anything about the location of the brewery or have any souvenirs are asked to kindly contact us.

Kevin Kious and Donald Roussin are both members of NABA, and would like to thank Schorr family expert Kenn Flemmons for his help in researching this article.

## Update from Bob Kay



In last quarter's *Breweriana Collector*, I asked a question about the label at the left:

What does NYP stand for?

Here are two possibilities, in the order I received them:

1) NYP is an abbreviation for "New Years Promise." This was a common phrase around the turn of the century, much like "New Years Resolution" is today.

—Mike Hajicek

2) NYP is simply another way to spell NIP, making the label read "NYP of the Good Beer." Respondents who suggested this thought the label was for a small bottle.

—David Hagberg, George Arnold,  
and many others

Both replies seem quite plausible. New Years Promise has the right initials, while the label is sized so it could fit on a small bottle. Many of the NIPers agreed with the New Years answer after hearing it.

I leave it to each of you to choose your solution.

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## In Memoriam

It is with much regret that NABA reports the untimely passing of Delores Wendl on December 30, 2006. Delores was the wife of NABA member Joe Wendl and mother of NABA member Dave Wendl. Delores was well known in the Upper Midwest/Minnesota geographic area as a strong supporter of the hobby and an instrumental person in Guzzle/Twirl. A funeral was held on January 5th at Assumption Catholic Church in St. Paul. NABA members Bob Jackson, Jim Beaton, Noel Boelter, and Ray Ojala were among the pallbearers.

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# Travels with Brewster

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By Fred & Mary Clinton

In the interests of truth and fairness, we would like to start this installment with two admissions. First, we did not do all of the work set forth in this article on our own; we were helped in our review by the inimitable Zyndas, Frank and Vickie. Therefore, by rights, we cannot take all the credit this time around. Second, this article is an unabashed attempt to whet your appetite for the upcoming national show in Bay City. We hope by highlighting some of the many good breweries and brewpubs here in the Great Lakes State those of you who are on the fence about attending will decide there are plenty of reasons to come. And besides, with the way the Michigan economy is going, it's your patriotic duty to come and help us out by spending a few shekels. We would appreciate it!

Another point we would like to make is that we had a driver for this journey. Frank's long time friend, Andy Fontana, graciously agreed to be our chauffeur. Boy, is that the ticket! Not that we allowed ourselves to be over served, but it was simply nice to know that no one needed to worry about drinking and driving. Consider doing it for some of your friends, and swapping off the driving duty. Something to think about.

Anyway, about the beer. The Zyndas live in the Detroit metro area and were aware of a lot of places to try. We knew about some of the old standards like Royal Oak and Rochester Hills. There were, however, several new ones we had not had a chance to visit, and so that was where we focused.

Our first stop was at Black Lotus Brewing Company in

Clawson, one of the northern suburbs. This is a brand new enterprise, having just opened in September of 2006. They had six beers on tap when we arrived and these included a Red Tao (red lager), Lotus Light (pilsner), World White Wheat, The Gift Belgian, Detroit Hip Hops (IPA), and Black Bottom oatmeal stout.

The Red Tao was one of the nicer reds we had ever sampled and was flavorful and well balanced. The Lotus Light had very little hop flavor but was otherwise a very pleasant light beer that finished well; a good summer selection. The wheat was in the German style with lots of banana flavor. This received the "VS" (Vickie Selection) mark of approval.

The Belgian was huge at 11.5% ABV. By color, it was a

*Travels Continued on P. 36*



## **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



# Executive Secretary's Report

By John Stanley

NABA ♦ PO Box 64 ♦ Chapel Hill, NC 27514

naba@mindspring.com

www.nababrew.com

Convention registration, ballots for office & board slots, and renewal slips for members (please pay only if the expiration date of your mailing envelope is May 31, 2007) are provided with this issue of the *Breweriana Collector*. Please note that three board member positions are up for election. Please take the time to vote; and note that if you are not happy with any of the candidates, the write-in option is available.

NABA dues can be paid using PayPal. Just send the amount you are paying to

naba@mindspring.com. (Note: Foreign Members can use this option, but please pay in US funds). Also note that a "No Change Needed" box has been added to the renewal form if you want to keep your Directory listing the same for next year. Minor changes to the directory listing can be made in the PayPal message area.

If any of your directory (esp. address) information has changed please send any 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 Bauer (2), Larry Bowden (1), Dog Gone Good Chapter (1), Ray Johnson (1), Dan McShane (2), Woody Peck (2), Bob Rosa (1), Terry Warwick (1), Mary White (1), Doug Wilson (1), eBay Auction (1) and the NABA Web Site (4) 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 payment 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 inclusion in the Membership Directory.

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

Specific breweries, brands cities \_\_\_\_\_

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

# New Members

**Bowers, Tim** (Debbie)  
11111 Mountain View Ln  
Ijamsville MD 21754-8803  
301-865-4858  
tadabowers@juno.com  
**All Breweriana**

**Case, Win L** (Mary)  
1650 N River Rd  
Saginaw MI 48609-4232  
989-781-0309  
winlmary@aol.com  
**All Breweriana; Saginaw MI**

**Diefenbach III, Howard**  
912 N Water St  
Bay City MI 48708-5622  
989-891-8721 C989-450-4004  
argogang@sbcglobal.net  
**All Breweriana; Saginaw MI & Bay City MI**

**Diefenbach Jr, Howard**  
912 N Water St  
Bay City MI 48708-5622  
989-891-8721 C989-450-4004  
argogang@sbcglobal.net  
**All Breweriana; Saginaw MI & Bay City MI**

**Fritz, David** (Lois)  
4575 Marsha Ln  
Potosi WI 53820-9683  
608-778-6066  
dfritz@tricolorinsurnace.com  
**Bottles-Cans-Signs; Potosi Brewery**

**Kolb, Richard J** (Caren)  
3543 Boy Scout Rd  
Bay City MI 48706-1336  
989-684-1627  
leeshamea@yahoo.com  
**Mirrors-Neons-Reverse on Glass-Signs; A-B esp Budweiser**

**Kolb, Ryan M** (Lisa)  
4490 Napier Rd  
Canton MI 48187-1007  
734-582-0220  
rkolb@hinespark.com  
**All Breweriana; Michigan esp Bay City**

**Kupferschmidt, James**  
4419 S Logan Ave  
Milwaukee WI 53207-5248  
414-643-0050 F414-744-6114  
**All Breweriana-Photos; Gettelman, Milwaukee Saloon Items**

**Langenbach, Brian** (Tracey)  
1571 Prairie Ln  
Hubertus WI 53033-9453  
262-628-8575  
blangenb@charter.net  
**All Breweriana; Wisconsin esp Walters, Gallons, Punch Boards, 15" Clocks**

**Liedel, John** (Barbara)  
17253 Arlington Ave  
Allen Park MI 48101-2824  
313-274-0619  
tiqueman@sbcglobal.net  
**All Breweriana-Glasses-Reverse on Glass-Signs-Tap Knobs-Tip Trays-Trays; Detroit MI & Wyandotte MI**

**Luby, Jim** (Sandee)  
195 Maple Lake Rd  
Spr Brook Tnship PA 18444-6331  
570-842-8778  
lubyman@yahoo.com  
**All Breweriana-Calendars-Lithos-Reverse on Glass-Signs; Scranton PA esp E Robinson Sons & Standard**

**Noon, Larry**  
3000 Taylor Dr  
Clarksville IN 47129-1437  
812-944-9848  
redbabe4@juno.com  
**Cans**

**Otto, Jody** (Lovanne)  
1445 97th St E  
Inver Grove Heights MN 55077-4627  
651-455-9261  
jjotto@firstcapitalmgmt.com  
**All Breweriana-Cans; Minnesota (esp Cone Tops)**

**Peck, Woody** (Jackie)  
3143 Hemmeter Rd  
Saginaw MI 48603-2018  
898-790-1923  
jnwpeck@aol.com  
**All Breweriana; Michigan & Beer Stamps**

**Peglow, Terry** (Susan)  
2930 Strieter Dr  
Bay City MI 48706-2640  
989-684-3904 C989-225-0711  
**All Breweriana**

**Pepin, Brian** (Marg Anderson)  
217 N 20th St  
Escanaba MI 49829-2309  
906-789-4225  
**All Breweriana; Carling**

**Rosa, Bob** (Linda)  
PO Box 223  
Kawkawlin MI 48631-0223  
989-684-1022  
wrosa@att.net  
**Bottles-History-Photos; Eagle, W. S., Saginaw. Darmstaetter, Geirow WI**

**Schultz, Mike**  
PO Box 306 110 S Main St  
Upsala MN 56384-0306  
320-573-2468  
auction@schultzauctioneers.com  
**Dealer; Auctioneer**

**Surdock, Jim** (Darlene)  
800 Lutzke Rd  
Saginaw MI 48609-6919  
989-781-0131  
jimstockhandler@aol.com  
**Clocks-Mirrors-Mugs & Steins-Neons-Signs-Tap Knobs**

**Van Hine, David** (Karen)  
357 Harvest Ln  
Frankenmuth MI 48734-1215  
989-652-9818  
davevanh@aol.com  
**All Breweriana-Cans-Signs; Frankenmuth, Geyer, Sebewaing**

dubbel, but by taste it was definitely a trippel. Whatever it was, it was nonetheless tasty. The IPA was really young, and seemed out of balance, but we reserve judgment on this one; it may age well. The stout had excellent mouthfeel and great roast flavor. Our Four Paw Pick\*\*\*\*, though, was the Red.

This spot was interesting in that they also offered a selection of teas and coffees (remember the driver!). They also had a nice selection of T-shirts and glasses and there were growlers available to go. This is a spot that has definitely started out on the right foot (or paw).

Our next stop was the King Brewery up in Pontiac. Fred and I had been there years ago, and the building had certainly changed. Instead of a warehouse there is a snazzy pub with a full menu. The day we were there five beers were available. These were a Red Ale, a Two Fisted Ale, an IPA, a Pontiac Porter and a Java Mocha Stout.

The Red was big, full of flavor and really well balanced. The Porter was advertised as being a “robust” style; but we didn’t find it so – it was quite mild and light. The Two Fisted was curious; it was nearly still with a very mild effect in spite of its 10.5 ABV. We all agreed it wasn’t bad, just underwhelming. Fred found the IPA to be very good, although Frank deemed it “not bad.” We have determined he is a very tough grad-

er when it comes to IPAs! The stout was smooth with coffee and chocolate tones, but little roast flavor. It also had a faintly sour finish.

Based on these selections, we again found the Red to be the standpoint and awarded it the Four Paw\*\*\*\* Pick. There are T-shirts and tap knobs available, as well as beer to go.

Our next stop was Sherwood Brewing in Shelby Township. Located in a strip mall, this brewpub had eight selections: Raspberry Beret, Production Line Red, Mulligan Cream Ale, Eleven Stone Bitter, Smoked Pumpkin Porter, Evil IPA, Houlihan’s Irish Stout, and Anisette Stout.

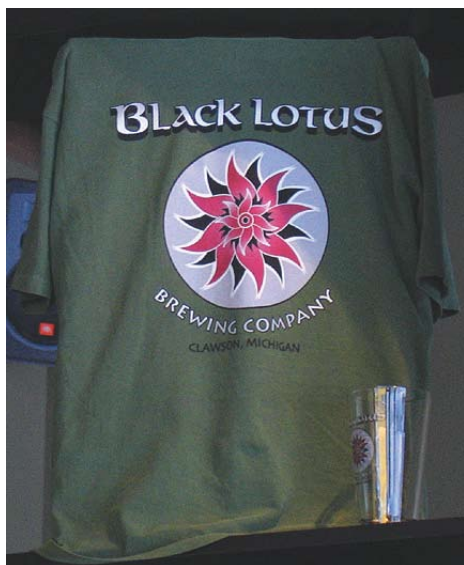
The Raspberry had only a faint fruit flavor, but did receive the “VS” mark of approval. The Red was average, but quite drinkable. The Cream Ale was a so-so starter beer, but also received “VS” endorsement. The Porter had a subtle pumpkin/spice flavor, but was not your typical porter. The IPA was sur-

prisingly dark in color, having the addition of German carafa malt. It was unique and quite drinkable, although lacking in hop flavor for an IPA. The stout was a very nice dry variety and received the Four Paw Pick\*\*\*\*. Our group was split on the Anisette, with Frank declining to sample, V + F finding the licorice very (too?) prominent, and M liking it. I guess you will have to make your own call on this one.

This is a spot that shows some potential. They also have T-shirts (some nice ones), glasses and growlers available.

After this stop, we were joined by our driver. (Thanks, Andy!) We traveled to Bastogne in Royal Oak. This storefront may be a little confusing, as there is a restaurant with a different name on the main floor; the brewpub is in the basement. It’s a glitzy 20-something space. They had five beers available on our visit. These were a Blonde, a Pilsner, a Wit, an IPA, and a Dubbel.





The Blonde was a very nice entry level beer. It was clean and crisp with good mouthfeel. The Pilsner wasn't bad, but it had a slightly metallic quality that lent it a certain harshness. The Wit was a "VS" selection and was slightly banana and very lemony. The Dubbel was drinkable, but was not really quite on style. It was more like a high alcohol brown. The IPA had a very good hoppy finish. The group deemed it a decent beer and good for the style. Our main complaint here is that our server disappeared and there wasn't much opportunity to find out anything about the place or the beer.

Our next stop was the Detroit Beer Company in downtown Detroit. This is owned by the same group that has Rochester Mills in Rochester, Michigan, and the Royal Oak Brewery in Royal Oak. Let's start by saying that the sign outside is a collectible in the making: a very tasteful illuminated oval. Nice job, guys.

There were five beers available to sample with our very tasty dinner. There were also a variety of guest taps, including a VS Special, frambois! The

beers we sampled were Broadway Light, Detroit Red, Local 1529 IPA, German Country Lager, and Dry Stout.

The light was clean and crisp; a nice representative in the starter beer category. The red was a good, drinkable beer which was nicely balanced. The German lager was a smooth, malty Dortmunder style and was really exceptional. It received the Four Paw Pick\*\*\*\* of the night. The IPA on the other hand was a little disappointing with not much mouthfeel or hop. Rather wimpy, we thought. The stout didn't have a great deal of roast flavor, but was otherwise very tasty. This place was hopping on a Saturday night, and rightly so. They also have T-shirts and nice coasters.

Our final stop of the night was the Fort Street Brewery in Lincoln Park. In all fairness to them, we won't spend a lot of time reviewing the beers in detail. By this point in the evening, we all were suffering from a little tastebud fatigue, and can't really be sure that what we thought we were tasting was really so. They did, however, have a pretty good selection of beers to sample, which included a Lincoln Lager, a 4x4 (we weren't sure what category this was supposed to be), a Schwarz bier called Black Ice, High-BU-tifull (the BU standing for bittering units), an Imperial IPA, Motor City Mocha, and Doug's Turbo Sarsaparilla. The last one is an alcoholic "soft drink" if you will.

We will say that some of these beers go where few others do. The IPA was at 100 IBUs but



had malt to balance that. The Sarsaparilla was just, well, different. All in all, our only real complaint is that we found the beers to be a little too carbonated. Also of interest here is a trend we are starting to see elsewhere—the offering of beer blends. For example, Fort Street offered a variety of beer and liquor combos, such as their porter mixed with peppermint schnapps. Sounds like a prescription for disaster, but we suspect that these were a big hit with the young crowd partying with the DJ and the loud music that night.

Well, we've only scratched the surface of what one area in this Great Lakes State has to offer in beer. We hope it's enough that you will consider the trip to Bay City, and let the friendly people of Michigan welcome you to one of the best places you can be in the summer! In that regard, be sure to check out the new NABA web page, [www.nababrew.com](http://www.nababrew.com). It has some terrific links to all the neat things you can do and see in the Bay City area. Next issue we'll tell you about some more Michigan micros.

Until then, 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

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

## ==== 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

**JOS. A. TAUER SALOON** postcard views from Minnesota wanted. Also interested in any MN Real Photo Postcard Brewery/Saloon views. Please send photocopy and price to: Jeff Vick, PO Box 27121, Golden Valley, MN 55427-0121; or contact via email: jeffvick@comcast.net.

V137

**BACK ISSUES** of the *BC* for sale: Issues 87; 91 - 98; 100 - 102; 104 - 109; 111 - 137; 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

naba@mindspring.com  
www.nababrew.com

## Events of Interest

### **MICRO-FEST**

**JUNE 2, 2007**

Pittsburgh, PA  
30 PA CRAFT BREWERS  
PENN BREWERY  
(North Pittsburgh)  
[www.pennbrew.com](http://www.pennbrew.com)

### **Canadian Brewerianists Convention 2007**

**August 9 - 11**  
Park Place Lodge  
Ferne BC  
Larry Sherk  
416-465-3386  
[larrysherk@hotmail.com](mailto:larrysherk@hotmail.com)

**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](mailto:abamrbill@comcast.net)

### **ANNUAL LEESPORT (PA) CAN & BREWERIANA SHOW**

**JUNE 3, 2007**  
LEESPORT FARMERS MKT

SPONSORING BCCA CHAPTERS:  
KEYSTONE; COAL CRACKER;  
GREATER DEL. VALLEY;  
HORLACHER

MARK SWARTZ-717-263-8295  
JERRY MATONIS-570-693-3612

### **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](mailto:jfo@mindspring.com)

### **Olde Frothingslosh Chapter Brewery Show June 3, 2007**

**Pittsburgh Brewery Ober Haus**  
**9am-2pm**  
**Jerry Lorenz**  
[jlironcity@comcast.net](mailto:jlironcity@comcast.net)  
**Bud Hundenski**  
**412-264-8020**

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

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

**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](mailto:pintsandpooh@fuse.net)

**American  
Breweriana Assn.**  
**26th Annual Convention**  
**June 12-16, 2007**  
**Portland, OR**  
**Holiday Inn Airport**

**Jeanne Tieg**  
[jeannelt@aol.com](mailto:jeannelt@aol.com)  
[www.americanbreweriana.org](http://www.americanbreweriana.org)

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

**July 11-14, 2007**  
**King of Prussia, PA**  
**Sheraton-Park Ridge Hotel**  
**Larry Handy: 215-412-2344**

### **BCCA CANvention 37**

**August 29 - Sept. 1**  
**Denver, CO**  
**Adams Mark Hotel**  
**[www.bcca.com](http://www.bcca.com)**

**Stoudt Brewery  
Microbrewery  
Festivals**  
**06/09 & 08/25 2007**  
**Adamstown, PA**  
**12-4 & 7-11 PM**  
[www.stoudtsbeer.com](http://www.stoudtsbeer.com)

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Lagerbier wird in Faß und Flaschen nach allen Th  
stadt und auf's Land geliefert.  
en