



The BREWERIANA COLLECTOR

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

Volume 138

Founded in January 1972

SUMMER 2007

- *Bay City Brewery* •
- *Rare AB "South Seas" Signs* •
- *A Chronology of the Brewing Industry in Saginaw* •

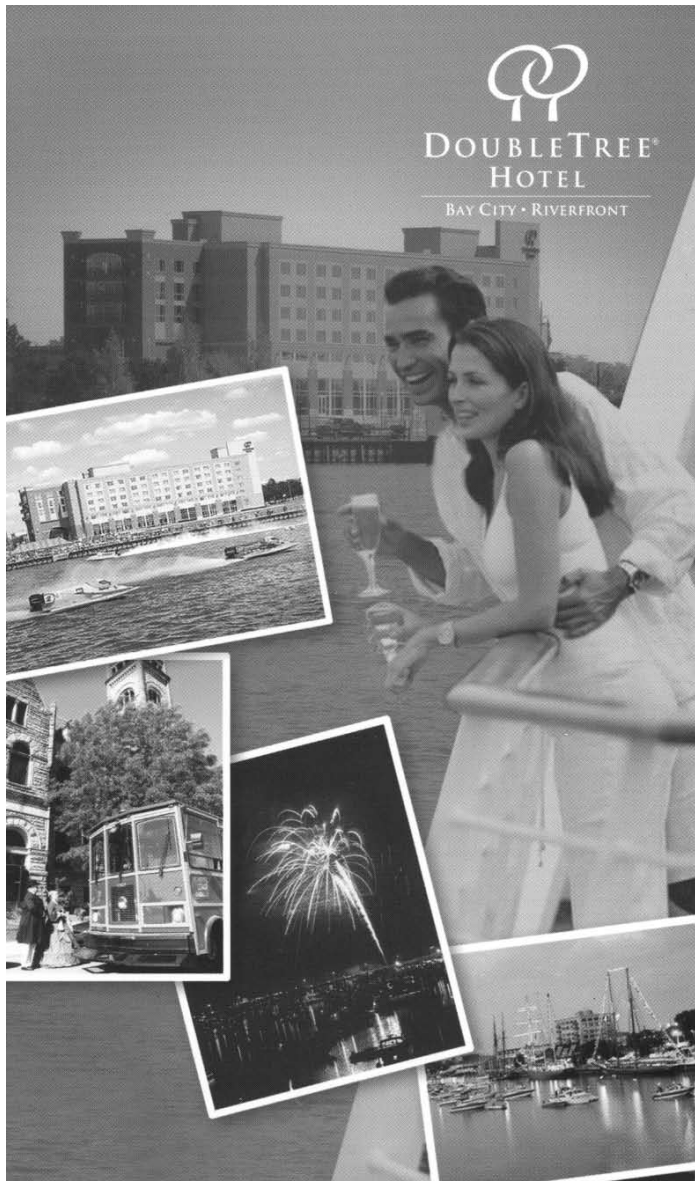


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2007 NABA Convention

Bay City, Michigan

July 31 - August 5, 2007



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The **BREWERIANA C O L L E C T O R**

SUMMER 2007

#138

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FRONT COVER:

A rare framed lithograph of the Bay City Brewing Company.

BACK COVER:

Woodgrain tin-over-cardboard sign, 13 inches x 19 inches. J.G. Schemm was in operation under that name from 1899 to 1919; the sign was manufactured by the Meek & Beach Co. of Coshocton, OH, which only operated under that name from 1901 until 1905. These two bits of historical information narrow the date of creation for this piece of local breweriana. From the collection of Dave Alsgaard.

Rare AB “South Seas” Signs

By Steven Niles

I recently had the great fortune to acquire two very rare and collectable Anheuser Busch signs (circa 1898) obtained from two separate collections.

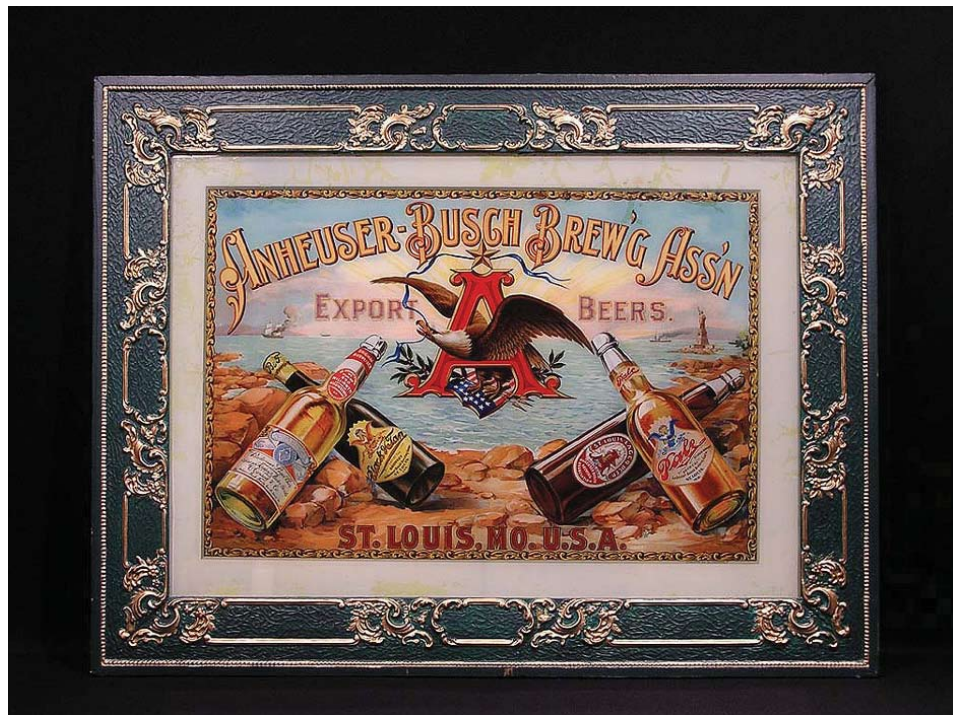
One is a reverse-on-glass with rare lithography included (top). In this design, the border, lettering, “A” and eagle, and bottles are ROG, where the sky, sea, and beach are lithography.

The second is an embossed tin sign (bottom). The images are not identical. The labeling on the bottles differs and the glass sign (for some reason) has the Statue of Liberty out in the water. I chalk that up to artistic license—last I checked, there were no palm trees growing around New York Harbor.

Commonly referred to as the “South Seas” signs by fellow collectors, these are amongst the most desirable (and expensive) Anheuser Busch signs for an AB collector to find. Having both the reverse on glass version and the embossed tin version together in these high grade conditions is very rare indeed.

They came from two separate collections in St Louis, and because of their size and nature, I had to drive them all the way back to NY. Although I would have been delighted to keep both, I was forced to sell the tin version to another collector (who wishes to remain anonymous) because of high cost. Therefore, I only was able to enjoy these signs together for a very quick week.

I was told that these signs surpass even what the AB archives have but I do not know this as fact. I do know, however, that this has caused quite a stir across the country amongst AB collectors.



Top: Reverse-On-Glass. Approx. 34 x 26 in. (including frame).
Bottom: Embossed Tin. Approx. 34 x 26 in. (including frame).



Both were made by and marked “Standard Adv. Co., Coshocton, O.” Both are circa 1898 (as indicated by the label on the Budweiser bottle). Both are high grade signs but each has had repairs.

Photos by John Bain



President's Message

Greetings from the Mid-Atlantic. It is a beautiful spring day in mid-May today. Spring is one of my favorite times of the year. Spring also reminds me that summer is drawing near and so is our NABA Convention!

One item I had previously reported was changes to the NABA auction. Another change I want to report is actually an idea to promote the auction that was brainstormed at the Blue-Gray Board meeting.

If you have a quality item to consign to the auction, please email ASAP a photo/description to Executive Secretary John Stanley. John's email is: naba@mindspring.com. John shall post auction items on the NABA website, www.nababrew.com for preview.

We hope this will increase interest/attendance in the auction/convention. We are in the internet age and must use internet tools to market and communicate. NABA Board members and officers are committed to a quality auction and may consider future changes to meet that goal as our hobby

evolves in the internet age.

Another item to report from the Blue-Gray Board meeting is that the Board gave the green light to a group of key Minnesota members (Pat Stambaugh, Rei Ojala, Mike/Bob Hajicek, and others) to proceed with plans for the 2009 Convention in historic New Ulm, Minnesota. Many members who have attended past Twin Cities conventions have taken tours of New Ulm. New Ulm retains its history, charm, and identity as a town founded by German/European immigrants to America. It is also the home of the August Schell Brewing Co. The Schell Brewery with adjacent Schell family mansion and gardens/deer park must be one of the prettiest brewery tours on this planet. Thinking of it makes me thirst for the outstanding Schell's Pils!

NABA is still looking for a group of enterprising members to host the 2010 convention. One thing I have noticed in my recent business travels is a big rise in hotel prices in major metropolitan areas. NABA will consider smaller cities in order to keep our room rates within reason. So if you are interested in hosting an event but know

your city is pricey, consider nearby smaller cities. The USA has many beautiful metropolitan areas!

A final item to report. At the Blue Gray, I was privileged to represent NABA at my first "four President's meeting" with Mike England of the Brewery Collectibles Club of America, Len Chylack of the American Breweriana Association, and John Dikun of the East Coast Breweriana Association. The four Presidents had started meeting in recent years at the Blue Gray. The goal was to increase communication and cooperation among the four clubs for the betterment of the hobby. One item that had been discussed in the past was for each club to print a one-page article in each other's magazines to inform the respective memberships about the other hobby clubs. Each club has its own unique identity and character. With this Summer, 2007 issue, NABA is pleased to print the inaugural article by Marcia Butterbaugh, editor of *Beer Cans & Brewery Collectibles*, informing us about the Brewery Collectibles Club of America (p. 24). Look for future articles on ABA & ECBA.

See you in Bay City!



From the Editor's Desk

I had the great excuse recently, to have to be in Milwaukee on a work assignment. I was also pleased to be able to fit into that trip a visit with my college roommate, who's lived in Racine for many years, but whom I've not had the opportunity to visit "on her home turf."

What great towns those are! I was even able to head into downtown to sample a microbrew for dinner one night.

Based on that experience of the upper midwest (my first, and it snowed on April 3, after a steamy day in the city), I'm heartily looking forward to the Convention, because I've never been to Bay City, either; and I am expecting to have an even better time with folks knowl-

edgeable about beer to show me around and point out the "good stuff."

I've enjoyed putting together this issue of the *BC*, from which process I could almost feel the excitement about the Convention rising. There are lots of interesting and talented people working on behalf of the membership of NABA, and when you get to Bay City, don't forget to thank them all for their efforts.



Chapter Doings

By Mary White

Some of the Chapter Shows held since the last Chapter Doings report include the Hoosier Chapter "Cabin Fever Reliever" Expo, held March 2-3, 2007, in South Bend, IN, at the Quality Inn; and the Queen City Chapter's 31st "Luck of the Irish Mini Convention," March 15-17 at the Airport Holiday Inn. An even 200 trading tables were set up Saturday morning following two days and nights of room-to-room trading, micro brew tasting on Thurs. evening, cornhole contests, and two tremendous raffles. Frost in the mornings and wind chills in the teens couldn't cool the enthusiasm shown by all in attendance.

The attendance at this show has grown each year and many collectibles exchange hands there. Many first-timers attended this year and were looking forward to next year.

The Goebel Gang Show was April 28, 2007, at the American Legion Post #357, South Bend, IN. This was a new date and bigger location for the show.



Dennis Glossa and Charlie Jeske, Chicago, IL;
Paul Zagielski, Lena, IL.



Terry Brunner, Cincinnati, OH;
Ruth Leslie, Columbus, OH; Robin & Adam Williams.

The Gambrinus Chapter's "King's Spring Fling" show, Sun., April 29, 2007, at the Makoy Center in Hillard, OH, was the only Chapter show this year.

The Patrick Henry Chapter's annual show is to be held later than this writing, on May 19 2007 at the Bell's Brew Pub, Kalamazoo, MI.

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, so be sure to contact the Editor, (Lee Chichester, falconer@swva.net 540-593-2011) 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 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.

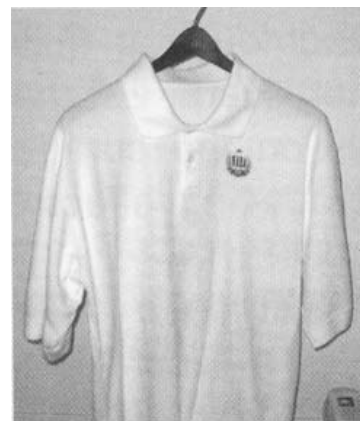
Happy Collecting!!



Ken Gretzinger, Kenosha, WI; John & Paula Fatura,
S. Lyon, MI; Sandy & Bob Wacunas, S. Bend, IN;
Ed Hacala, Charleston, WV.



Dan Sullivan, Liberty Township, OH; Bob Van Wahlde, Cincinatti, OH;
Grady Richards.



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

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Genealogical and Historical Research

By Bob Rosa

Well, some time and money has been spent to try and solve my Rosa family mystery with no results yet (see “Bay City & Saginaw Brewery Mystery” *BC* issue #136, and “The Sequel” *BC* issue #137). Knowledge like this sometimes just does not come easily.

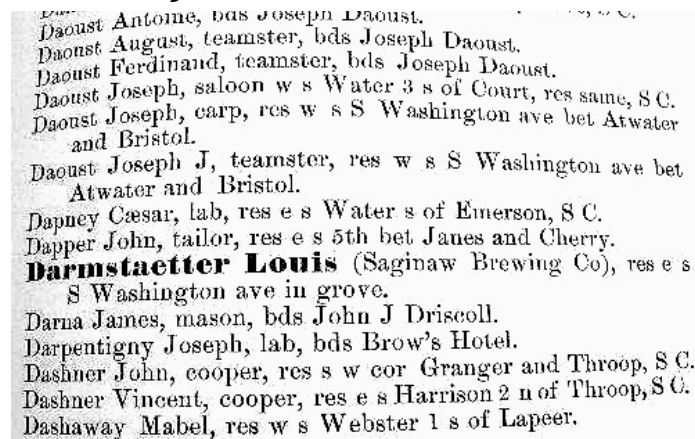
I copied and reviewed over 150 pages of the City Directories. I developed a large chart to show a timeline, running a vertical column with the years shown (the City Directories are generally published every two years). By writing the Directory information into the chart with the individual’s address, it became easier to piece families together.

Still, no solution to the mystery came from this effort.

I did find census information available, like the City Directories, on line or at the local library. This information proved very helpful. Another group that has put together vast amounts of genealogic information is the Latter Day Saints. Both on line and in major cities, one can find a LDS center for genealogy research. They have an excellent 1880 census index that is free and on line.

Some other great records that have been made available to the public are marriage records. Your county offices should have an alphabetical index of names for marriages.

A very similar record is kept for deaths in each county. You can also send for death records originating from other counties



Daoust Antoine, bds Joseph Daoust.
Daoust August, teamster, bds Joseph Daoust.
Daoust Ferdinand, teamster, bds Joseph Daoust.
Daoust Joseph, saloon w s Water 3 s of Court, res same, S C.
Daoust Joseph, carp, res w s S Washington ave bet Atwater and Bristol.
Daoust Joseph J, teamster, res w s S Washington ave bet Atwater and Bristol.
Dapney Caesar, lab, res e s Water s of Emerson, S C.
Dapper John, tailor, res e s 5th bet Janes and Cherry.
Darmstaetter Louis (Saginaw Brewing Co), res e s S Washington ave in grove.
Darna James, mason, bds John J Driscoll.
Darpentigny Joseph, lab, bds Brow's Hotel.
Dashner John, cooper, res s w cor Granger and Throop, S C.
Dashner Vincent, cooper, res e s Harrison 2 n of Throop, S C.
Dashaway Mabel, res w s Webster 1 s of Lapeer.

Sample page
from typical City
Directory listing.

in your state. On line is a Social Security Death Index that may help zoom-in on family members. Again, with this information, you can identify parents and sponsors, which will help to put families together.

Because of a great surge in interest in genealogy across the country and globe, there have been Genealogy Societies formed in most major communities. Also, many local libraries have genealogy rooms with some very good copies of records and complete local newspaper files. With knowledge of a person’s death date or wedding date, you can research the newspapers and get copies of obituaries or wedding announcements. These records provide some very good information on families, location of family members, and married names of other family members. If you do not have the time to dig into these resources yourself, many Genealogy Societies have contacts who will do this work for you for a nominal fee.

Well, to solve the mystery of the Rosa families of Saginaw and Bay City, I have resorted to DNA. As part of the cultural surge in seeking our ancestry,

a special DNA study has been launched by several organizations. *National Geographic* is one of the sponsors.

To become a part of this study, I have been trying to find a male descendant of the Bay City Rosa family. If I can find someone, and if he is willing to submit to a DNA test, we have the opportunity to at least find out if we come from the same family line.

The DNA groups have formed special family web sites. This technology has opened a lot of doors to persons trying to trace their families. There are many web sites that are for genealogy – far too many to investigate and mention here. If you are interested, just do a search for ancestors and you will see for yourself. Try the DNA search also. You may be surprised and discover your own family or solve your brewery family mystery.

When and if I solve this mystery, I will submit the story to our great publication. I hope this information may help you with your research and solve your mystery.



Boiling in the Brew Kettle

By "Beer Dave" Gausepohl

Wearing Out the Czech Book or Brother Can You Spare a Lime?

The US craft beer sales continued a surge in 2006; sales were up almost 12%. This growth followed a 9% increase for the 2005 selling season. Imports have also been setting records quarter after quarter. As this shift from the American domestic beer to other choices continues, these producers are continuing to react. Most of the nation's grocery store chains are changing the selections available to their customers. Gone seem to be the days of a 40-foot section divided up between the nation's biggest three breweries. Now at a fast-changing pace imports and craft beers are gaining the space as these retailers completely reset their beer departments.

In a very surprising move, Anheuser Busch has formed a distribution alliance with the Original Budweiser Brewery from the Town of Budweis in the Czech Republic. The name of this brand imported into the US is Czechvar. After over 100 years, these two breweries have formed a partnership. Both breweries have stated, however, that they will continue to do battle in the courtroom as they fight over who has the rights to the Budweiser name in various countries and regions around the world.

As Prom season arrived this year – well okay, maybe just



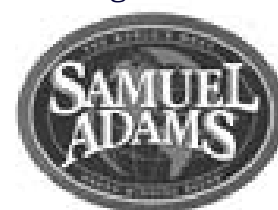
the beginning of Spring – a number of the breweries have rolled out flavored beers. Miller has introduced a lime and salt flavored beer known as Miller Chill. This is set to do battle with Mexican imports, Dos Equis, Corona, and Tecate. Anheuser-Busch has also announced the introduction of three new flavors including a Cactus & Lime flavor of Michelob

Ultra. In a move to combat these flavored brews A-B introduced a line of squeezable flavorings for beer. The product called Spykes sells for about one dollar and is designed to make your fizzy yellow brew taste more like berries or candy or limes. Almost immediately after their introduction, A-B pulled them from the market, after feeling the wrath of the Nanny groups like MADD. The malternative category has survived mostly through a proliferation of new flavors. Smirnoff Ice, Mike's Hard Lemonade, Twisted Tea, and the Bacardi brands all offer over six flavors each. These products are made with the use

of high fructose corn syrup, as are many malt liquors and budget brands.

The high demand for ethanol has caused the price of corn to skyrocket. This will also cause your beer bill to climb. The beers made with the use of corn will soon be closer in price to the all-malt microbrews. This pricing will only help the growth of the micros as consumers realize the smaller price difference between the categories. In a possibly related story, Michelob has returned to an all-malt version. This was last brewed in 1961 and is designed (they hope) to win back some customers by returning to its original formula circa 1896.

In the last year we have seen various breweries purchase and align with various breweries the world over. Production of the Rolling Rock brand moved to Newark, New Jersey, leaving the facility in Latrobe ready to gain a new identity. The City Brewery of LaCrosse, Wisconsin, has purchased this brewery. One of the first deals struck was with Boston Beer Company. The Sam Adams Brewery in Cincinnati is running at full capacity and



that left them shopping for new digs. As of the first week

of June, cases of Sam Adams began rolling out of Latrobe. The Pittsburgh area and Sam Adams have had a long history together. Sam Adams was originally contract-brewed at Pittsburgh Brewing Company in the early 1980s.

Not quite at the proliferation of the early 1990s but still at a steady pace, we are seeing a number of new microbreweries going online. Also the sur-

vival of the old guard micros is more apparent than in the past. Even the chains like Rock Bottom and Gordon Biersch are opening new locations across the country. What was once looked at as a cute little fad by the large brewers soon became a trend and now it is truly a segment of the beer business. Anheuser-Busch has aligned with Redhook, Widmer Brothers, Goose Island, Kona, and (most recently) with Fordham and Old

Dominion in the Mid-Atlantic region.

As for imported beer, A-B is now the US importer for Grolsch, Harbin, and Tiger – also it brews the Japanese brand Kirin at its Los Angeles brewery. A-B also imports the InBev portfolio, which includes Bass, Stella Artois, Leffe, Beck's Boddingtons, Tennents, and Staropramen. I guess it follows the old adage:

***If you can't beat em,
Join em.***



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

Convention Update

by Dan McShane

Greetings from Bay City Michigan!! The “Dog-Gone-Good” Chapter is your host for the 2007 National Convention.

Once you arrive at the DoubleTree Hotel you may not need your car again until it is time to go home. The hotel is located within walking distance of many nice restaurants, taverns, antique shops, and boutiques. Located on the Saginaw River, the hotel offers views of Great Lakes freighters and pleasure boats! Across the river during our Convention will be a rib festival called “The Pig Gig.” The band STYX will be performing on Saturday night.

We have been receiving tons of inquiries and it would be best to get your hotel reservations early. There are only 150 rooms at the DoubleTree. Across the street is a Quality Inn, which can be used for overflow (989-892-3501). The rooms blocked for the Convention on Monday, Tuesday, and Wednesday are already fully booked by another

group. Rooms may become available through cancellations, so please call the hotel back often. At this writing there are still rooms available for Thursday through Sunday at the DoubleTree. The Quality Inn has rooms beginning Monday July 30th through Sunday.

The Princess Wenonah party boat ride, with food and cold beer, will be something you won’t want to miss – guaranteed to be lots of fun!

Room-to-room trading will be brisk as we have heard from several members who will be coming that haven’t been to recent Conventions.

The “Dog-Gone-Good” Chapter’s annual summer swap, traditionally held in Bay City, has always been well-attended. There is a great deal of public interest at these shows, as there are many local people interested in the hobby. You can bet that Saturday’s public Buy-Sell-Trade Show will be a “Dog-Gone-Good” one. Plan on staying! We have personal friends in

the local television and newspaper businesses, and will get lots of publicity from those sources.

Wednesday’s Brew Pub tour will take you to Lumber Baron’s Brew Pub in Bay City, then to the Redwood Lodge in Flint for lunch. Finally, we’ll go to the Sullivan’s Black Forest Brew Pub in Frankenmuth.

Along with the previously scheduled open houses (see next page), Dan and Becki McShane will host an open house to view the KOLB collection from 4 to 8 on Tuesday. In addition, Rick Schmidt’s fabulous Bay City collection will be on display only four blocks from the DoubleTree (time and dates to be announced).

The auction looks like it’s shaping up nicely as some good Michigan pieces are already committed. Be sure to bring some interesting items for the auction.

Don’t delay! Make your plans now – you won’t want to miss this “Dog-Gone-Good” Convention.

Happy Collecting!

—Your Hosts,
The “Dog-Gone-Good”
Convention Committee



From I-75 take the M-25 Downtown Bay City Exit East. Go about 5 miles.

Once you go over the Saginaw River. Turn left at the first light. Go two blocks – the DoubleTree Hotel is on your left.

Tuesday, July 31
10 AM to 5 PM EST

From the West: From US-131 take M-20 East to Winn Road. Turn right (south) onto Winn Road. Go 3 miles to Millbrook Road. Turn right (west) onto Millbrook Road. Go 0.5 miles to Curtiss Road. House is on the corner of Millbrook Road and Curtiss Road.

From the North: Take US-127 south to Mt. Pleasant (M-20) exit. Continue on M-20 (Mission Road) to High Street. Turn right (West) onto High Street (M-20). Proceed to Winn Road (about 7 miles). Turn left (south) onto Winn Road. Go 3 miles to Millbrook Road. Turn right (west) onto Millbrook Road. Go 0.5 miles to Curtiss Road. House in on the corner of Millbrook Road and Curtiss Road.

From the South: Take US-127 north to first Mt. Pleasant exit (Central MI University). First light will be Bluegrass Road. Go past Bluegrass Road and continue north on Mission to High Street (M-20). Turn left (West) onto High Street (M-20). Proceed to Winn Road (about 7 miles). Turn left (south) onto Winn Road. Go 3 miles to Millbrook Road. Turn right (west) onto Millbrook Road. Go 0.5 miles to Curtiss Road. House in on the corner of Millbrook Road and Curtiss Road.

From the East: From I-75, take US-10 west toward Midland. Exit BUS10/M-20 west. Travel BUS10/M-20 west through town (Patrick Street) to M-20 west. Turn left onto M-20 west. Travel approximately 25 miles to Mt. Pleasant (now on Pickard Road). Turn left (south) on Mission Street (M-20). Continue on M-20 (Mission Road) to High Street. Turn right (West) onto High Street (M-20). Travel to Winn Road. Turn left (south) onto Winn Road. Go 3 miles to Millbrook Road. Turn right (west) onto Millbrook Road. Go 0.5 miles to Curtiss Road. House in on the corner of Millbrook Road and Curtiss Road.



From the West: Take M-20 east to Meridian Road (traffic light). Turn right (south) onto Meridian Road. Go 1 mile to E. Chippewa River Road. Turn left (east) onto E. Chippewa River Road. Go one mile, past 5 Mile Road. House is the 3rd driveway on the left past 5 Mile Rd., directly opposite Heather's Way.

From the North: Take US-10 south to the Sanford West River Rd. exit. Turn right (south) onto West River Rd., and go about a mile. Soft left turn onto Saginaw Rd., and take the next right (traffic light) onto 7 Mile Rd. This will jog left (east) and then right (south) and become N. Meridian Rd. Follow this 3 more miles, past M-20 (traffic light) and go one more mile to E. Chippewa River Rd. Turn left (east) onto E. Chippewa River Rd. Go one mile, past 5 Mile Road. House is the 3rd driveway on the left past 5 Mile Rd., directly opposite Heather's Way.

From the South: Take US-127 north to M-20. Then take M-20 east toward Midland and follow directions above as coming from the west.

From the East: From Midland, take M-20 west to 5 Mile Road (at Family Life Radio station). Turn left (south) onto 5 Mile Road. Go about $\frac{3}{4}$ mile to E. Chippewa River Road. Turn left (east) onto E. Chippewa River Road. House is the 3rd driveway on the left from 5 Mile Rd., directly opposite Heather's Way.



Bay City Brewery

by Bob Pawlak



Every so often, we read or hear about someone discovering that the cheesy painting they had purchased at a rummage sale actually concealed an original masterpiece, worth millions, underneath. Historians and collectors (especially breweriana collectors) know that sometimes you have to 'scratch the surface' of something that looks ordinary to find something that is truly extraordinary. While these finds may not be worth millions of dollars, their value, based on rarity – or even the gaps in history that they often fill – are priceless.

Countless residents of Bay City, and others who travel over the Saginaw River via the Lafayette Bridge, daily pass the Lighthouse Lounge (for years named "The Old Bar"), and the Modern Machine Company. What they don't know is that just beneath the surface of these two businesses (Modern Machine Co. has literally covered the original brick exterior) are the remains of one of Bay City's "big three" breweries. The Bay City Brewing Company occupied this location, in one incarnation or another, from 1870 until its closure in 1943.

Why Brew in Bay City, Michigan?

When lumber was king, the Michigan woodland became a "melting pot" for the European-born labor force that cleared the northern forests. These newcomers were prompt to establish breweries "in showing European distrust of the purity of drinking water," historians stated. (Local history buffs relate these purity concerns with tales of the occasional fish coming through water pipes courtesy of the city's water system).

German, Polish, and Irish immigrants settled in Bay City, bringing with them their taste for beer and knowledge of brewing techniques. Many of these people made their own versions of home brew. Modern advances in bottling and pasteurization, coupled with ethnic traditions, made this city a natural site for the brewing industry.

At one time, there were small brewing and bottling companies all over town, most producing root and birch beer, mineral and soda waters, ginger ale, apple cider, and syrups. "Restaurants and taverns usually had a small brewery works to supply their own needs, and if they



did not brew their own, someone would be sent nearby with a pan to 'fetch a bucket of suds.'" (From: *Vanished Industries in Bay County*, published by the Bay County Historical Society, 1965.) These smaller establishments disappeared when three companies – Bay City Brewing Co., Kolb Brewing Co., and Phoenix Brewing Co. – established themselves as the true "giants of beer" in Bay City.

The Bay City Brewing Company

In 1870, at the corner of Water and 22nd Streets, at the foot of what is now the Lafayette Bridge, on the east side of the Saginaw River, Archibald Van Meter established the Cream Ale Brewery and operated under that name for several years.



In 1876, Mr. Charles Young purchased a half interest from Mr. Van Meter. Walter D. Young purchased the remaining half in 1875 and changed the brewery's name to the C.E. Young & Co.

According to local accounts, in 1884, "Louis and John Moritz moved from Milwaukee to take control" of the brewery. John Moritz became a partner in 1884 and the name changed again to become the Bay City Brewing Company, "being incorporated with a capital stock of \$50,000."

A special edition of the *Bay City Times* in November 1887 advertised the firm "with annual manufacturing capacity of 100,000 kegs and also facilities for storing 200,000 kegs of foaming lager."

It said:

When the Moritz brothers, of Milwaukee, acquired a share in the operations, they found the brewery enjoying a very prosperous patronage while manufacturing a fair quality of beer.

Bay City water is fairly good. Bay City beer is decidedly an enticing beverage, and if the city's water tax rolls do not foot up an abnormally large amount, the deficiency may be charged up to this superior quality of foaming lager that flows from the Bay City Brewery.

By 1892, a rebuilding and enlargement program was undertaken and the brewery was producing 30,000 barrels per year of "Celebrated Lager Beer." Their beer carried the name that they are most associated with: *Bay City's Finest*.

The Bay City Brewing Company aims especially to supply the domestic

trade, and their large establishment gives employment to about 25 men. They have recently fitted up a new department, the bottling works, and will bottle a prime quality of export beer designed chiefly for family use.

The ice houses in connection with the brewery have a capacity of four thousand and eight hundred and seventy five tons. The engine room is fitted with a twenty-five horse power engine concern. Its chief use is to pump brine through the end-



less system of pipes that are used to tone down the temperature of the storing, fermenting and other departments. (From: *The Bay County Story; From Footpaths to Freeways* by Leslie E. Arndt, 1982.)

In a town made mostly from the nearby-logged wood, a common and very real fear was fire. In 1901, the Bay City Brewery was destroyed by fire and a larger and more modern building was erected where the previous structure stood.

Prohibition

Michigan was one of the first states in the union to embrace Prohibition (May 1, 1918), a full year before it became national law. Businesses that produced beer or liquor had few choices: close or find creative ways to stay open. Like many other breweries, the Bay City Brewery shifted from beer production to the production of 'soft' drinks. It changed its name to the Bay City Beverage Co. from 1919 until 1934 (National Prohibition was repealed on April 10, 1933). During this period a number of beverages under "The Finest" brand were produced. Their slogan was, *Drink the best • Forget the rest*. In 1934, after the repeal of Prohibition, the company returned to its previous name of Bay City Brewing Co.

The After Effects

In 1936, complete remodeling took place, with new cellars of steel and concrete occupying a complete city block. New bottling machinery was installed that increased the annual capacity to 50,000 barrels of beer and ale yearly. Thirty men were employed with a payroll of \$40,000.

In 1937, the new officers were Homer G. Nichols, presi-

dent-treasurer; George Zimmer & Frank Waltman, vice-presidents; and John D. Kavanagh, secretary.

After weathering the storm of Prohibition and renovating the brewery, the company had to face another challenge – the rise of national beer brands sweeping through the region. Maintaining a share of the local market was extremely difficult. Trying to keep up with the deep pockets, distribution capability, and advertising ability of the popular national brands was too much. Once standing tall as a proud member of the "true giants of beer" in Bay City, The Bay City Brewery had to accept defeat and closed its doors in 1943, leaving only the Phoenix Brewery to take on the nationals (the Kolb Brewery closed its doors in 1939).



All Bay City Brewery photos here, courtesy Rick Schmidt, from his collection. Of special note are the items directly above. On the left is a colorful trading card from the 1890s; right is a rare, pre-Pro, non-alcoholic label which Rick reports is the only one of its type still known to exist.

Note to Convention-Goers: Rick's extraordinary collection will be available for viewing a short walk away from the Convention.

Let's Talk Breweriana

By Rich La Susa

A Selection of Short-Shots, Old and New



When notebooks and brain get cluttered with information—important and not so—it's time to commit ideas to paper or chuck the whole thing and do something more meaningful. Like go fishing.

But, alas, I have a dedicated editor who somehow believes what I scribble is worthy to print in this esteemed publication. The big fish will have to wait another day to get away.

It's time to dig into the notebooks for some snack-sized tidbits and unburden my brain—which some have described as “a trivia lint screen.” Others have not been so generous.

Some of this exercise is to bring you up-to-date on topics presented in recent columns; and to offer sightings of interesting or unusual brewery advertising in a variety of venues.

The rest of the story: Since writing about my Canadian Ace egg holder in the Fall, 2006, issue of *The Breweriana Collector*, I learned of a third one, which is in the collection of a Chicago-area NABA member.

After getting possession of the Gipp's Beer egg holder I also wrote about—the final deal for the holder was made in parking lot of a fast-food restaurant in north-central Illinois—I discovered that it was significantly different from the Canadian Ace version. The Gipp's holder is a one-piece molded chalk. The three bottles that form the base on the Canadian Ace holder are real glass, but those on the Gipp's holder are chalk with decals.

Also, the Gipp's piece is 9.5 inches high from the bottom of the bottles to the rim of the bowl; the Canadian Ace holder is 10 inches high.

Both have one thing in common (other than the breweriana genre and that they were issued by Illinois breweries): neither has markings indicating manufacturer.

Were Canadian Ace (Chicago) and Gipp's (Peoria, Illinois) the only two breweries to use such holders? Who made and distributed them?

There is an egg holder in Herb and Helen Haydock's excellent 192-page, packed-with-great-photos breweriana reference book, *Beer Advertising Memorabilia, Volume 2* (Turner Publishing, 2003), but it's of the wire variety and looks nothing like the chalk holders.

In November, I attended a super annual antiques, advertising, slot machine, and game show in St. Charles, IL. Staying with the eggs-and-beer theme, there I saw a 1962 Schlitz light-up wall sign that shows a guy holding a half-eaten hard-boiled egg and a full glass of

beer. His facial expression said, “Ymmm!”

More of the rest of the story: I have this to add to my recent philosophical offerings about why we collect. It is a quote from Randy Wayne White's mystery, *Everglades*, a 2003 novel about crime in South Florida that features some unusual beer-drinking characters. One is the star of White's series, Doc Ford, who opines: “I am a collector. It has always been so with me. It will always be so.” We'll drink to that.

Foam scraper or book mark? Among my more unusual breweriana “finds” or sightings (so far this year) is what appears to be a prototype, or salesman's sample, of a Pabst Blue Ribbon foam scraper.

I believe this is an unusual item, and so do others with whom I have spoken. You may think otherwise, but please humor me. I'm always looking for topics on which to write and, for good reason, this one caught my fancy.

The scraper is translucent amber plastic or acrylic. Pabst Blue Ribbon is in large gold block letters. In the lower right hand corner, in small letters, are the words, Cruver-Chicago. In the center of the back side, also in small letters, are the words, Cruver Sample No. 221. It is the standard length for a foam scraper: eight and one-half inches long.



Cruver Manufacturing Co. began making plastic novelty objects in Chicago in the early 1900s.

The scraper's owner told me it was not for sale, but I was able to take digital photos.

This is where I believe the story gets interesting—and a bit strange. The owner said he purchased the scraper with a grouping of vintage book markers. The scraper actually was identified by the seller as a *book marker*! Fortunately, he was a breweriana collector—and a Pabst Blue Ribbon fan—and knew he was buying a foam scraper.

The scraper has some distress: scratch marks on the right side face; and someone lightly carved the initials DK on the back side, right end. Most of this, most likely, can be rubbed out with a plastics or acrylics cleaning compound. Overall, the condition is good.

When in need of information about Pabst advertising items and history I usually turn to expert collector John Steiner of Wisconsin. "I have seen a few of them [this type of foam scraper] around," he said. "They date to the mid 1930s."



Most likely, only a small number

were made. John offers another plausible explanation about why the foam scraper appears to be scarce: "Pabst had its sales office in Chicago and at times seems to have used and distributed point-of-sale items specifically tied to that office, as opposed to the Milwaukee and Peoria breweries. For that matter, some Pabst POS items were used exclusively by either the Milwaukee or Peoria plants."

While the translucent amber scraper is unusual, it may not fall into the really rare category. But collectors—some in competition with each other—help to determine that. John believes it's worth at least \$50. But who knows what the market will bear for an unusual advertising item from Pabst, or any other brewery?

Most Pabst scrapers fall into the "common" category and hardly can be called rare or even scarce. "Pabst issued

foam scrapers as late as 1962, although by that time they were true novelty items, not intended for use [in taverns]," Steiner said.

According to the Internet website, WWIIRecognitionModels.com, "The Cruver Manufacturing Co. developed a method using cellulose acetate to create [1:72 scale recognition] models [for the U. S. military during WWII]. Cruver models are black 'plastic' and are marked by the Cruver trademark: a C in a circle. Finding a Cruver model in good shape can be difficult," the story said. "The material used to manufacture the models deteriorates with time, causing the models to sag, or even disin-

PABST BLUE RIBBON BEER



tegrate." Thank goodness, the Pabst foam scraper apparently was made of sturdier stuff.

"During the early years of the war," another tidbit about Cruver said, "many airplane recognition models were carved from wood. A push was made to create models from 'non-essential' materials, i.e. materials not needed for weapons and other items for the war effort."

One has to wonder if Cruver manufactured other foam scrapers and point-of-sale advertising pieces for breweries. I'm sure someone knows and will tell us.

Seen here and there: Some pre-Pro gems I saw at the aforementioned St. Charles coin-op show were a large oval stone

lithograph made by the Beach Co. for the Frank Fehr Brewing Co., Louisville, KY (the asking price was \$1,000), a colorful Pickwick Ale tin litho with a horse cart scene used by Haffenreffer & Co., Boston (\$225), and a stock (no brand or brewery listed) goat head bock paper lithograph made by the Donaldson Litho Co., New York City (\$495).

During a visit to a Tucson, AZ, antiques mall, I saw two 1930s, lidded, wooden bottle cases that I had never encountered: one for Cornbelt Beer from the Pointer Brewing Co. of Clinton, IA, the other from C. Kern Brewing Co. of Port Huron, MI. Both boxes held vintage magazines that were for sale. The boxes were not.

In an antiques shop in Tombstone, south of Tucson (which was the site of the famous 19th Century gunfight at the OK Corral—the town, not the antique shop), I saw an unusual etched, early-1900s, pre-Prohibition seltzer bottle that was issued by the Carson Brewing Co., Carson, NV. It was for sale, but I passed on the \$125 asking price.

Seen on the tube: Television has become a valuable source for “finding” or “sighting” unusual breweriana, primarily because of the proliferation of cable network antiques shows during the last 10 years.

Breweriana (some rare and unusual pieces), has been seen on the “*Antiques Roadshow*,” “*Collectible Treasures*,” “*If Walls Could Talk*,” “*Kovel’s at the Flea Market*,” and even “*Invention*” and “*Biography*.”

During a segment of the Home & Garden network (HGTV) weekly feature, “*The Appraisal*

Fair” (telecast on January 30, 2002, from Navy Pier in Chicago), an elderly man brought four breweriana pieces to be appraised by one of the program’s experts. One was a beautiful red/gold/green Fortune Bros. Celluloid button sign. The appraiser carefully studied the piece and then proclaimed it was worth between \$125 and \$150.

This scarce and unusual button sign—the one shown in Mike Gisburne’s excellent composite that appeared in the Spring, 2005, issue of *The Brew-eriana Collector*—is nine inches in diameter and has a stunning color scheme. It differs significantly from two other nine-inch Fortune Celluloid buttons, the most “common” (common is a relative term when we are talking about rare or scarce breweriana) being red/cream/gold/green.

Also appraised during the same show were three 1950s or 60s light-up signs: a Marathon motion piece, Schlitz revolving blue globe, and a white plastic Old Milwaukee with a nautical motif. The appraisals were evidence of how little is known about breweriana by some antiques and collectibles “experts” who do not specialize in brewery advertising—the appraiser knew little about the value or scarcity of these items.

The Fortune Bros. button is flat-out rare and would easily sell for at least \$300 to \$400—most likely more in a heated auction. The appraiser offered no information about the brewery or the vintage of the piece. He most likely did not know.

With the exception of the Schlitz and Old Milwaukee pieces, the appraiser was clueless

as to the year—or even era—the pieces were used. (The Schlitz Brewing Co., to the everlasting admiration of breweriana collectors, included the year issued in the mandatory on most of its Schlitz and Old Milwaukee advertising items.)

The two relatively common Schlitz and Old Milwaukee pieces were given a higher appraisal—about \$100 each—than the scarce early 1950s Marathon motion sign, which he said was worth \$75. A more accurate price—even in 2002—would be closer to \$200 for the Marathon item and \$50 to \$75 for the other two. Out-of-tune, out-of-touch appraisals made by “generalist” appraisers and dealers are not unusual.

One of my favorite pieces of Chicago breweriana could be seen weekly in the introductory scenes of the 1990s Discovery Channel program “*Invention*,” although no mention of the item was made in any segment of the program I saw during the 1990s. It was a pink and white Nectar Premium shield neon, used by the Ambrosia Brewing Co. of Chicago during the early 1950s. It can be seen in the background of a set that was supposed to be inside one of the many Smithsonian Institution buildings in Washington, DC. The best view of this neon is in the opening scene, when moderator, Lucky Severenson, is introducing that night’s program. This may be the only beer sign in the Smithsonian—if, indeed, it really was in the Smithsonian or just on an off-site studio set.

I wrote to Discovery and the Smithsonian inquiring about the location of the Nectar sign, but never received replies. I also have visited many of the

Smithsonian buildings, without a sighting of the sign or confirmation from an employee of the museum that it exists. Keep in mind, however, that only a tiny fraction of what the museum owns has ever been displayed.

Mark your calendar: Last October I attended the two-day Monarch Fall-fest show at the Ramada Inn in Glendale Heights, IL, and (as usual), was impressed with the quality and quantity of breweriana available. I believe you also would have been enthused about this show, if you had attended. You have another chance to do so this coming October 26-27.

The show, sponsored by NABA's Monarch Chapter, may not be as large as it once was or have the national scope that it did in the 1980s, but it remains an important venue to serious collectors of fine breweriana. Allan Bormann and those who assist him have earned and deserve our admiration and support.

The show often is called a traveling breweriana museum, and for good reason. Collector/dealers routinely display choice breweriana—including quantities of first-class pre-Prohibition and early post-Pro advertising items—that hardly can be called routine.

If you can't find an item or two—unusual or not—for your collection, you most likely are not in the right location. We look forward to seeing you there. Many of us will be. Contact Bormann for details: 630-305-8618 or abormann6735@wowway.com

2007 NABA Convention Bay City, Michigan



July 31
THROUGH
AUGUST 5,
2007

Registration forms mailed with last issue (#137).
If you did not get a form, please check out our website
www.nababrew.com or contact John Stanley, Executive
Secretary at PO Box 64, Chapel Hill, NC 27514 or
naba@mindspring.com



Photos courtesy Howie Diefenbach



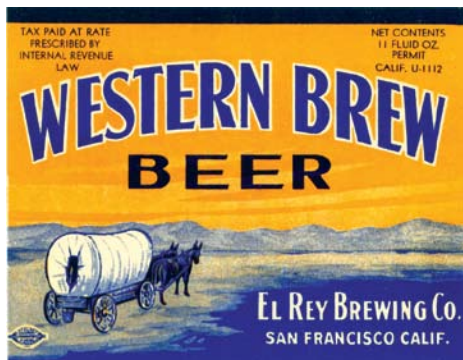
Labelology

By Bob Kay

It's fun to connect labels to the history that inspired them. Here's some background on the California Gold Rush and the Sierra Nevada Mountain Range and, guess what? Beer labels that trace this history.



An Argonaut is defined as an adventurer engaged in a quest—forty-niners easily qualified. The Milwaukee Brewery of San Francisco produced an Argonaut brand for the Argonaut Bottling Company.



The California Gold Rush

started in the Sierra Nevadas at Sutter's Mill, near Coloma, CA, in 1848. James Marshall, a foreman working for Sacramento pioneer John Sutter, found pieces of shiny metal in a water race of a hydropowered lumber mill he was building for Sutter. Marshall quietly brought what he found to Sutter, and the two of them privately tested the findings. The tests showed the particles to be gold! Rumors soon started to spread and were confirmed in March, 1848 by a San Francisco newspaper.

In August, 1848, the *New York Herald* was the first major newspaper on the East Coast to report that there was a gold rush in California; on December 5, President James Polk confirmed the discovery of gold in an address to Congress. Soon, waves of immigrants from around the world—later called “forty-niners”—invaded the Gold Coun-

try of California and the Sierra Nevada mountains. Sutter, who had planned a farming venture, was ruined; his workers left in search of gold, and squatters invaded his land, and stole his crops and cattle.

San Francisco had been a tiny settlement before the rush began. When residents learned of the discovery, it at first became a ghost town of abandoned ships and businesses whose owners joined the gold rush, but it then boomed as merchants and new people arrived. The population of San Francisco exploded from about 1,000 in 1848 to 25,000 by 1850. The sudden influx of people strained the infrastructures of not only San Francisco, but also towns near the goldfields. People lived in tents, wood shanties, or deck cabins removed from abandoned ships.

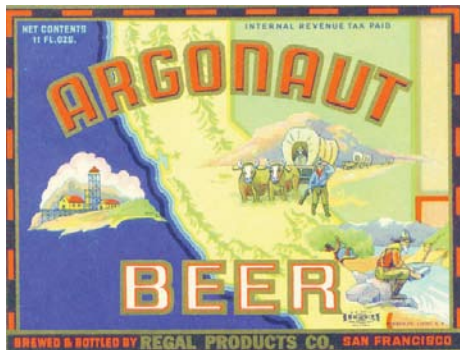
In what has been referred to as the “first world-class gold rush,” California represented great hardship on those who tried to participate. There was no easy way to get to California; forty-niners often faced death on their way to the gold fields. At first, most Argonauts (as they were also known), traveled by sea. From the East Coast, a sailing voyage around the tip of South America would take five to eight months, and cover some

18,000 nautical miles. Eventually, most US gold-seekers took the overland route across the continental United States, particularly along the California Trail. Each route had its own deadly hazards, from shipwreck to typhoid fever; from hostiles and thieves to cholera.

To capitalize on the boom, ships bearing goods from around the world—porcelain and silk from China, ale from Scotland—poured into San Francisco. Upon reaching the city, ship captains found their crews deserted, and themselves went to the gold fields. The wharves and docks of San Francisco became a forest of masts, as hundreds of ships were abandoned. Enterprising San Franciscans took them over and turned them into warehouses, stores, taverns, and hotels—one was turned into a jail. Many of these ships were later destroyed and used as landfill to create more buildable land for the boomtown.



The Sierra Nevada Mountain Range in California stretches 400 miles. It's the site of many famous and infamous mining adventures in US history. Several notable features in the Sierra Nevada are depicted on beer labels. The Reno Brewing Company, 1903-56, adopted the Sierra Brand name. The graphics on the label shown reveal that Sierra Nevada means Snowy Range in Spanish. Perhaps the silver trim is to remind us that they mined silver too!





Lake Tahoe is a large freshwater lake in northern Sierra Nevada, at an elevation of more than one mile. This circa 1933-36 label by the Carson Brewing Company, 1900-48, uses the Tahoe Brand name.



Mount Whitney, at 14,505 feet in the Sierra Nevada, is the highest point in the US. The Fresno Brewing Company, 1934-42, chose Mt. Whitney as one of its flagship brand names.



The Banner Products Company, a distributor, echoed the local history with its very attractive Gold Age labels (above and right). Examples are shown from Milwaukee Brewery of San Francisco and El Rey Brewing Company.



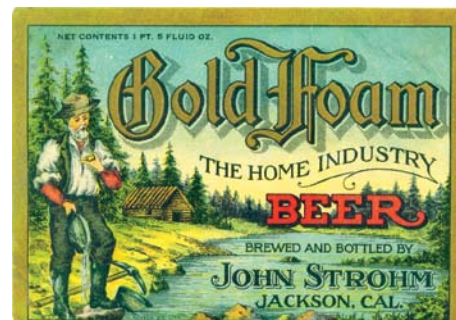
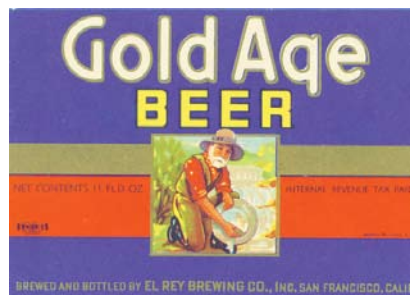
The circa 1908 Copper King label, by the Consumers Malting & Brewing Co. of Ely, NV, sports bright metallic copper trim. After the turn of the century, immense copper deposits near Ely began to attract attention away from the failing gold mines, and by 1906 a boom had developed in copper.



The metallic silver coloring on the circa 1890 Prima Lager label serves to remind of the silver strikes in Eureka, NV, in 1864.



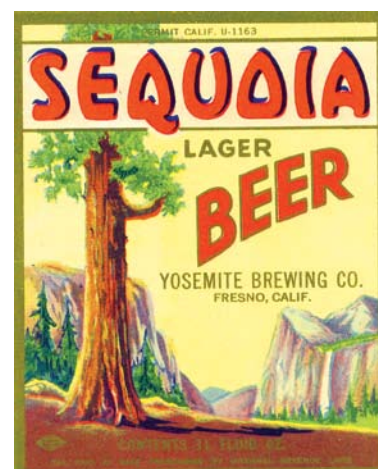
Goldfield was a gold mining boomtown, and the largest city in Nevada in the early 1900s. While a small permanent population remains, it is largely a ghost town now. The circa 1908 High Grade label from the Consumers Brewing Association, 1908-1911, is a great reminder of the good old days in Goldfield.



Nestled at the 1200-foot level in the Sierra Nevada foothills, you'll find Jackson, California. Jackson was born early in the 1840s gold rush when miners began working the area near Sutter's Mill. In 1848, Col. Alden Jackson and his party set up camp near what later became the center of town. For years, Jackson was known as a "Mother Lode Mecca." The circa 1912 Gold Foam label from the John Strohm Brewery is just dripping with Jackson's mining history.



Golden West Lager Brew, a Prohibition label from Golden West Brewing in Oakland, features many aspects of the Wild and Woolly Western scene.



Groves of Giant Sequoias, the most massive trees in the world, occur along a narrow band of elevation on the western side of the Sierra Nevada. The Yosemite Brewing Company, 1934-39, issued some attractive Sequoia labels.



"On the Banks of the Wabash"
Since 1860

Photo this page: LaFayette Brewery
Inc. Letterhead, sample of paper
items from the Schuetz collection.

LA FAYETTE BREWERY, INC.

Ye Cavern Brew
The Beer De Luxe

LA FAYETTE, IND.

Update: Potosi Brewery/National Brewery Museum

By Herb Page

I can be certain that most NABA members are well aware of the substantial project currently underway in Potosi, WI. It involves the restoration of the grand old Potosi Brewing Co. buildings into facilities to house the National Brewery Museum, a local Transportation Museum, a DOT Tourist Interpretive Center, the Brewery Hollow fine dining restaurant, and a resumption of the Potosi Brewing Co. brewing activity.

The intervening time since my last report (about a year ago) has been most eventful. There has been a continuous flurry of activity at the brewery site, and the restoration is now entering its final phases, with limited opening of the Transportation Museum to occur later this year. The other facilities, including the ABA National Brewery Museum, should be ready for initial operation by mid-2008. A very important parcel of land essential for use as an adjacent beer garden and parking area, has been secured and is currently being developed.

The ABA Museum staff, along with all other involved parties, have been very busy planning for the opening of the facility with its initial exhibits. In this regard, an important development has occurred that will allow the Museum to get a running start in having a cache of superior quality breweriana from which to choose, to create beautiful and impressive initial exhibits. This came about through the acquisition of the extensive collection of Wisconsin breweriana, which had been accumulated by the late Jim Schuetz and his brother Mike, over the past several decades.

Jim, a former NABA member, resided in Slinger, WI, and had an intense and consuming interest in Wisconsin breweries, especially the small ones. He had accumulated a treasure trove of memorabilia and historical data. This stupendous collection includes some of the most sought-after and beautiful lithographs, trays, and all other categories of collectables. All this in addition to an enormous file of pictures and other historical

data acquired during countless visits to the small breweries all over the state, as they were closing starting in the late 1950s. Both ABA and NABA members - and all other persons interested in our brewing heritage - are fortunate that the extremely generous Schuetz family decided to make this collection available for public appreciation.

It bears mentioning that the Port of Potosi Chapter of ABA, which consists of many regional members, has been active in promoting the museum, and has raised substantial funds for the project through various initiatives, including establishing an annual breweriana "sell-and-swap" festival. This chapter is ably managed by ABA member Mike Kress.

Also, the Potosi Brewery Foundation (PBF) continues to be active in fundraising activities. At the end of June, PBF will sponsor Brew Fest 2007 - a country music event - in the newly constructed Holiday Gardens Convention Center, located on the site of the old Potosi Brewery garage, near the brewery complex. Anyone interested in attending this inaugural event should contact Sharon Bierman at Biermans@potosisd.K12.wi.

PBF has to its credit another important achievement: the acquisition of a 15-barrel brewing system, which will soon be installed in the thoroughly renovated brewhouse. It was a great day when three flatbed semis, loaded with shining copper and stainless steel tankage and equipment, arrived in Potosi to breathe new life into the long-dormant enterprise. Everyone could see that the Potosi Brewery, like the legendary phoenix, is rising from the ashes to once again shine and prosper with a new life and purpose.

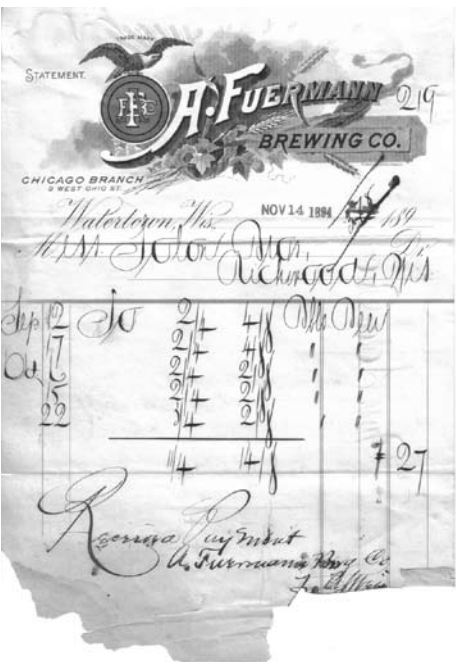
The ABA wants the National Brewery Museum and Library to be a resource for all organizations and welcomes input and/or assistance from all interested persons, regardless of their club affiliations. Please feel free to contact me (mroldwrench@mchsi.com) if you have any ideas about displays, or if you can lend assistance.



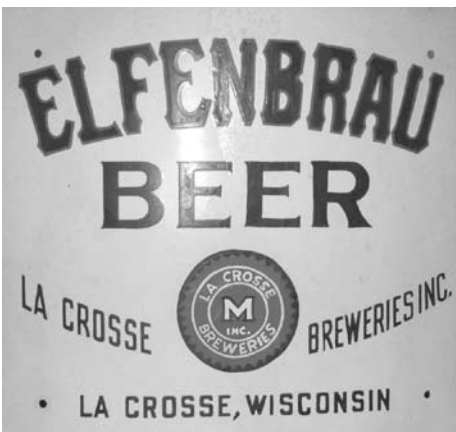
A Sampling of Objects from the Schuetz Collection



Post Cards, Top L to R: Antigo Brewery, Undated; Bechaud Brewery, Fond du Lac, WI, 1913; Schmich Brewery, Freeport, IL, Undated. Below L to R: West Bend Brewing Co. Delivery Truck, Undated; Storck Products Co., 1933; Leisen & Henes, Menominee, MI, Undated.



Above: Henes and Keller Co. Letterhead. Statements and Invoices: Far left: Fuermann Brewing Co. 1894; Middle, Top: E.L. Hustung, 1895; Middle, Bottom: Wisconsin Lakes Ice & Cartage Co., 1896.



Far Left: Elfenbrau metal sign. At Left: Hausmann Lithograph, framed.

Brewery Collectibles Club of America

Most ABA, BCCA, ECBA and NABA members are aware of the major associations serving the hobby of collecting breweriana. Some are even members of two or more of these clubs. While each organization maintains its own special focus, they do recognize the benefits of working together for the preservation and expansion of our wonderful hobby.



As a result, each club has agreed to provide space in their respective publications to exchange information about each other. The BCCA is happy to submit to ABA, ECBA and NABA members the history of our organization. And we look forward to reading the history of each of your clubs in future issues of our magazine.

We are a St. Louis-based club founded in April 1970 as the *Beer Can Collectors of America*. During the 1970s when the "fad" of collecting beer cans peaked, the club's membership was more than 12,000. As the fad receded, the membership gradually leveled to about 4,000 members, where it has remained for the past two decades.

What began with seven collectors has become an international organization with members hailing from all 50 U.S. states, six Canadian provinces and 20 other countries.

Although our primary emphasis is still on cans, the club has grown in scope and purpose to include all areas of breweriana collecting. The BCCA obtained a not-for-profit status as a 501 (c) 3 organization and changed to its current name in 2003.

At our Fenton, MO headquarters, we maintain a library of hobby-related publications and

club archives. We have a staff of one, plus part time staffing at peak times.

Today's BCCA operates at the local level with a network of more than 100 geographically based and at-large chapters. Most of our chapters host local shows—some combine with other chapters and even other breweriana clubs to host large regional shows. Rarely does a weekend go by without a BCCA-sanctioned show somewhere in the U.S.

Members of the BCCA and its chapters come from all age groups and walks of life. Our youngest member is under two years of age, and we have several members over 80 years "young."

The BCCA encourages breweriana collecting, friendship and camaraderie by hosting an annual CANvention. Held just before or after Labor Day in a different North American city each year, our CANvention consists of a three-day trade

show, seminars, tours, microbrew tasting and an awards banquet.

Our bi-monthly magazine, *Beer Cans and Brewery Collectibles*, is a 48-page full-color publication produced by a staff of 30 BCCAers. The magazine features stories on brewery history, cans and collectibles, collectors, legendary finds and news about the hobby and brewing industry, plus want ads, information on local shows and lots more!

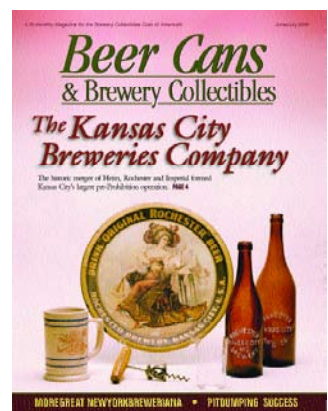
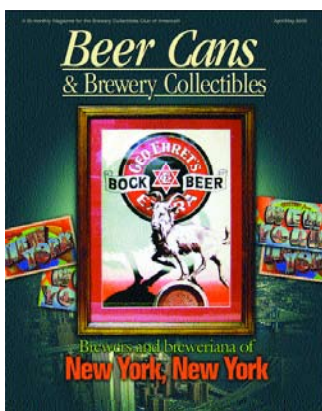
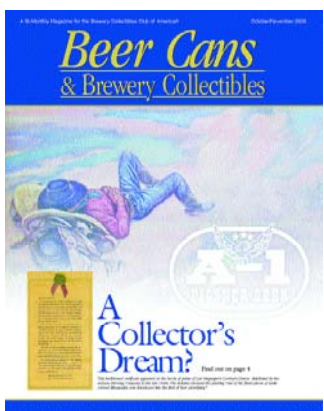
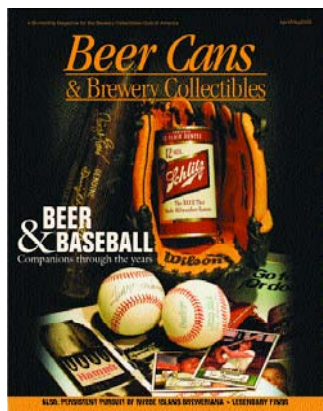
Our members also receive an annual membership roster that lists members by name, with street addresses, phone numbers and email addresses—an invaluable contact resource for collectors.

The BCCA's recently redesigned web site has all the bells and whistles, including hobby news updates, show information, hundreds of brewery and other links and a Members Only section with even more special features.

Various books have been published by the BCCA for collectors who specialize or have an interest in beer cans—most recently *United States Beer Cans: The Standard Reference of Flat Tops and Cone Tops*. A second reference volume, focused on pull tab cans, will be published in mid-2007.

BCCA business is CANducted by three officers, a slate of 10 board members, and a group of 20 committee heads. Board members serve a 2-year term and five members are elected each year at the annual General Business Meeting during our CANvention. The officers are appointed by the Board of Directors from a slate presented by a nominating committee consisting of active past presidents.

For more information about BCCA, visit www.bcca.com or contact the club at 747 Merus Court, Fenton, MO 63026-2092. Phone (636) 343-6486.



A Chronological History of the Brewing Industry in Saginaw, Michigan

By Ken Bow with Photos from the Michigan Collection of Dave Alsgaard

The Winter & Spring 2007 editions of *The Breweriana Collector* contained Parts I and II of an article published on December 6, 1897 in *The Saginaw Evening News* titled "Our Five Breweries."

The history presented in these articles was in the style of the day and provided the reader with detailed information on the John G. Schemm Brewery, the National Brewing Company,

Jacob Raquet, Saginaw Brewing Company, and the Eagle Brewery. The article also provided insight into the personalities and philosophies of the owners with respect to the question of the day: the temperance movement. The medicinal value of beer, the value of beer brewing as an industry, and that beer is less a factor in causing drunkenness than hard liquor are repeating themes among the brewers. This article traces the history of the brewing industry in Saginaw, which was a boom town because of the lumber industry in the last half of the 19th Century.



Thousands of German immigrants brought their traditions to the Saginaw Valley in the 1880s. Along with these settlers came several German brew-masters who established breweries to meet the needs for the German beverage of choice. The brewers favored cities like Saginaw with its cold climate and ready source of natural ice for brewing lager beer. Saginaw also had salt mines providing the mineral needed to lower the temperature of the ice, enhancing its cooling capacity.

1854 – John Wolfgang Rosa, born in 1804 in Germany, after holding the position of foreman in a brewery, came to Detroit in 1853. He established his brewing business in Saginaw in 1854 under the title *John Wolfgang Rosa*. The location was at 726 Fayette St., Saginaw, West Side, Michigan.

1865 – *The Darmstaetter Brewery* was established at 1610 South Washington Ave. (the site of Hoyt Park today). Sales were 800 barrels. The first title to this business was *Louis Darmstaetter*.

1866 – *The Schemm & Gruhler Brewery* was established by John George Schemm at 926 North Hamilton St. on the west side of the Saginaw River.

1867 – Jacob and his brother Peter Raquet built the *Raquet Brothers Brewery* at 400 Lapeer St., East Saginaw, between Park and Second, in the center of the city, on a two-acre plot of land.

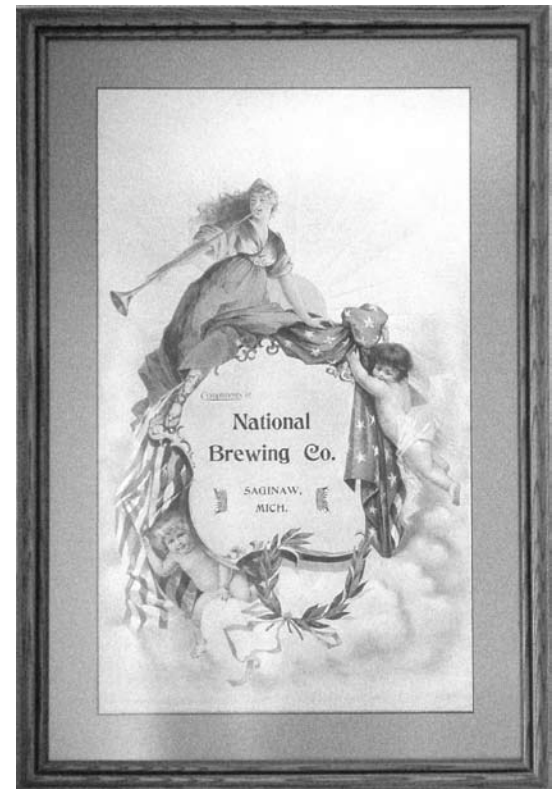
1868 – The *Raquet Brothers Brewery* began operations. The capacity was about 500 barrels.

1869 – Charles Schoenheit bought Gruhler's share and the *Schemm & Gruhler* business became *Schemm & Schoenheit*.

1870 – Peter and Jacob Raquet established the *P. & J. Raquet Brewery* at 1105 Walnut St. on the east side of the Saginaw River.

1872 – A new brewery was built at the *Raquet Brothers* location on Lapeer St. Louis Darmstaetter built a new brew house and a new malt house. The plant occupied over a block in area and capacity was 12,000 barrels. None of the original 1865 plant remained at this time, having been absorbed by many additions. The second title to this business was *Louis Darmstaetter and Sons*.

Continued on pg. 28





Auction Hysteria

By Robert Hajicek



Grain Belt Embossed Tin Sign, 24" x 16", Minneapolis Brewing Co., Minneapolis, MN \$2,860. (eBay Live)



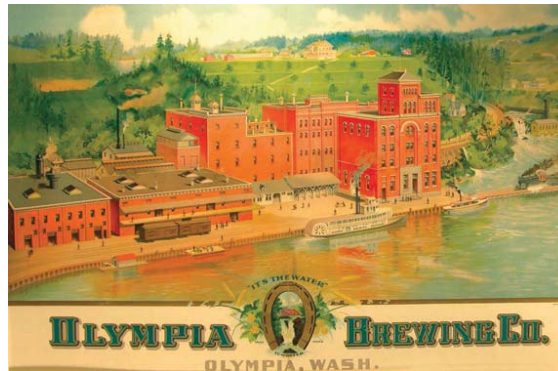
Miller ROG Lighted Sign, 14" x 8" x 2-1/2"
Miller Brewing Co., Milwaukee, WI
\$3,000. (eBay Live)



Leisy Convex ROG, 18" Dia.
Leisy Brewing Co., Cleveland, OH
\$4,500. (eBay Live)



Above Left: 7-11 Flat Top Rolled from Blank Plate, Eastern Brewing Co., Hammonton, NJ \$3,000. Above Right: 1905 Embossed Diecut Paper Calendar 10" x 15", Grand Rapids Brewing Co., Grand Rapids, MI \$3,300. (eBay Live)



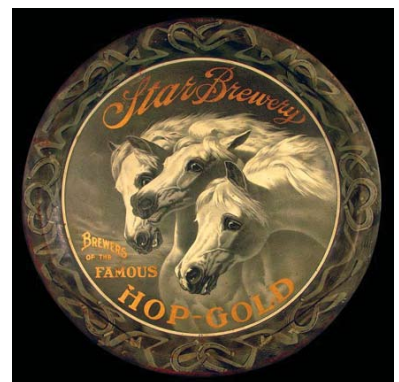
Olympia Lithograph on Paper, 38" x 26"
Olympia Brewing Co., Olympia, WA
\$1,800. (eBay Live)



Schemm Lithograph on Paper, 18" x 28", Peter Schemm & Son, Philadelphia, PA
\$1,870. (eBay Live)



Above: Claussen Tray, 13-1/2" Dia., Mfg by Meek Co., Coshocton, OH, Claussen Brewing Ass'n, Seattle, WA, \$1,601. Right: Hop-Gold Tray, 12-1/4" Dia., Star Brewery, Vancouver, WA (?) \$4,200. (eBay Live)

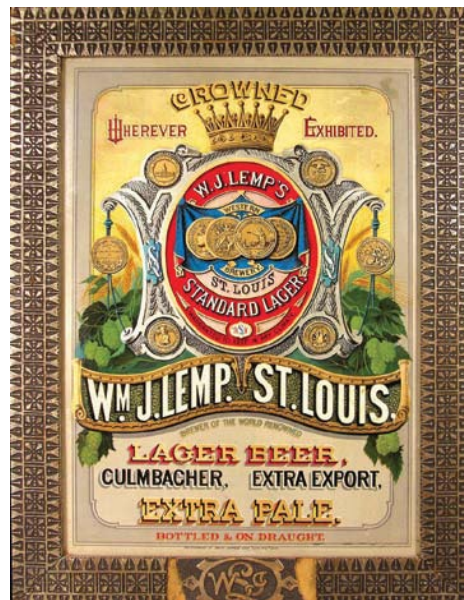




Pacific Tray, 12" Dia.
Pacific Brewing & Malting Co.,
Tacoma, WA
\$2,700. (eBay Live)



Rainier Tray, 13-1/4" Dia.
Seattle Brewing & Malting Co.,
Seattle, WA
\$2,700. (eBay Live)



Lemp Tin Sign, 21-1/2" x 29"
In Original Wood Frame
Wm. J. Lemp Western Brewery,
St. Louis, MO
\$16,500. (eBay Live)



Fredericksburg Tray, 13" Dia.
Fredericksburg Brewery, San Jose, CA
\$900. (eBay Live)



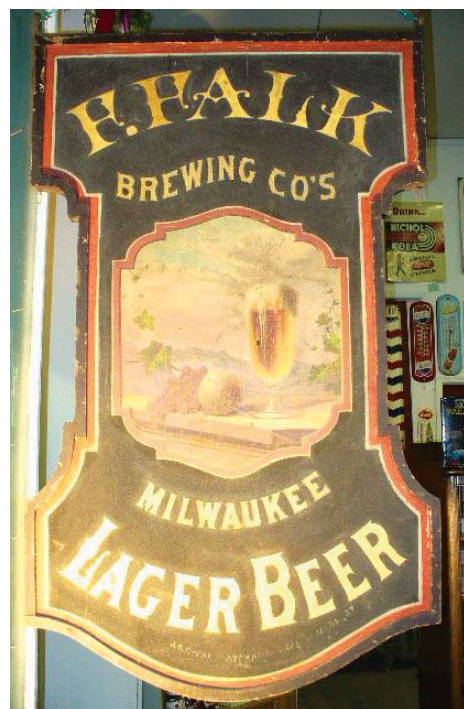
White Rock Tray, 13-1/2" Dia.
Akron Brewing Co., Akron, OH
\$1,320. (eBay Live)



Goetz Self-framed Tin Sign, 22-1/2" x
28-1/2", M.K. Goetz Brewing Co.,
St. Joseph, MO
\$14,300. (eBay Live)



Wieland's Tray, 13" Dia.
John Wieland Brewery,
San Francisco, CA
\$1,440. (eBay Live)



Falk Wood Tavern Sign, 32" x 55" x 2"
Franz Falk Brewing Co.,
Milwaukee, WI \$22,100.

**The eBay Live sale
prices listed include the
10% buyers premium
for sales from the
auction floor and 20%
buyers premium for
internet sales.**



- 1873 – *Redman's* and the *East Saginaw Steam Brewery* were established.
- 1874 – The *Schemm & Schoenheit*, *Alex Rothka*, and the *John Rosa* at 729 North Fayette St. were the three breweries in Saginaw City on the west side of the Saginaw River. In East Saginaw, three breweries were established in 1874. These were the *Chris Leonard*, *John G. Geyer*, and *Fred Ziegner*. Breweries already there were *Louis Darmstaetter*, *Mowbray & Richardson*, and the *P. & J. Raquet Brewery* at 400/410 Lapeer Ave. This latter business, at that time, operated under the *William Maybray* trade name. Along with *Redman's* and the *East Saginaw Steam Brewery*, there were eight breweries on the east side of the river for a total of eleven in Saginaw.
- 1875 – The *Chris Leonard* and *John G. Geyer* breweries closed. A new malt house was built at the 400 Lapeer St. location of the *Raquet Brothers Brewery*.
- 1877 – The *John Rosa Brewery* became the *John L. Rosa Brewery*. The *Boniface Fink Brewery* began operations.
- 1880 – *Louis Darmstaetter* became the *Saginaw Brewing Company*. The *John L. Rosa* business was known as the *John T. Rosa* business after 1880.
- 1881 – The *Schemm & Schoenhelt* became known as the *John G. Schemm Brewing Company*, as John G. Schemm continued the business as sole proprietor.
- 1883 – Jacob Raquet became the sole proprietor of the *William Maybray Brewery* at 400/410 Lapeer. He re-named it the *Jacob Raquet Brewery*. Peter Raquet began his own brewery at the former 1105 Walnut St. location of *P. & J. Raquet* with the *National Brewery* trade name.
- 1884 – The *Fred Ziegner Brewery* closed. The second title of the *John Wolfgang Rosa* business was *Bergermeyer and Hach*.
- 1885 – John Wolfgang Rosa died.
- 1886 – The sales of the *Saginaw Brewing Company* were 3,200 barrels. The title of the business was changed to *Louis Darmstaetter and Sons* as Rudolph O. Darmstaetter was admitted to partnership.
- 1887 – The *John Rosa (Bergermeyer & Hach)* brewery became the *Eagle Brewery*. John Thomas Rosa, son of John Wolfgang Rosa, was the sole proprietor. The business sold 500 barrels. A bottling plant was added. The *Schemm Brewery* produced 7000 barrels in 1887. This business provided employment to 15 men and there were eight horses used for transportation of the beer.
- 1890 – Peter Raquet died and the *National Brewing Company* was re-addressed to 1245 Genesee Ave. & Walnut St. The brewery transitioned to his three sons-in-law, J. L. Hubinger, William F. Weber, and George Wolfarth. *John G. Schemm Brewing Co.* erected a modern brewery at 926 Hamilton St. The cost of the plant was \$40,000, and consisted of a three story building with three large cellars, a large grain storage area, dry kilns, and malt rooms. To increase capacity, a refrigeration machine was installed, replacing ice. The original and new breweries occupied an entire city block bounded by North Hamilton, Brewster, and Miller streets, with the Michigan Central Railroad at the rear along the Saginaw River. The *Eagle Brewery* added cellars and an ice house.
- 1893 – The *Chas. Hilbig Brewery* began and closed at 357 South 12th St, on Saginaw's east side. The *Hubinger, Weber & Co.* was the business name for the organization running the *National Brewing Company*.
- 1894 – A new boiler house was completed at the *National Brewing Company*. The capacity of the brewery was 50,000 barrels. The *Saginaw Brewing Company* established a new bottling plant on Genesee Ave. between Warren and Webster streets. In its first year, 300 barrels were bottled.
- 1895 – William F. Weber and George Wolfarth bought out J. L. Hubinger. George Wolfarth died and the *National Brewing Company* business fell into the hands of William F. Weber and Mrs. George G. Wolfarth. They leased the plant from Mrs. Peter Raquet.
- 1896 – The *Eagle Brewery* placed a new kettle, bringing the capacity to 4,000 barrels.
- 1897 – The sales of the *Saginaw Brewing Company* were 5,000 barrels. Over half of this output was bottled (2,800 barrels). Louis Darmstaetter was president, Albert Gruneisen was vice-president, and Rudolph O. Darmstaetter was secretary/treasurer. The number of barrels sold from the *Eagle Brewery* was about 2,000 barrels – about one third of this total was bottled.

1899 – The *John G. Schemm Brewery* became the *J. G. Schemm Brewing Co., Inc.* The Schemm brands were “Export, Special Brew,” and “Lager, Our Standard.”

1901 – The *Banner Brewing Co.* began construction at 1741 (1745/1765) Genesee St. The *Schemm Brewery* added a 14-foot mash tub, a hydraulic mash machine, a new refrigeration machine, and a 175 barrel copper brewing kettle. The equipment was identical to that used by Schlitz and Anheuser-Busch.

1902 – The *Banner Brewing Co.* began brewing on April 1 in a new, modern brewery costing \$100,000. The building was constructed of brick with asphalt and iron floors, was five stories tall, and could brew 140 barrels a day from 165 barrels of water pumped from a deep well. The plant had a 35-ton ice machine, employed seventeen men, and had three elegant wagons delivering “Hop Gold” beer to Saginaw neighborhoods and saloons. The railroad tracks behind the plant facilitated transportation of beer to other Michigan markets. The 62 stockholders were paid dividends up to 50%.

1905 – The *John T. Rosa* brewery began operation under the trade name of *Frederick A. Wiegand*. The *Schemm Brewery* produced 50,000 barrels a year and employed 30 men. The brands of beer – “Schemm’s Export,” “Nut Brown,” and “Private Stock” – were shipped all over Michigan.

1906 – The *Jacob Raquet Brewery* produced 40,000 barrels a year. Its most popular beer was “America’s Favorite Export,” which it sold mainly in the Saginaw Valley.

1909 – The *Frederick A. Wiegand* brewery business closed.

1912 – Jacob Raquet retired a wealthy man, and sold his brewery business to the *Star Brewing Company* on January 1. The *National Brewery*, owned by William F. Weber, expanded to five lots, employed 25 men, and produced 30,000 barrels per year. The *Grand Rapids Brewery* began business at 106 South Washington.

1914 – The family of the late John G. Schemm managed the *Schemm Brewery*. On April 11, they purchased the *Star Brewing Co.* After a short time, the brewing operation at the Star location was merged with that of the *Schemm Brewery* at the Hamilton St. location.

1919 – The brewery operations of the *J. G. Schemm Brewing Co.*, the *National Brewing Co.*, the *Saginaw Brewing Co.*, and the *Banner Brewing Co.* were shut down by Michigan State Prohibition. The *Banner Brewing Co.* became the *Michigan Bud Products Co.* and was issued a permit for the production of non-alcoholic beverages during Prohibition. The *Banner Company* also tried unsuccessfully to make Aero-Cushion automobile tires. Operations ceased in 1919. The *Schemm Brewery* conducted business as the *Schemm Products Co.* during Prohibition. A near-beer of about one-half percent alcohol was produced, called “Schemm Special,” containing no chemicals. The product was only popular in warm weather. The *Schemm Products Co.* closed in 1919. The *National Co.* continued to make carbonated, non-alcoholic beverages successfully throughout Prohibition and for several years thereafter.

1933 – Several Detroit businessmen purchased and remodeled the *Schemm* and *Banner* breweries. The *National Brewing Co.*, also known as *National Brewing*, was issued Permit No. MI-U-636. Brewing operations resumed, and the brewery was re-addressed to 205 Walnut St., Saginaw, East Side. The following products were offered: “German Style Beer,” “National Lager Beer,” and “National Leader Beer.”

1934 – The new owners of the *Schemm Brewing Co.* had trouble getting and keeping a state liquor license. Nevertheless, the *Schemm Brewing Co., Inc.* began brewing operations with the following labels: “Red Seal Beer,” “Schemm Beer,” and “Hunters Ale.” The *Banner Brewing Co.* resumed operation at 1734/1765 East Genesee St. The beers offered were “Amber Glo,” “Banner,” and “Brownie Ale.” The *Saginaw Premier Brewing Co.* attempted to set up brewing operations at Center and River streets, but never entered into full production. It subsequently closed.

Continued Next Page



Dave Alsgaard says: Note the year depicted on this tray for the Banner Brewing Company. A bit odd in itself, but also the month is included – most unusual. I think this is because, given that Banner began operations in April of 1902, this tray was produced as a special promotional item to mark the brewery’s opening.



- 1936 – The *National Brewing Company* was re-addressed to 1105 Walnut St. and was also known by the name *Walter H. Weber*.
 1938 – The *Schemm Brewing Co., Inc.*, and the *Banner Brewing Co.* closed.
 1941 – The *National Brewing Co.* closed.



Postscript to Saginaw's Beer Industry. By initially taking advantage of natural resources – especially ice from the Saginaw River and locally mined salt – the brewers had the means to manufacture their products. Quality beer products, coupled with a strong consumer base of – first, lumbermen and then, German heritage farmers – caused the sales of beer to grow and spawn breweries, numbering 11 in 1874. An interesting business case study evolved as competition, economic realities, and market forces resulted in the closing of some breweries, the growth of stronger ones, subsequent expansions and modernizations, and a generation of wealthy men. The Prohibition issue was looming in the late 1890s. Even so a new brewery came on board in 1901 and made high profits for its stockholders.

The devastation of Prohibition on the industry is sad to observe. The immediate economic consequences in jobs lost and profits destroyed, were followed by the gutting of an entire capital industry. This same business scenario was repeated over and over across the USA. Two of the three Saginaw breweries that started after Prohibition were gone in two years, and the third succumbed in eight. They failed in that they did not develop markets outside the Saginaw Valley. The Saginaw market became monopolized by other Michigan and out-of-state-breweries that shipped into Saginaw, eliminating the out-city markets for the Saginaw brewers.

On a personal note, I remember my dad saying how good Schemms Beer was; my grandfather drinking Frankenmuth beer at the beer garden on Saturday night; and buying National pop in wooden cases directly from the distributor.

References:

1. Bob Rosa Submission, "The Saginaw Five, 1897, Part 1" *The Breweriana Collector*, Winter 2007, pp. 29-33.
2. Bob Rosa Submission, "The Saginaw Five, 1897, Part 2" *The Breweriana Collector*, Spring 2007, pp. 8-13.
3. Tavern Trove, info@taverntrove.com, United States of America, Michigan, Saginaw.
4. Roselynn Ederer, *Industry Makes the World Go Around*, Chapter XII, Bavarian German Brewers, Thomastown Publishing Co., 2004, ttpublishing@aol.com pp. 197 - 216.

In Memoriam

Larry Jelinek

Sorry to report the death of Larry Jelinek.
 He was a collector of Wisconsin and Illinois Breweriana and mainly Miller High Life.
 He attended many Conventions and was instrumental
 in the revival of the Monarch Fall Show. We will all remember his banjo playing
 and his hit tune "George Washington Street Bridge."
 Our sympathy to his family as we all will miss him.



The Back Bar

The Fine Points of Dating

By John Bain

Gentlemen, you can save the flower bouquet and breath mints for later. This is not an etiquette guide for taking a new interest to dinner and a movie. (Sorry, ladies.)

For this article, I have compiled some guidelines and illustrations that can help you figure out the age of those early, lighted treasures in your collection. These guidelines will usually get you within a few years of when those items were made; sometimes to the exact day they rolled off the assembly line.

Patent Information

If the item you are dating has a patent number on it, you're off to a flying start. Patent information is one of the fastest ways to determine approximately when an item was made. Currently the internet is the best place I know for obtaining patent information – just surf on over to Google's Advanced Patent Search Engine at google.com/advanced_patent_search. There you can search by patent number, title, inventor, assignee (usually the manufacturer's name), classification, filing or issue dates, a key word or phrase (e.g. *lighted advertising sign*), or any combination of these data. Most of the time, you will search by number, date, or assignee because those are the only patent data, if any, that will appear on the item you are dating.

The website includes patent abstracts (written descriptions) and drawings of the patented items, which will help you determine if you're on target (see figure 1).

If you don't have access to the internet, you can call the United States Patent and Trademark

Office at 800-786-9199. For a government office, the telephone menu of options is surprisingly short and easy to use.

Sometimes patent information will only help you find the earliest (not the latest) date that an item could have been made. For the latest date you may need to conduct more research.



Fig. 2. 1940s Bullet light (from author's collection)

Advertisements and Catalogues

Pictorial ads or photographs in newspapers, magazines, trade journals, and other publications can help you figure out (within a few years) when the item was made. Look for the publication printing date on or inside the cover, or in the margin of the ad page. Since the styles of most items usually change after a few years, the item you're dating would likely have been made within a few years of the publication date.

Catalogues, like other publications, usually have a printing date. If the item you are dating

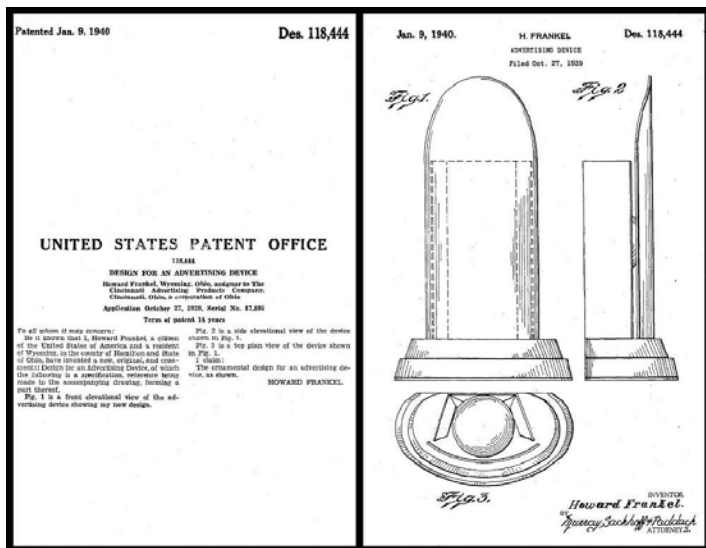


Fig. 1. Patent abstract and drawing of bullet light: filed Oct. 27, 1939; issued Jan. 9, 1940

Currently I am compiling a detailed database of early manufacturers of lighted advertising. It is very difficult and time-consuming to collect this information, and there is far too much to list here. If you need this type of information, contact me. I may be able to help you.



Fig. 5. Price Brothers "Hanging Oval Halo Sign"

Brewers and Brands

The item you are dating should show the brewer's name and/or brand. If you know when the brewer was in business and/or when the brand was brewed, then you know approximately when the item was made. If the item bears a slogan, an image or a label that was used only for a specific period during the life of the brewer or brand, you can narrow down the age of the item (see figure 6).

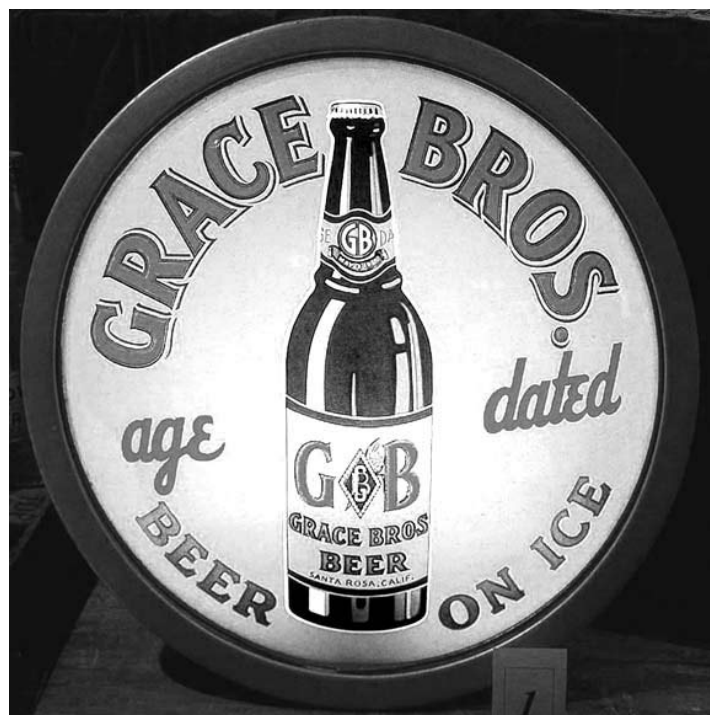


Fig. 6. Sign with image of advertised product – label depicted on bottle is circa 1937



Fig. 3. Page from 1941 manufacturer's catalogue

appears in a catalogue from, say, 1938, then the item was likely made within a few years (earlier or later) of that date (see figure 3).

Manufacturers

If the item you are dating shows the manufacturer's name, and you know when the manufacturer was in business under that name, then you know approximately when the item was made. The name can usually be found on a label on the back or bottom of the item (see figure 4).



Fig. 4. Manufacturer's labels

Some manufacturers moved around or operated from multiple locations. If the item shows a location and you know when the manufacturer was operating there, you can narrow down when the item was made.

If you don't know the period, ask a collector who specializes in the brand or item depicted in the image on the item. For example, if you're trying to date a sign that displays a graphic image of a Billy Beer can, ask an advanced beer can collector or a Billy Beer connoisseur for help.

By the way, a great place for dating labels is Bob Kay's website at home.comcast.net/~beerlabel. Thank you, Bob, for your valuable assistance.

Postal Zones and ZIP Codes

If an item has the manufacturer's name and address on it, it may have a one-digit or two-digit code after the city; or a five-digit code after the state (see figure 7).

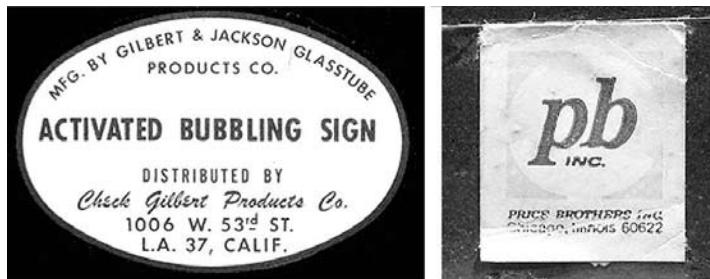


Fig. 7. Postal Zone (left); Zip Code (right)

The one or two-digit code is a Postal Zone. Postal Zones were introduced by the United States Postal Service in 1943 to route mail within large cities. So if the item you are dating has a one-digit or two-digit number, it was made in or after 1943 and likely before 1964.

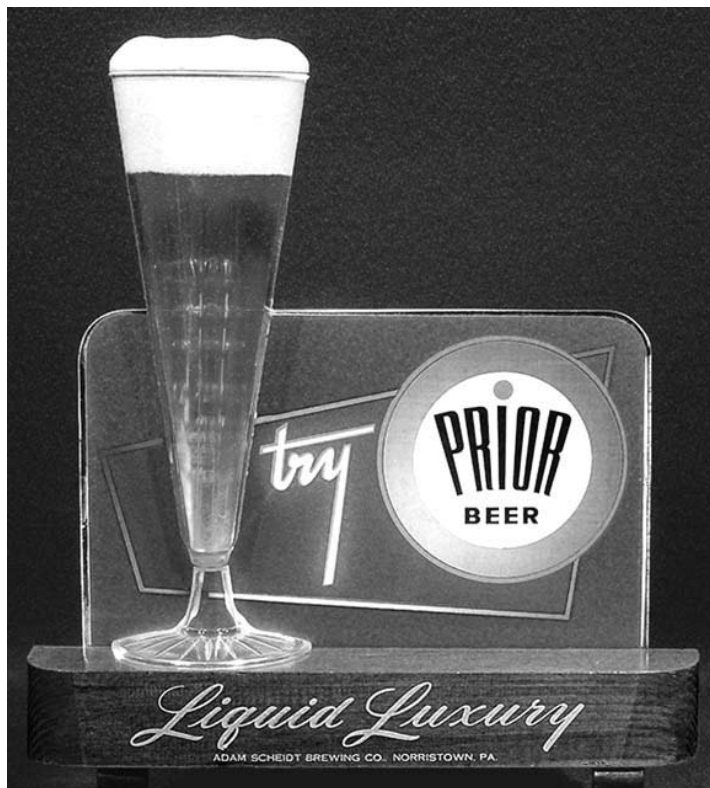


Fig. 8. lighted back bar bubbler by Gilbert and Jackson; made between 1943 and 1963

The five-digit code is a Zip Code. To accelerate mail delivery throughout the United States, the Postal Service began using ZIP Codes on July 1, 1963. So if the item you are dating has a five-digit code after the state, it was made in or after 1963.



Fig. 9. Post-1962 lighted back bar clock by Price Brothers, Inc.

The use of Postal Zones and ZIP Codes, however, was voluntary. In some cases, the manufacturer omitted them. Therefore, their absence does not prove that the item was manufactured before 1943 – although it could have been.

Manufacture Date

Sometimes the exact date of manufacture may be printed or stamped right on the item – which says it all and leaves plenty of time for a date with a beer.



Fig. 10. Back bar neon by Lackner, dated 6-20-41

If you have questions about dating early lighted breweriana, contact me at the back-bar@earthlink.net, or stop by my room at the 2007 NABA Convention in Bay City, Michigan in August.

By the way, the next "Back Bar" display and "Best of Show" contest are coming up at the "New Brewery Collectibles Show" in Suffern, New York on October 5th and 6th, 2007. If you want to participate, contact me now.

Cheers!



Executive Secretary's Report

By John Stanley

NABA ♦ PO Box 64 ♦ Chapel Hill, NC 27514

naba@mindspring.com

www.nababrew.com

As we go to press the early word on the Convention is the hotel is almost sold out. If you haven't made your plans please do so soon. Convention registration information can be found on the new NABA web site at www.nababrew.com. Bay City promises to be another great Convention.

The renewal notice was an insert page in the last issue and if your expiration date is May 31, 2007 (on the mailing envelope), you need to renew. As a secondary option you can always use the new membership application page that is in each issue of the BC. Please note that PayPal is a fast way to pay your dues. The email account to send payment to is naba@mindspring.com.

As of Memorial Day we still have 331 members who need to renew for 2008 (out of 858 current members). A secondary notice will be sent the end of June and a final notice will go out the end of August. Your dues must be current if you plan on attending the Convention: the registration form has a line to pay dues along with your Convention registration. Thank you to all members who sent in ballots for the board member elections.

On a side note I just bought a new Dell computer and dealing with the new operating system, Windows Vista, has been a little challenging. It is amazing just how different Microsoft can make operating systems from one version to the next. This will be my last column on the old

computer and I'm hopeful that I can learn how to use the new computer before the fall column is due.

Please welcome the following new members and renewals (see 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 Mark Brooks (1), Marvin Gardner (2), Dan McShane (4), Kent Newton (1), Rejoins (2), and NABA WWW (4) for recruiting these new and one-time members. I hope everyone can be in Bay City the first week in August.

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 |
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| <input type="checkbox"/> Bottles | <input type="checkbox"/> Dealer | <input type="checkbox"/> Match Safes | <input type="checkbox"/> Photos | <input type="checkbox"/> Tap Knobs |
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| <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

Anderson, Rick (Barbara)

6210 NW 52nd Ln
Gainesville FL 32653-4054
352-376-5080

ricka30327@aol.com

**All Breweriana; Southern
Breweries**

Bartlett, Chet (Jennifer)

4632 Barrington Dr
Springfield IL 62711-6308
217-299-0727

chetbartlett66@hotmail.com

All Breweriana

Bieke, Mike

4221 E Ray Rd Apt 2067
Phoenix AZ 85044-2008
480-258-1816

mbieke@cox.net

**All Breweriana; Detroit
Brewing Co of Detroit MI (My
family on my mother's side
owned the brewery - Martz
Family)** (www.oldbru.com)

Brown, James P (Sharon)

3440 Win Kae Pl
Bay City MI 48706-2416
989-233-2221

happytappy@speednetllc.com

**Books & Magazines-Cans-
Glasses-History-Mugs &
Steins-Tap Knobs**

Goulet, Gene (Debra)

5306 Lippincott Blvd
Burton MI 48519-1252
810-742-5353

**All Breweriana-Cans-
Coasters-Labels-Mirrors-Mugs
& Steins-Openers-Tap Knobs;
All**

Hill, Greg (Janet)

2905 Church Rd
Elizabethtown PA 17022-9056
717-533-7697

greg@keystonecustomhome.com

Tap Knobs (Ball)

Langstaff II, W Taylor

234 N Grant St
Bay City MI 48708-6563
989-893-8313

**Bottles-Cans-Photos-Post
Cards-Statues; Bay City MI:
Phoenix, Kolb, Bay City**

Leo, Tom

117 Jonquil Ln
Rochester NY 14612-1467
585-392-0588

**Cans-Crowns-Reverse on
Glass-Signs; New York &
New England**

Libby, David (Bonnie)

2016 Crown Flair Dr
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515-225-6261

brojodblib@aol.com

Signs (Pre-Pro)

Lilek, Kevin (Sheree)

2828 Breckenridge Cir
Aurora IL 60504-3216
630-692-1243

kelilek@sbcglobal.net

Cans

McGorray, Charlie (Vicki)

4253 E Lake Shore Dr
Decatur IL 62521-1735
217-429-2370

c.mcgorray@insightbb.com

**All Breweriana-Bottles;
Decatur Brewing & Pabst
Brewing**

Moore, Thomas J

(Jennifer Sabczak)
1509 S Warner St
Bay City MI 48706-5260
989-225-3629

**All Breweriana-Glasses-
Mirrors-Openers**

Quinn, Jim (Pat)

1608 1st Ave E
Spencer IA 51301-4338
712-262-5835

quinns@mchsi.com

**All Breweriana; Sioux
City, Iowa, South Dakota,
Minnesota**

Russell, Matt (Stacey)

21926 Capital Ave NE
Battle Creek MI 49017-9729
269-968-8091

ohiobeer@hotmail.com

**All Breweriana-Bottles-
Signs; Ohio esp Defiance and
Toledo**

Theisen, Dave

8893 Semiahmoo Dr
Blaine WA 98230-9516
360-371-2771

dthe415186@comcast.net

**Labels; Wisconsin Pre-1950
Only**

Viner, Randy

W5185 Keil Coulee Rd
La Crosse WI 54601-2933
608-781-2382

**Auction of Harry Viner's
Estate**

Travels with Brewster

Hello again from Brewster and his human guardians. This is the second installment of our effort to bring you an introduction to Michigan micros and persuade you to come to Bay City in August for NABA 2007.

We undertook this latest research on April 28th, with Frank and Vickie Zynda once again providing moral support and tasting input. We headed west from Dan-
sville so we could describe some micros on that side of the state for those coming from the west.

Our first stop was the Walldorff Brewpub (that's how it's spelled) in Hastings. Now this place is not really on the way to anywhere except Hastings – but for the real aficionado it is worth seeking out. Our trip with the Zyndas actually marked our second stop at this nice, out-of-the-way spot. On our first trip, we had eight beers to sample. On the second round, there were some changes in the line-up, and as a result, there were two new ones to try.

At the light end was the Bistrot Blonde which, although light, was very tasty as well as clean and crisp. It had more flavor than many entry level brews. The Bee Sting Honey Rye (their best seller) was quite nice with subtle tones of both rye and honey, which were well balanced. The Phantasm Peach Wheat was not very “wheaty” or sweet, but a good, mild, summer beer. This beer was favored by Vickie. The Rory Red was very malty and didn't finish as dry as many in the style.

The Rusty's Mild, at 3% alcohol, was a great session beer – a very good mild, which was also clean and crisp. Fred found the Firebird Pale to be very tasty with a nice dry finish. The Quitcherbitch IPA was hoppy and citrusy; another nice beer. The State Street Stout was a classic, dry-style stout, and had nice roast flavor.

After sampling these first eight on the initial visit, the Four Paw Pick went to the Bee Sting.

Our next visit would complicate matters.

The second time around we

By Fred & Mary Clinton

had an EZ Rider American Amber. This was the only beer we really didn't like, and we thought it had a touch of diacetyl. The Vanilla Porter, on the other hand, was, well – WOW! This had HUGE vanilla flavor without any cloying sweetness. If you love vanilla, you will really enjoy this amazing brew. This one received a unanimous Four Paw Pick!

On a final note, we found the Stout to be a touch sour on this second tasting. This is certainly a lesson in the fact that what we find on our visits may vary with what you find when you visit the same place and sample the same beer. There will often be some differences in the beers from one batch to the next, and of course, there is always the subjective nature of taste. For the most part though, I think when we find a place that seems to have good beers from top to bottom, it isn't going to change much over the short term, and there should be tasty beers to sample when you (or we) stop in to try them.

By the way, the Walldorff offered a good selection of hats, pints, growlers, and T-shirts – and the food we sampled was pretty tasty, too.

Our next stop was the Middle Villa in Middleville. While it, too, is not on the way to anywhere, it is closer to Grand Rapids. Unlike the previous brew pub, this one is not worth going out of your way for. They had three beers on tap: Beetlebug Lager, Ying Yang Lager, and a Porter. The Beetlebug was a starter beer, and although lacking in flavor, would not offend anyone. The Ying Yang was a little redder in color with perhaps a little more flavor, and was a clean-tasting beer. The Porter was not (a Porter that is). It had a definite unusual flavor none of us could describe, and was much too light for the style.

This place is a bowling alley and the beer seemed to be an afterthought. Our server knew nothing about the beers. He was a young fellow whose main job, we suspect,

was to rent bowling shoes and assign lanes. But he did make an effort. He read the beer descriptions to us.

Included in his reading was the statement that one of the beers had moderate “hoppiness” whereupon, he quickly concluded that was a typo and what was really meant was moderate “happiness.” When we assured him that “hoppiness” was correct, he replied, “The only hoppiness I know about is rabbits.”

Humor is where you find it.


We then headed farther west to Holland, home of New Holland Brewery. New Holland has two facilities: the original brewery and a new downtown brewpub. We went to the brewpub where some of the smaller-batch, special beers are brewed. The menu beers are brewed at the larger, original facility. There were 17 beers to be sampled, and yes, we sampled them all. We tried six brews, ate lunch, and then tried the rest. Lunch, by the way, was considered by all of us to be very good.

Rather than list all 17 beers and describe them each, we will just offer highlights and tell you that, with one exception, all the beers were good or better. This is a must-stop brewery.

We particularly liked the Sundog Amber Ale and the Red Tulip Ale. Both had a nice malty flavor and finished dry. The Red Tulip had a bit more body and mouthfeel, and was Frank's favorite.

Seven of the beers were of the big, high-alcohol variety, and each of these had something to recommend it. The Blue Goat Doppelbock was an excellent example of the style, being very malty. The Pilgrim's Dole Wheat Wine, though not our favorite, was an unusual beer, syrupy with a prominent alcohol taste. The Existential Hop Wine – by any other name, an American Style barley wine – was also very good with a significant hop finish.

Our Four Paw Pick here was the Czarist Imperial Stout. This was a delicious Stout with a definite vinous quality: wonderful on a cold



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winter evening. Miss Vickie's selection was a raspberry cider which was very fruity, but definitely cidery and a vivid pink color to boot. And finally, we all agreed that the Paleooza Pale Ale was an excellent beer which could easily be the winner with a nice, hoppy flavor and dry finish. Again, none of the other beers should be dismissed, but these stood out. The folks at New Holland are big into shirts, glassware, hats, and the like.

We then made the turn back to the east and up to the Furniture City, Grand Rapids. There are five brewpubs in the area, but we had only two on our radar. The first of these was the Hideout on the northeast side of town. Now, you won't just happen to drive by this place, but it is well worth taking the time to find. The Hideout not only makes beer, but also house-made cider and wine, and the occasional melomel, which is a fruit-infused mead (honey wine). We didn't sample the wine, but owner/brewmaster Ken McPhail is doing a nice job on the other two. And you have to love a place that has nine beers on tap (plus a cider) and four of the beers are stouts!

On tap on the day we visited were the Purple Gang Pilsner, Crusader's Weizen, a Pale Ale, Bootleg IPA, Belgian Trippel, Cement Shoe Stout, Smuggler's Hazelnut Stout, Imperial Stout, and a Bourbon Barrel Imperial Stout. As mentioned above, there was also a cider in the mix.

The Pilsner was right on for this German style and was also clean and crisp. The Weizen was also German style and very good and clean. The IPA was very good, as noted by its high marks on the Frank Zyn-da scale. The Pale was just a little harsh, but not overly so, and was

crisp and "apple-y" and very refreshing. It was reminiscent of the ciders we have had in the UK.

The Cement Shoe Stout was a classic dry and was very creamy, being served on nitro. The Hazelnut Stout had a nice amount of nutty flavor without being over the top. The Imperial Stout was one of the few Imperials that Mary actually liked. It was full of flavor, but without the vinous quality many have. It was very well balanced. The Bourbon Barrel Imperial was a wonderful example of the style. After all was said and done, we had a tie for Four Paw Pick between the Trippel and the Imperial Stout.

Please note, though, that the beer selection here is often changing. The Pilsner, the Weizen, the IPA, and the Hazelnut are the house beers, and everything else is a seasonal or rotating beer. Apart from the excellent beers, what we really liked about this place was its small, cozy, smoke-free, comfortable atmosphere – a real beer aficionado kind of place. There are a few snacks available to eat, but otherwise no food. (They do let you order food in, though.) There are a few T-shirts available.

At this point we thought we should perhaps eat dinner which we did, in an outstanding restaurant called Leo's in downtown Grand Rapids. Worth checking out if you need eats.

Then it was on to Founder's Brewery, which we could walk to from our hotel.

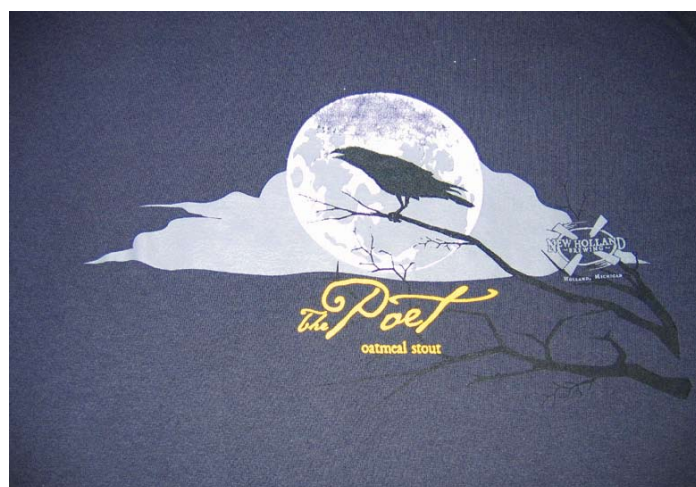
still a drinkable beer. The Trippel was a very deceptive beer: It was exceptionally smooth and creamy – it had a softness without being overly sweet that belied its huge 11% alcohol content. The cider was

Unfortunately, we arrived there at 8:00 pm on a Saturday evening and they were collecting a \$4 cover. But we wanted to sample the beers and were told that the band was an acoustic group. It became clear before we even ordered, however, that "acoustic" means different things to different people. This group was instrumental amped through the loudest speakers any of the four of us had ever heard. We couldn't even yell at each other to be heard, and the music actually hurt the ears. Figuring we couldn't survive (let alone enjoy) beer sampling, we managed to order (through hand signals), a growler of IPA, and retreated to our hotel feeling sure the band appreciated our \$16 donation. The beer was excellent, and judging from some of the other beers we have had in bottled form, a return trip is warranted – just not on Saturday night.

Well, in this issue and the last, we have only scratched the surface of the great beer places here in Michigan. There are, after all, about 80 breweries and brew pubs in the state. For a complete list go to the *Michigan Beer Guide* website: www.michiganbeerguide.com. And remember, apart from the beer, we have another little secret – our natural resources. We have miles and miles of white sand beaches, breathtaking Great Lakes, jewels of inland lakes, huge tracts of forest, and some of the cleanest air anywhere.

Hope to see you in Bay City. We are going to have a good time! Until then,

Cheers!





Advertising

Classified Ad Guidelines

All advertising materials and inquiries should be directed to:

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The Breweriana Collector
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Meadows of Dan, VA 24120
540-593-2011
falconer@swva.net

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| Issue | Materials Receipt | Est. Publish Date |
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| Fall | September 1 | October 1 |
| Winter | December 1 | January 1 |
| Memb. Direc. | December 15 | January 1 |

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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

WANTED: Brewery Tokens booklet, by Kenneth Bassett, insert in 1976 NABA BC. Also wanted; Minnesota brewery tokens, openers, corkscrews, etched glasses, signs. Especially looking for applied label glass PALE BOHEMIAN WM. SCHELLHAS BREWING. Pat Stambaugh, 651-564-0200; p.stam@mchsi.com.

V139

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

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Doubletree Hotel

Contact John Stanley

naba@mindspring.com
www.nababrew.com

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Winnipeg, Manitoba
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Phil Mandzuk
philman@mts.net
Rob Horwood
horwoodr@shaw.ca*

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Larry Handy: 215-412-2344**

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Jerry Matonis
570-693-3612
jmat973447@aol.com**

**Canadian
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416-465-3386
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