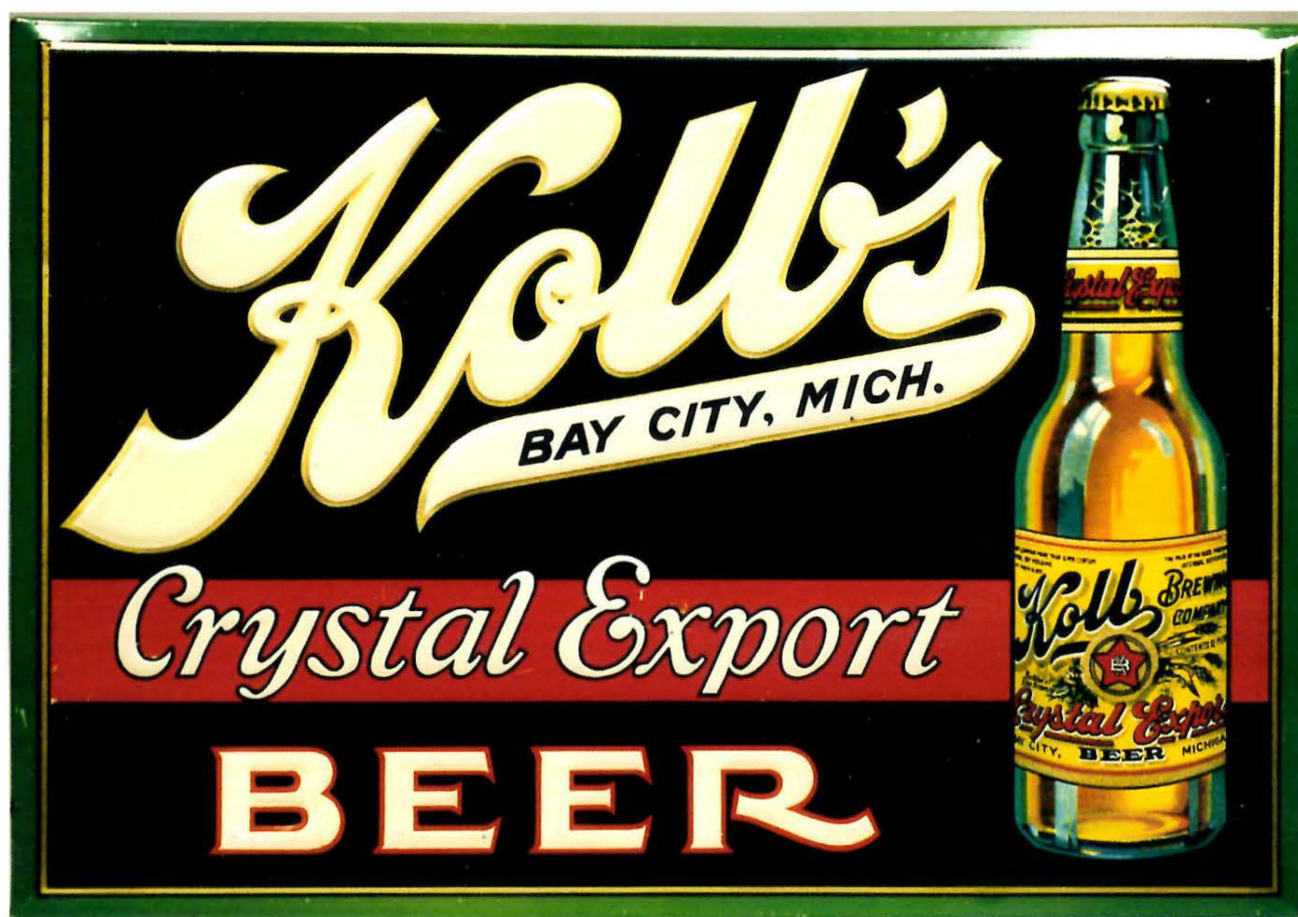


The Breweriana Collector  
JOURNAL  
OF THE  
National Association  
Breweriana Advertising

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WINTER 1995



**KOLB BREWING COMPANY**

Single Copy \$6.00

**REISCH OF SPRINGFIELD, IL**

# National Association Breweriana Advertising

A Not For Profit Organization Incorporated In The State Of Illinois

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## COVER

The strong graphics and colorful treatment of the Crystal Export bottle add up to a handsome pre-war tin sign in the Kolb collection of Dan and Becki McShane.

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Dues are \$20 per year domestic, \$30 Canadian, \$40 overseas. Send application for membership, dues, change of address and advertising for the Membership Directory to Robt. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Send advertising for The Breweriana Collector and manuscripts to Peter Blum at Suite 5000, 300 River Place, Detroit, MI 48207. Advertising rates are \$150 full page, \$80 half page, \$40 quarter page, \$20 short ads in the Buy-Sell-Trade section. Short ads are \$5 if limited to member's own collecting activity.

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## President's Page

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It's Christmas Day as I write; beautiful, sunny and not wintery at all, although Mother Nature did as good a job of providing a (snowless) White Christmas as is possible, with a coating of rime over everything. The Bears are in the playoffs (bear-ly), so we can anticipate at least one more football game in this season of rebuilding. Our Naperville house is on the market, and perhaps by the time you read this we will be ensconced in our new home in south-central Pennsylvania. Almost all the collection that has decorated the walls over these last nine years is packed up in boxes, so we are living in an unaccustomedly "sterile" environment at the moment. It will be a period of rebuilding for us, too.

For those of you who weren't at Convention, I want to introduce you to some new names on the Association masthead. We have a new secretary: Hamp Miller, long time collector and NABA Auction ringman, and originator of the popular seminars on printing techniques and reproductions at Convention, has replaced John Brandt, who has served NABA well as Board Member, Vice President and Secretary over the past eight to ten years. We have a new Board Member, my neighbor from Wheaton, an opener collector without equal, and my friendly competitor in mug collecting, Norm Jay. Norm has agreed to assume the additional board assignment of Membership Chairman. I'm sure regular convention attenders know both these gentlemen, and I am delighted to have them offer their service to the Board. I wish to take this additional opportunity to again thank John Brandt and Rick Procasky for their efforts on behalf of all the NABA members. Another name that I hope you will be seeing more of is that of Board Member and Oldenberg-hand extraordinary, Dave Gausepohl, who has agreed to take on the additional assignment of NABA Chapter Liaison Officer. NABA hasn't done well in recognizing or helping to promote its Chapters Monarch in Chicago, Queen City in Cincinnati, Gambrinus in Columbus and Doggone in Frankenmuth, Michigan. With the new Liaison Officer, we hope to increase coverage of chapter news to *The Breweriana Collector*, and will publish the chapter names, addresses and contact people in the Membership Directory.

We already announced that the Board voted to keep Association dues at \$20 for at least another year, so those of you who like to take care of things in advance can send Bob Jaeger a check for 1995-96 anytime now! At the time of the Convention, NABA had 1250 (1993-4) members, with 970 paid up for 1994-95. Bob estimated a membership of 1300-1350 for 1994-5, showing continual steady growth. Don't forget RECRUITING this year (and every year!); it is the best way for your collecting interests to expand, and your Association to grow.

I'd like to ask all the readers of *The Breweriana Collector* a favor; Peter Blum, our Editor, would like some feedback on the new microbrewery feature, planned for three issues a year. He has a strong industry connection, but cannot keep up with everything. If you have information to pass on, or comments and suggestions, please write Peter Blum, 300 River Place, Suite 500, Detroit, MI 48207. Being Editor is a pretty lonely job if there is no contact with the readership, except at Convention and shows. Yes, I know, postage just went up to 32 cents; so don't eat one candy bar, and make a very devoted NABA worker happy by writing him!

1995 looks like a year of big changes for Robbie and me . . . a move, official retirement, a new career as full-time antique dealers (with a supplement of a brokerage on all the products I used to sell when employed), and the time to get to more hobby-business related shows and conventions. We don't plan on abandoning the Midwest with the move back East, although we have given up our ten year space on the Kane County Flea Market. We hope to get to places we have never had time to visit, like Brimfield and some of the Eastern BCCA chapter shows like Blue and Gold, Metrolina and ECBA events. Please drop me a line about shows, etc., that we should hit in the East – all suggestions are welcome! I'll have the new address in the NEW MEMBERS list as soon as we close on the house, but we'll have an extended mail forwarding program with our local USPO when we move.

Bless you all, dear friends! As the wine ad says, "Thank you all for your support," and the Graffs (and all the NABA Board) wish you all a wonderful collecting year to come.





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## From Your Editor

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An article by John Vincent in the London Times of August 31 told the sad story of 47 year-old Keith Osborne. He was dismissed from his position as a local government official after being sentenced to 18 months in prison. His crime was stealing 28 beer labels from the archives at the Public Records Office in Kew, a major depository, where he had access as a registered reader.

Osborne owns the largest collection of British labels according to the Guinness records book (30,700 in 1987, going back to ca. 1846). When he saw unique labels pasted on cardboard in the records office, the temptation was too much. The theft was caught on a hidden camera. The judge accused him of being obsessed with his hobby and threw the book at him for violating a national resource. He denied being obsessed and plans an appeal. Obsession should have been his defense. We all know the thrill of acquisition and the deep regret of losing out. If our hobby has a dark side, it is when the desire for acquisition makes us greedy and its success boastful.

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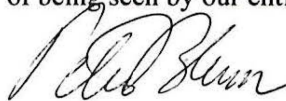
This issue features two breweries, Kolb in Bay City, Michigan, and Reisch in Springfield, Illinois. Both articles were submitted by descendants of the founding families. For Kolb, it was Dan McShane and his wife, the former Becki Kolb, and for Reisch it was great-great-grandson Tony White. There is Kolb material available for other collectors, but Dan and Becki pursue it with special passion. Tony White is one of several Reisch collectors, and his life can be made more pleasant by some Reisch items he did not know about.

Thanks to Reino Ojala, we have a story of the small brewery which served Preston, Minnesota before prohibition. Only a few bottles and labels are known, but perhaps there is a glass somewhere to put a smile on Reino's face.

A phone call from Larry Sherk in Toronto notified us that the Community Museum of Windsor, Ontario was opening an exhibit on local brewing history Sunday, November 13. As Windsor is just on the Canadian side of the Detroit River opposite downtown Detroit, we sent our foreign correspondent through the tunnel to cover the opening. The exhibit is called "Brewed in Windsor," and the museum, the Francois Baby House (pronounced Bah-bee') has done an excellent job in the modest space available. But instead of taking notes, our correspondent started chatting and drinking Sleeman Ale with friendly natives claiming to be collectors of Canadian breweriana. He did manage to take a few photos. We have barely a dozen Canadian members, and this is one of the few times that Canadian breweriana is illustrated in our magazine.

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Stephen Clifford of Trumbull, Connecticut pointed out that I erroneously attributed three of his items illustrated in the last issue to either the auction or to another dealer. He showed a Premier Beer (Philadelphia) rectangular tray, the Isaac Cook & Co. Old Boston brewery lithograph, and the great Lemp "Peacemaker" self-framed tin in his room, and he obviously did not get the credit he deserves. I photographed them because they are outstanding pieces worthy of being seen by our entire readership. The good news is that they are still available.



Peter Blum  
Editor

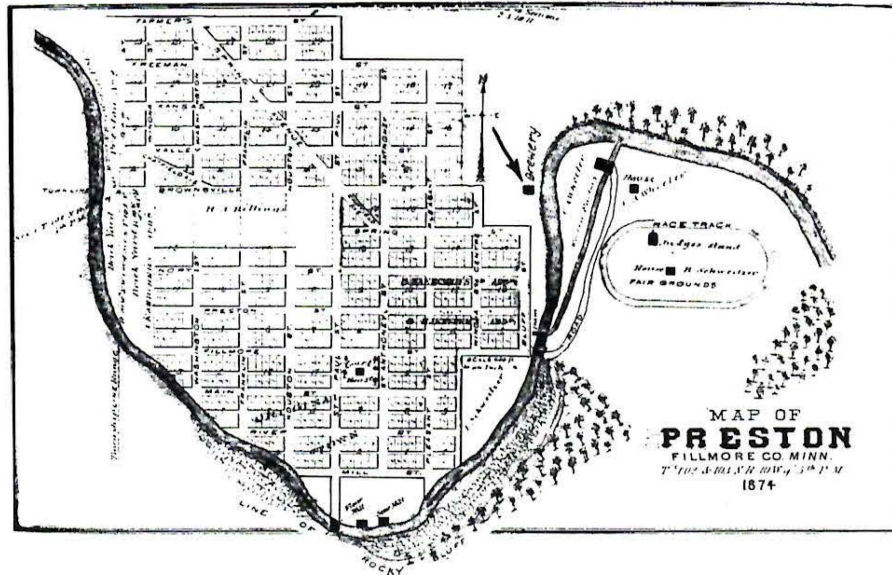


*Canadian brewerianists at the opening of the "Brewed in Windsor" exhibit from left, Gordon Holder and Larry Sherk, Toronto, and Ben Bromley and Bille Marentette, both from Windsor. Most of the exhibit is from Marentette's specialized collection of Windsor breweries.*



# Preston Brewery Was Once a Source of Pride\*

Vienna L. Drake



A town's beer was once its fingerprint. Its brew was a key to its nationality, an easy form of identification and a source of pride.

In Southeastern Minnesota and Western Wisconsin a city without its own label was like a country without its flag.

Cities rallied around their beers; brewing it as they liked it, and drinking it as fast as they brewed it.

In every long, cool swallow was a taste as individual as the community that produced it. And next to the old dreams at the bottom of the glass lingered memories of an Old World and heritage.

Almost every city on the northern Mississippi River, and up and down its tributaries, had its own brewery by the 1860's; looming wood or brick buildings stuck into hillsides and within easy reach of good water and good grain.

Coming from areas of Europe with beer-drinking traditions as strong as the brew they made, settlers in surround counties and Winona found it natural to complement their agricultural skills with their brewing heritage.

The same grains that sustained the immigrants on tiny, over-divided plots on the European continent, provided bountiful harvests on the rich soil of Minnesota and Wisconsin, chosen especially for their semblance to the mother country.

Different European countries had different ways of brewing beer and so did individual brewmasters. The result, when immigrants from Europe banded together in American communities of the same nationalities, were beers unique to the communities which were easily distinguished from the brews of other towns.

In some cities, where more than one country was represented, a brewery for each nationality would be in operation.

The beginnings of the Preston brewery are sketchy. According to recorded history, the establishment was started in 1859 by Messrs. Somers and Lint, who managed it for several years when it passed into the hands of Mr. J. Hach, who operated same until 1874, when it was purchased by a Mr. Smith.

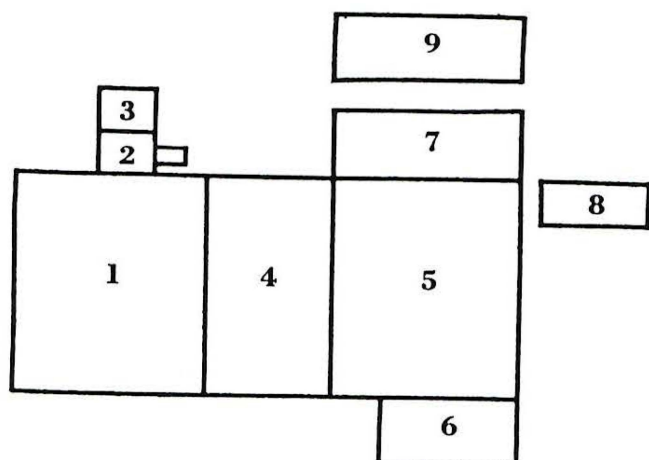
Later it passed into the hands of his widow and was closed in the summer of 1878. At that time it was considered worth \$12,000 which was refused for the property.

Peter H. Luhman and Yager resumed the business from 1887 to 1903 and their output was well spoken of by beer drinkers. They sold out to a Mr. Riddle who operated it until 1911 when he sold to August F. Knapp.

Rupe Knapp of Everly, Iowa, son of the last brewer, furnishes the following information:

*\*This article appeared in COMING HOME, commemorating Preston, Minnesota's 125th Anniversary, August 1980, edited by Judy Juenger and Joe Gartner. The article has been abridged for The Breweriana Collector. Submitted by Reino Ojala, who would like to thank Sherry Fuller of the Minnesota Historical Society and Jerry Henke, Executive Director of the Fillmore County History Center, for valuable help.*





General floor plan according to Rupe Knapp. (1) Brewing room, with mashing room above (now residence). (2 & 3) Store. (4) Boiler room, with hop storage above. (5) Aging cellars, horizontal vats holding approx. 2,000 gal. (6) Keg wash house. (7) Ice house, 800 ton capacity. (9) Hog house, where brewery byproducts were fed.

My father, A. F. Knapp, came down from St. Cloud, MN a year before the family arrived and stayed that time at the old Workman House. I was born in 1914, two years after my mother came to Preston. I believe the purchase price of the brewery in 1911 was \$40,000 – a tidy sum in those days.

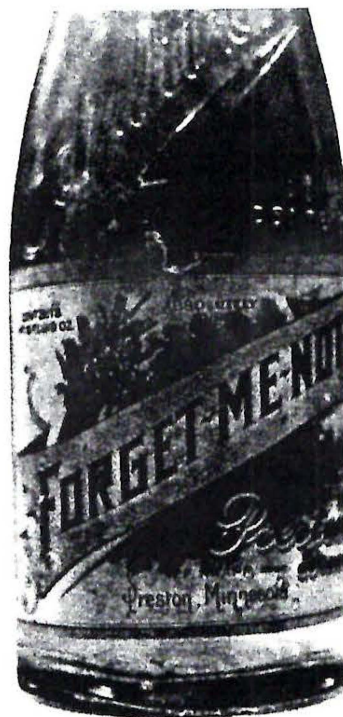
Soon after buying the brewery, my father began manufacturing and selling beer under the name Peerless Beer. He soon found himself in difficulty with another brewer who was already selling beer registered as Peerless. My oldest brother, Fred, was delegated to design a new label for the product. After some experimenting, he decided on a label bearing intertwined leaves and flowers of the Forget-Me-Not flower. The original label design had the words Forget-Me-Not written in long hand diagonally across the label, but some time later this was changed to the printed form.

I could not have been more than three or four years old, the one and only time that I went along on a delivery. My father hooked the light driving team of horses, Cap & Dan, to a buckboard load of beer and we made a route which took us to Hutton, Greenleaf and Wykoff or Forestville and Carimona, though probably not in that order. The only part that leaves a vivid impression on me is coming back through Buffalo Grove in pitch dark and we depended on the horses to see us safely home. I can't

recall a night so dark. Other routes included such places as Isinours, Fountain Spring Valley, Cherry Grove, Fillmore and Waukoee, Lanesboro, Peterson, Whalan, Mabel, Lenora, Blackhammer, Harmony, Henrytown, Highland, and others which are probably long gone and which I can't recall. Some shipping was done by rail.

My father operated the Brewery from about 1911 to 1919. I think it was April 19th that the beer left in inventory was dumped by Sheriff Blexrud and his deputies. I'm told the men waded in beer to the tops of their hip boots! It seems incredible now that there would have been a whole years supply to dump after they had been given a years grace to dispose of the surplus, but, if today, the government outlawed grocery stores and gave them one year to dispose of their stock, do you think many people would really believe they meant it?

By a strange quirk of fate, my son, Harlen J. Knapp, has the last surviving bottle of Forget-Me-Not beer. Ed Murrel who was a partner in Murrel & Klein (Corner Grocer) and a foremost "dry", picked up this one bottle and with the Sheriff's permission, kept it as a souvenir to mark the demise of the "demon rum." In 1934, when I was delivering ice to the home of Ed's sister, Mrs. Dan Hester, he told me that he had this bottle of beer which no longer meant much to him as he was a tee-totaler. Beer had again been legalized in 1932, so he promised to give it to me. For one reason or another, he never got around to



It was not unusual for small midwestern brewers to use another brewery's bottles. In the Minnesota Historical Society collection are two aqua crown top bottles, one embossed Christ. Magnus Brew. Co./Cedar Rapids, Iowa, the other from the Schoenhofen Edelweiss Brewery of Chicago (above). The labels were identical 1 pt - 8 oz on buff paper, black print with orange trim and blue flowers.





*Left: The Preston Brewery at the turn of the century. Stacked wood indicates heat source for steam boiler. Railroad followed the South Branch of Root River into town, which looped to the left. The railroad was removed about 15 years ago. Rare postcard is in Reino Ojala's collection.*

it. I left Preston in 1941 and didn't return until some time in 1950 and then only for a visit. Some years later, Ed entered the Preston Hospital, where my sister Louise was employed as a P.N. One day Ed called by sister into his room and told her to dig out his foot locker. He said he had something in there that she was to give to Rupe. That was the last bottle! However, I never got to see Ed after 1941 and since by sister didn't attach any great importance to the whims of an old man, this bottle didn't come into my possession until about 1964. That was 30 years after Ed said I could have it and almost 25 years after I had last seen him. How's that for integrity? He was one of the old school whose word was his bond. There are some empty bottles of both Peerless and Forget-Me-Not still in the Forestville store (an old store which has been preserved as a Minnesota historical site). I believe this Peerless to be the one with which my dad was in conflict.

After the implementation of the 18th Amendment, the Preston Brewery continued in business

for short time producing soda pop. During this time the malting room was turned into an extracting department. This business was short-lived as dad could see no future in soft drinks and he refused to make what he regarded as an inferior beer containing only ½% alcohol. Thus about 1921 or 1922 came the end of an era."

The building was converted into an apartment about 1920 and the Clarence Hansons now reside there.



*The surviving brewery building is of locally quarried limestone and has been updated with a new chimney, windows and aluminum soffits. Photo July 1994 by Reino Ojala.*



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# The Kolb Brewing Company

1867-1939

*Dan and Becki (Kolb) McShane*



**K** George Kolb Sr., founder of the Kolb Brewing Company in Bay City, Michigan was born in Beirham, Bavaria Germany in 1827. He came to America in 1850 with his wife Margaret and two year old son Frederick. After working on farms and in lumber mills, George Kolb purchased the Henchel Brewery in 1867, which was producing approximately 500 barrels of beer per year. He changed its name to the Salzburg Brewery, after the village in which it was located. With the help of his oldest son Frederick and son-in-law Morris Westover, he increased production to 3,000 barrels per year by the mid-1870s. The brewery was a wood frame structure which stood on Fitzhugh between Fifth and Sixth Streets, in west Bay City.

During the early 1880s ownership changed from George Kolb, Sr. to his son Frederick and son-in-law Morris Westover. By the mid-1880s the annual capacity had increased to 8,000 barrels. In 1888 George Kolb, Sr.'s, two youngest sons, George Kolb, Jr. and Adam G. Kolb, took over and changed the name of the brewery to Kolb Brothers. Under their ownership, a new three-story brick brewery was erected in 1890 at a cost of \$50,000, with the capacity of 60,000 barrels of beer per year. Both brothers were recognized as hard-working,

attending to all details of the business in person. They apparently gave their entire attention to the business, which had a reputation as the finest office and brewery in the county. The brewery was known for its Crystal Export Lager, but pilsner, porter and brands such as Bavarian Brew and Family Brew were also brewed.

In the 1890s business in general flourished in Bay County. During this decade the brewery underwent many changes in refrigeration and bottling equipment. By the turn of the century all of the free-standing lumber



*Dan and Becki (Kolb) McShane live in Bay City, Michigan. Becki is a direct descendant of the Kolb brewery family. Dan is employed by Midas Muffler and Becki is a physical therapist at a local hospital, Bay Medical Center. Dan and Becki began collecting in 1989, soon after they married.*



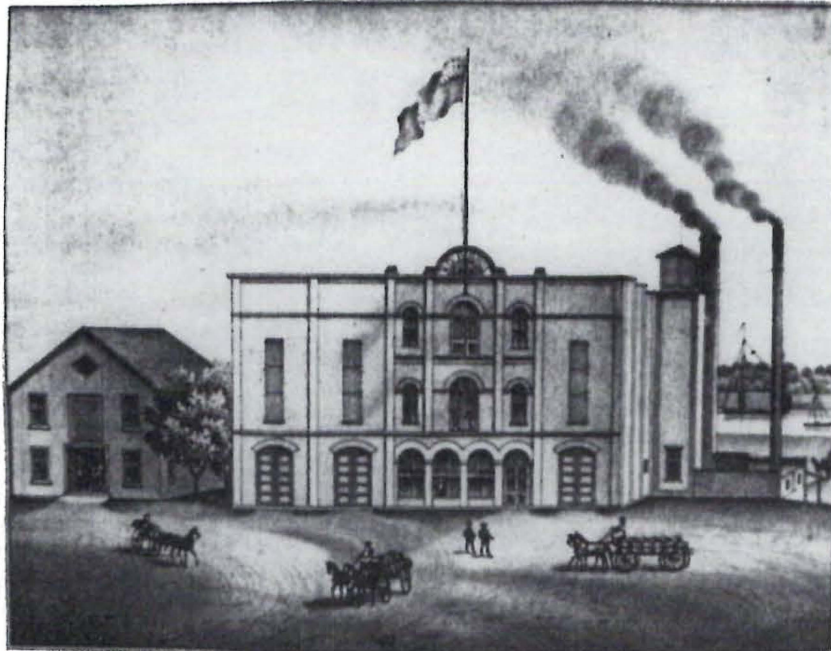


*Above: Founder George Kolb, Sr., second from left, takes a break with his men and a young boy. The framed picture shows two figures but is otherwise too indistinct. A cooper is demonstrating the use of a drawknife on a very long plane, and in the back a cellarman is holding a round yeast skimmer.*



*Above: Adam Kolb poses with employees, perhaps before a July 4th celebration. Two great saloon signs are displayed, one being curved. The brewmaster is sitting behind a fine brass microscope, which has never before been seen in such photos. The rectangular object held by the young man at left is puzzling. It has the shape of a sample from a bale of compressed hops sent for inspection.*





KOLB BROTHERS BREWERY, WEST BAY CITY, MICHIGAN.

had been cut in Bay County, but there was still plenty of work in the Saginaw River area as America entered the Industrial Revolution.

In 1905 the address of the brewery changed when Bay City merged with West Bay City. The new address was 603 Germania Street in Bay City. In September of 1907, Kolb Brewing Company was incorporated with \$100,000 in capital. George Kolb Jr. was named president and Adam G. Kolb secretary/treasurer.

Preparing for the arrival of prohibition, the brewery produced a non-intoxicating cereal beverage called Cerola. With Michigan being one of the first states to go dry in 1918, the Kolb Brewing Company became the Kolb Cerola Company and the Kolb Beverage Company. After the early death of Adam G. Kolb in 1919, the older brother, George, Jr., went on to operate the business through prohibition, with the aid of his son Adam. Kolb survived by bottling their own labels, such as Kolb's Country Club Soda, True Fruit Sodas and other recognizable brand names, such as Hires Root Beer, Mavis Nu-Icy and Whistle sodas, with the popular saying, "*Thirsty? Just Whistle.*"

Kolb family capital was low when prohibition ended in 1933. George Kolb, Jr. turned to a local businessman and family friend, H.G. Wendland, for the capital needed

to resurrect the brewery. Wendland owned 51% of the new brewery stock and became president, with George Kolb's wife Matilda and investor Ben Henderson holding the remaining shares. Matilda was vice-president and Henderson secretary-treasurer. By late spring 1933, Kolb's Crystal Export Lager was back on the shelves of local markets. In the 1930s the brewery also bottled beer for a local grocery chain under the Truworth and Big Master labels. It was a festive atmosphere on Germania street at that time as residents were happy to have the brewery operating again.

However, good times were not to last. Competition with the Phoenix and Bay City breweries took its toll and business declined. The Kolb Brewing Company was laid to rest May 6, 1939 due to competition and problems between the Kolb and Wendland interests. With the valves open on the vats, the remaining beer poured down the city storm sewer and a beautiful head of foam emerged in the Saginaw River, slowly flowing downstream.

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Special thanks are due to Robert H. Kolb, Jane Kolb Hess, Mary Jane Walker, Fred Youngs, Leslie Watson, Bay County Library System, Bay County Historical Society, fellow NABA member John Coupie for taking photos, Betty Westover Perry and Leo Crower.





*Above: Teams with wagons and two carriages line up behind the brewery, ready for delivery. The stacked wood indicates how the steam boiler was fired in this early photo.*



*Left: The same view, perhaps twenty years later, shows much taller buildings except for the center section. The decorated wagon indicates a July 4th parade.*



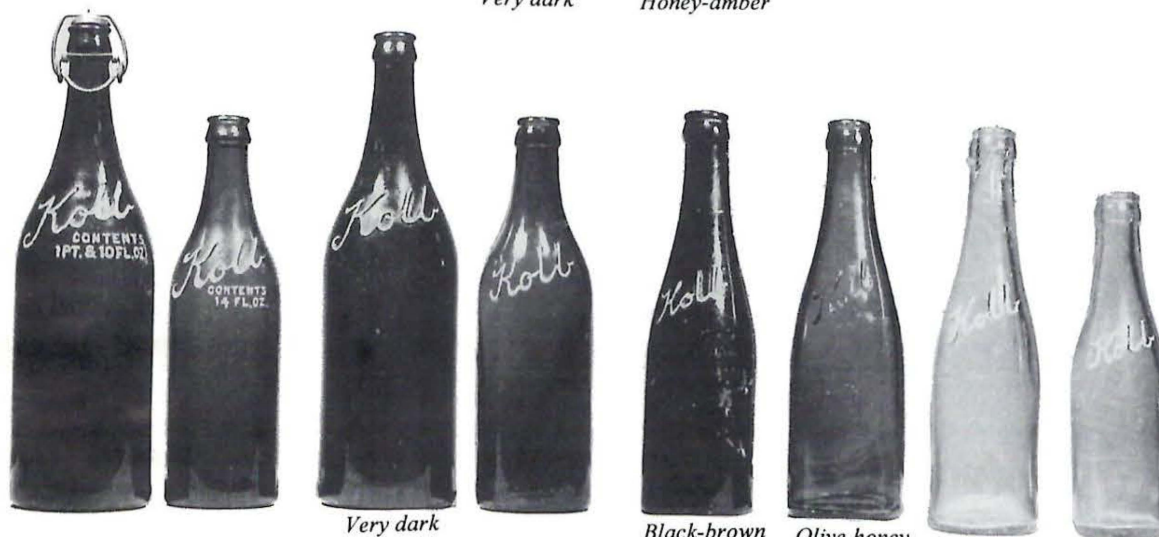
## Embossed Kolb Bottles

24 Different from Blob Tops to Single Word Crowns



*Very dark*

*Honey-amber*



*Very dark*

*Black-brown*

*Olive honey*

*All items illustrated on this and the following three pages are from the collection of Dan and Becki McShane.*



# Kolb

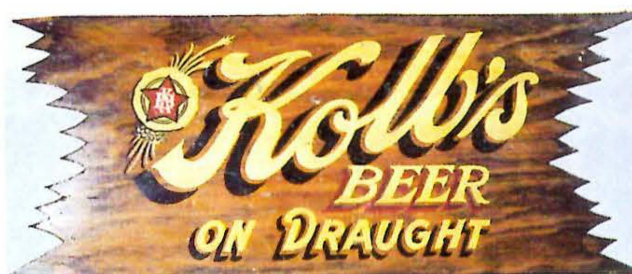
# Labels



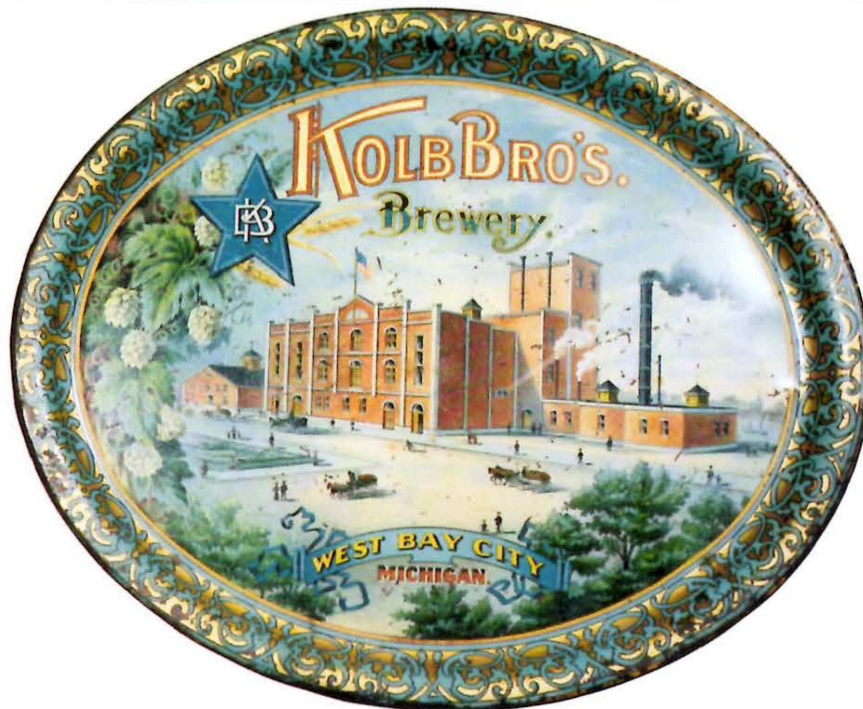




A nice collection of cases, a rare cork puller and a handsome bar clock show the range of items in the McShane collection.







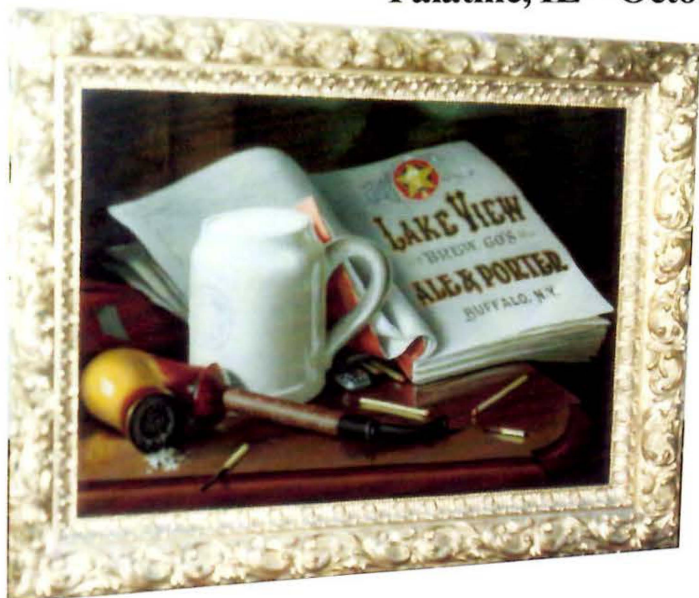
*Only the Cerola sign is commonly seen. Perhaps a dozen copies of the tray exist, but it is a very tough find in nice condition. The early Mediterranean ladies are certainly an unusual subject for a beer lithograph (note the Kolb logo on the footstool) and show a nice blend of innocence and expectation in fantastic colors and condition, and it is the only one known.*



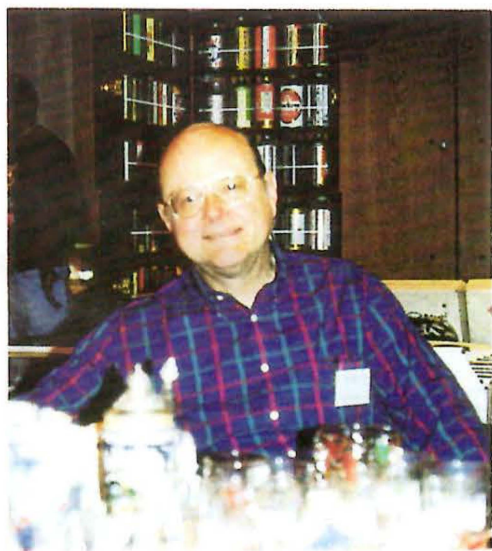


## Chapter News: Monarch Show

Palatine, IL – October 28-29



There was a good mixture offered, including some nice old pieces. An unusual Schlitz litho on metal, held by Sue Flerlage, changed owners. At left is outgoing Monarch president Paul Zagielski with his successor Dennis Glossa, who took over in January. Paul started the Monarch Club 14 years ago and developed it into a major regional organization. Congratulations to both. Below at left, former treasurer and current board member Stan Loula sits behind an array of glasses and mugs.





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## Items of Interest



The striking Olympia reverse-on-glass sign belongs to tin collector Richard Basey of Monrovia, California. A more utilitarian Olympia item – a casserole dish – was shown by ABA member Dan Rasor at their convention. The beautiful Schlitz tray, previously unknown, was a lucky find by Schlitz arch-collector George Rendl. Congratulations! Lone Star posed a puzzler with this 30 pound, 16" diameter weight owned by Robert Mebane of San Antonio. Well, you hitched your horse to it when there was no fence or post. Originally blue on top, it is, ah, different, but still a desirable local item. Alan Peters from Hamilton, Ontario has a "different" item of another kind. It is a small Carlsberg plaque which has a swastika on it. The Scandinavians in our group know that the swastika is an ancient good luck symbol. The Carlsberg item dates from the first decades of this century when the brewery's emblem was a swastika in a 12-pointed star or sun.



## **"Brewed In Windsor"**

**Museum Displays Interesting Rivertown History**



*Collection of  
William Marentette*

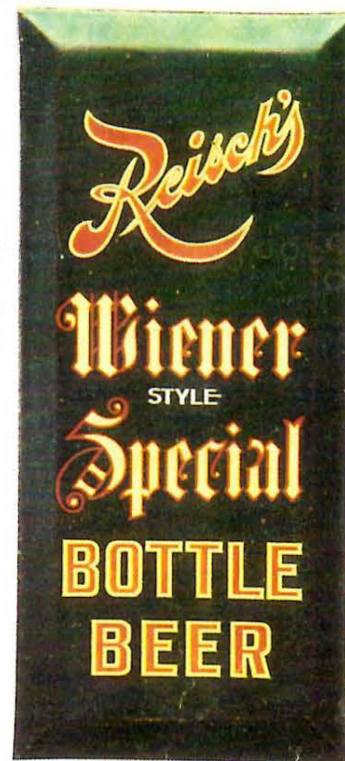




## Reisch of Springfield, Illinois



With the exception of Jim Searle's "Mildred" at left (The Meek Co., Chicago 1907), these items belong to Tony White, shown sitting below amidst his collection. The peacock saloon sign in maroon and green is outstanding, although the blue one is probably older.







Tim Wallace owns these four labeled bottles. The sign below, the Sangamo label and the Gold Top tin are Tony's. Jim Searle supplied the IPTP label.



Newspaper ad from July 1949 is from the collection of Daryl Ponder.

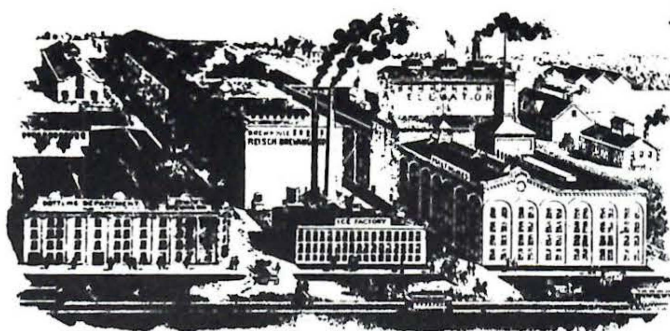




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# The Reisch Beer Story

Tony White



REISCH BREWING CO., SPRINGFIELD, ILL.

Bought of



**I**n 1809 two men were born in two different countries separated by a wide ocean; Abraham Lincoln and Franz Sales Reisch. Their lives would lead them to Springfield, Illinois. One man went on to regional renown, the other to national and international preeminence.

There are a number of parallels to their lives. Both men were born to fathers of modest means: one father was a peasant, the other was a farmer. Both men traveled to New Orleans. Both men lived in Kentucky and Indiana before becoming pioneers in Illinois. Both men eventually settled in Springfield, a few years apart. Both worked hard all their lives to become successful in their community.

Franz Sales Reisch was born in the small village of Niederhausen, in what was then the Grand Duchy of Baden, close to the Rhine River. While he was still a young boy, a United States envoy passed through his village, inviting men to come to the U.S. to start breweries and wineries. At that time strong whiskey and rum were the only alcoholic beverage available.

Reisch resolved to become a brewer and emigrate to the United States. At the age of 17 he was apprenticed to a brewer in nearby Alsace. As part of his trade he learned coopering, so he could make the vats in which

the beer was fermented and the barrels in which it was sold. After serving three years as an apprentice and another three years as a journeyman, he sailed to New Orleans in 1832, crossing the Atlantic in forty-two days. He began to use the Americanized version of his name, Frank, soon after arriving here.

Reisch worked his way across Kentucky, Ohio, Indiana and Illinois, earning a living as a cooper and looking for the best place to build his brewery. At one point he considered going to the Great Lakes, but he was told that they were salt water, so he decided not to go there.

By 1837 Reisch, then 28 years old, had saved enough to sail back to Germany and marry the patient woman to whom he had been engaged since he was an apprentice. After many festivities and celebrations they returned to the United States. Over the next 20 years they had seven children, four boys and three girls.

As soon as he could save enough money, he bought a quarter section (forty acres) of white oak timber land. During the day he cleared the land and tilled the soil, building a house, workshop, stable, cribs and a granary. At night he made barrels by candle light.

In 1847 he bought an acre of land in Springfield and began construction of the large underground cellars

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*Tony White is the great-great-grandson of Franz Sales Reisch. He became interested in the Reisch Brewery as a child, when he lived just three blocks away and heard many stories first-hand from his relatives. White graduated from St. Louis University and was an administrative officer in the U.S. Air Force. He now has two manufacturing businesses in Winchester, Virginia, and lives nearby with his wife Jeanne and daughter Meredith. His collection began in 1966 when the brewery was sold. He would like to hear from anyone with information, brand names, breweriana or interest in the Reisch Brewery, or any other brewery in Springfield, Illinois.*

*\*The above letterhead courtesy of the Illinois State Historical Library.*





*Above: Brewery founder Frank Reisch (100 Years of Brewing).*

*Left: A pre-teen Marquette truck provided a roof, an unobstructed view and a warm place for feet, and carried 32 cases of Reisch – "The Beer for Health and Strength." Both were needed to move these heavy cases. Photo courtesy Illinois State Historical Library.*

where the beer would be fermented and stored. He did all the work himself. He dug a well, made the aging vats, and built a three-story frame building 20 feet by 24 feet above the cellars. His first brew kettle was copper and had an eight-barrel capacity. In the winter he brewed enough beer to meet the summer demand. He also cut ice from nearby ponds and rivers to keep the beer cool in the summer. The first Reisch Beer was sold in 1849.

Eventually three of his four sons joined their father in running the brewery. When his eldest son completed his education in 1862, Frank Reisch took him into partnership, renaming the firm "F. Reisch and Son." A few years later, in 1869, two more sons joined the partnership and the firm became "F. Reisch and Sons."

By 1870 sales had reached 5,000 barrels a year. In 1875 tragedy struck. Frank Reisch fell from the third floor of a new malt house being built, struck his head and died a few hours later. He and his sons had become prominent leaders in the community and 197 vehicles were in the funeral procession. The same year the name of the firm was changed to "F. Reisch and Brothers."

Sales continued to grow under the leadership of his sons: 15,000 barrels in 1880, 30,000 barrels in 1890 and

50,000 barrels in 1896, the year his son Frank died, "the largest property owner in Springfield."

In 1903 the firm was incorporated, becoming the Reisch Brewing Company. In 1912, when the brewery was at its peak, 100,000 barrels of beer were sold. The collection of buildings now included a 42-foot by 80-foot brew house, a five-story brick ice house 40 feet by 70 feet, two malt kilns, a three-story malt house of 100,000 bushel capacity, and stables 35 feet by 80 feet for 48 horses.

The Reisch Brewery promoted a number of different brands over the years. A 1913 letterhead lists Bimini, Pilsner, Extra Pale, Bohemian, and Muenchener. Reisch also brewed a Wiener Style Special sometime after 1906 and a Sangamo beer, named after the county, which also predated prohibition.

Two events soon greatly diminished the fortunes of the sons. The first event – prohibition – wiped out their primary source of income and caused them to default on many pieces of tavern property that depended on sales income to pay the mortgage. The second event – the Great Depression – wiped out the value of the grain futures from their farm land.



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In 1931, son George Reisch, then 89 years old, wrote, "The whole stock in trade of prohibition always consisted of hypocrisy, cunning deception and absolute falsehoods. They continually claim to be followers of our Lord, Jesus Christ . . . were He here now and acted as He did when on earth, He would be arrested, prosecuted, heavily fined, and sent to prison for life, or possibly murdered by those same pretended friends and hypocrites."

During prohibition the firm survived as best it could, making flavored "soda waters" and malt syrups. They also grew mushrooms in the cellars. After the repeal of prohibition in 1933, George Reisch and his sons raised \$250,000 to refurbish the plant.

George Reisch died in 1936. His three sons, Carl, Walter, and George, Jr., took over management of the firm. The main brand was Gold Top Beer. During the war a competitor brewed a watered down beer called Gold Coast. To avoid confusion, the label was redesigned after the war to feature the name "Reisch" in large lettering and the words "Gold Top" in very small lettering. This was the final label change, and was the only brand being sold. The end of World War II brought increased competition. Anheuser Busch, only 100 miles away in St. Louis, easily shipped beer into Springfield and captured the market of younger beer drinkers, helped by intense advertising.

The Reisch family celebrated its 100th year of brewing and selling fine beers in 1958. Sales at this time were 30,000 kegs and 90,000 bottles. Forty employees were on the payroll. In 1966 the hospital across the street from the brewery approached the firm about buying the land to build a medical school. The sons of George Reisch, getting up in years, accepted the offer and dissolved the firm. One hundred and seventeen years of Reisch Beer came to an end.

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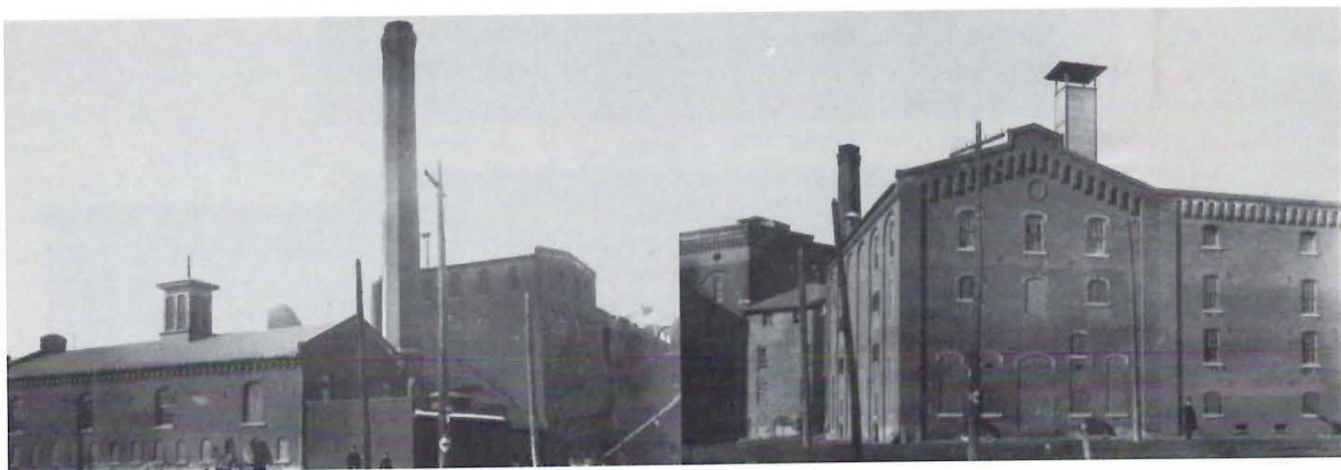
Articles in the Illinois State Journal and Journal Register, most undated, in collection of the author.

One Hundred Years of Brewing, H.S. Rich & Co., Chicago, 1903.

Reisch History, George Reisch, Sr., 1931.

Reisch Family History, Mary O'Brien, after 1966.

Photostat of Liquor License made by the County Clerk of Sangamon County, notarized 1908.



*The Reisch Brewery in the 1890's was a mixture of buildings, seemingly not all at right angles to another, seen here in a composite of two photographs. The center building on the right side can be identified in the letterhead, although artist added windows wherever there was space. Photos are from the Illinois State Historical Library.*



## Kroll's Auction Results

**G**lasses, Mugs and Steins completed its 12th auction on November 5, 1994. One thousand five hundred thirty-two items were shown in the 64 page auction book, of which the largest portion of items were beer drinking vessels.

In the mug and stein categories, Budweiser items again brought in the top bids. A Budweiser "A" and eagle Ceramarte stein, CS24 sold for \$633, a CS17 Americana stein brought in \$550, and a CS16 German Cities stein hit \$325. Budweiser steins are identified by "CS" numbers in Anheuser-Busch publications. These prices show that the demand for low number CS mugs is much greater than the supply, and pushed even the very plain Brazilian CS 24 to the level of artistically well-executed Mettlachs.

Several pre-prohibition mugs from long-closed breweries saw active bidding and increased prices from previous auctions. A Keeley Brewing Co. Thuemler mug from Chicago went for \$275; a desirable Old Times Lager – Henn & Gabler Brewing Co. mug from Chicago went for \$330; and a very attractive West Bend Brewery mug from Wisconsin sold for \$307. West Bend, a town north of Milwaukee, was known for its fine well water which contained some lithium, and this gave the local beer its name Lithia. Pre-prohibition etched beer glasses also brought strong prices. An Arnholt & Schaefer Brewery glass from Philadelphia went for \$75; a rare and extensively decorated Green Tree Brewery glass from St. Louis went for \$226; and a Yakima Beer glass from North Yakima, Washington sold for \$146.



CS11, \$297

CS16, \$325

CS17, \$550

CS 24, \$633



\$204

\$303

\$275

\$303



\$90

\$65

\$75

\$130

\$226

\$146

\$65

\$52

For information contact Peter Kroll, P.O. Box 207, Sun Prairie, WI 53590 (608) 837-4818 (eve).



## Micro/Brewpub Update

**T**he breweries of the Cincinnati region have been very busy meeting consumer demand. The Oldenberg Brewery has once again gotten into the holiday spirit with **Winter Ale**. The Oldenberg 1994 holiday mug is available at stores throughout Ohio, Kentucky and Indiana, and is gift-packed with bottles of Oldenberg beers. The brewery has also launched a new program known as Classic Drafts. This program will offer authentic styles of draft beer to a limited number of establishments. The first issue of Classic Drafts is **Frederick Hauck Centennial Stout**. Frederick is the grandson of John Hauck, a famous Cincinnati brewer. Frederick turned 100 years young on December 28th, 1994. A **Nut Brown Ale** will follow the Frederick's Stout.

The Evansville Brewing Company's **Drummond Bros.** brand has become the second largest selling imported beer in Japan. Over one million cases have been shipped so far. This brewery is running at full capacity. Evansville is offering three Santa Claus seasonal beers. These beers are available at the brewery or by mail order at (800) 318-BREW. There is a **Christmas Cream Ale**, a **Christmas Amber** and a **Christmas Porter**. The three bottles are packaged in 22 ounce bottles in a special holiday carton.

Hudepohl-Schoenling has introduced **Little Kings Ice Cream Ale** and **Little Kings Red Ale**. Hudepohl-Schoenling has begun to export some of their products to England, Canada, Japan and other countries in the Far East and they hope to enter the Mexican market soon. Their **Tradewinds** brand has also introduced a number of new flavors. The **Main Street Brewery**, a new brewpub in Downtown Cincinnati at 1203 Main Street, is scheduled to open on December 8th. Lexington,

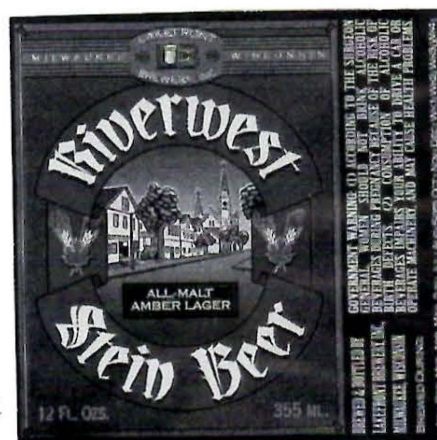
Kentucky will soon be the home of a brewpub known as the **Lexington Brewing Company**.

By the time of our Chattanooga convention there will be at least four microbreweries in the Nashville area. They include **Bohannon Brewing** with their new pub, also **Big River** and **Bosco's** new Nashville locations, and a new establishment in the suburbs. Along with the **Smoky Mountain Brewpub** in Knoxville, convention attendees can also visit **Big River** in Chattanooga. Just outside of Memphis, in the suburb of Germantown, is the location of **Bosco's**. Coors has a brewery in Memphis, the former Schlitz/Stroh facility. This plant offers tours and has a wonderful hospitality room which is decorated like a riverboat, with a "Riverboat Gothic" ceiling and a big stern paddlewheel.

*Dave Gausepohl*

The tie-in between mega and microscale brewing received a significant boost when Coors announced that it has signed an agreement with the Colorado Rockies Baseball Team to include a microbrewery in the new Coors Field. While the Sandlot Brewery is planned for only 4,000 barrels annually, it shows again that large breweries have become aware of the potential for special labels. If we hear "play ball" in the spring, fans at Dodger Stadium and Candlestick Park can try the Marzen brewed by Gordon Biersch. And close to home in Detroit, the Tiger Stadium gave Larry Bell from the Kalamazoo Brewing Co. a chance to serve Deb's Red Ale last summer. Bell's brewery rang up good sales last year and plans to expand.

*PHB*







## Executive Secretary's Report



The fall Board of Directors meeting was held October 29. The Monarch Chapter had their annual Breweriana Show also on this date. As always the show was well attended. Please see page 16.

The 94 NABA Greensburg Convention was a big success.

Pennsylvania really has a large brewing history! The Greensburg Convention Chairman was Ron Kitka. Many thanks for a job well done. The Latrobe Brewing Company – that's Rolling Rock – also was a very good host. The lunch served by the brewery was super.

As in past years there will be a 94 Convention Mug. Anyone who attended the Convention has their name listed on the mug. There are still some mugs left and can be had for \$20.00. Please make checks payable to NABA.

One purpose of the Board Meeting was to review the By-Laws. The main order of business was the 95 Convention, August 4, 5 and 6, in Chattanooga, Tennessee. The motel is the Holiday Inn Chattanooga Choo Choo Railroad Station. Chattanooga is a very interesting tourist town. The Tennessee Aquarium of fresh water fish cost 45 million dollars to build and is a must to see. To name a few attractions: Southern Belle Riverboat, Warehouse Row Factory Outlets, Rock City Gardens, Ruby Falls, Lookout Mountain, Incline Railroad, Houston Glass Museum, Confederama, Worlds Largest H.O. Railroad and Discovery Museum. Also the Electric Shuttle Bus to downtown.

The Big River Brewery is only one and a half miles from the motel and serves good beers and fine food. Trolleyman Wheat and Anglers Amber Ale are the most popular brews, and there are also an Imperial 375 Pale Ale and Iron Horse Stout. Ask for the crab cakes or seafood pasta.

The 95 Convention Hospitality Room will open on Tuesday, August 1, 1995. The auction will be Friday, August 4, 1995, and Buy-Sell-Trade Public Show on Saturday, August 5, 1995. More details will be mailed in the Spring.

The following new members are *WELCOME* to the NABA and we hope you can find the breweriana you like.

Sincerely,  
Robert E. Jaeger  
Executive Secretary

## New Members

ANDERSON, JAMES H. (Carolyn)  
10802 Tall Oak Trail  
Austin, TX 78750  
512-258-0425  
All breweriana; Lone Star, Jax

CARB, STEVEN H.  
32 B Shelter Cove Lane  
Hilton Head Island, SC 29928  
803-681-3300  
All breweriana, barrels, cans  
history, photos, tip trays

COX, MARK A. (Helen)  
209 Coolidge Lot-4  
Connersville, IN 47331

CULBERTSON, WILLIAM E. (Pamela)  
11112 Snyder Road  
Knoxville, TN 37932  
615-671-3746  
All breweriana, cans, history,  
mugs steins, neon signs, openers  
Anheuser Busch, Bud

DAHLIA, CARL  
7339 W. Addison  
Chicago, IL 60634  
312-889-2836  
Mugs steins, signs, statues

DENK, GARY (Karen)  
2419 Midway Drive  
Santa Rosa, CA 95405  
707-576-1720  
Glasses, mugs steins, signs

FOWLER, DAVID B. (Lisa)  
3221 Alton Road  
Chamblee, GA 30341  
404-455-6638  
Mirrors, mugs steins, neon signs,  
reverse on glass, signs; Budweiser

HARMS, TOBI  
4 Dover Drive  
Belleville, IL 62223  
618-233-3533  
Bottles, cans, mirrors, openers, tap knobs  
Pabst

HEIDENREICH, BOB (Julie)  
P.O. Box 232  
Badger, IA 50516  
515-545-4539  
All breweriana, cans, coasters,  
glasses, mugs steins, signs  
Hamms, Schmidt, Grain Belt

HUBER, JACK (Brenda)  
612 W. 5th  
Sedalia, MO 65301  
816-826-0474  
All breweriana, bottles, mugs steins,  
post cards, signs, trays  
Anheuser Busch (Pre-Pro)

KOGOY, AL  
348 Park Avenue  
Wilkes Barre, PA 18702  
717-823-3750  
All breweriana  
Reichard & Weaver, Stegmaier, Gibbons,  
Glennons, Howell & King, Yankee,  
Susquehanna, Bartels; All Brwgs. from Scranton,  
Wilkes Barre, Hazzleton, Nanticoke Argas



KOVACH, DONNA LEE (Leonard)  
DLK Nostalgia & Collectibles  
P.O. Box 5112  
Johnstown, PA 15904  
814-269-3326

All breweriana, clocks, corkscrews,  
dealer, glasses, mugs steins, neon  
signs, openers, reverse on glass  
signs, statues, trays, thermometers

LABBY, DEE A. (Renee)

2788 Hall Drive SE  
Smyrna, GA 30082  
404-432-5882  
All breweriana, cans, labels; Pabst, Schlitz, Picnics

MICLOSKEY, DAVID (Nancy)

537 Brook Street  
Bristol, CT 06010  
203-582-8572  
All breweriana, mirrors, paper items,  
reverse on glass, signs, trays  
Conn, New England, Lemp

MITCHELL, WAYNE (Laurie)

121 Pine Hill Court  
Clemmons, NC 27012  
910-764-8276  
Ash trays, cases, clocks, coasters,  
mirrors, openers, pitchers, signs, statues,  
trays, tip trays, neon signs, corkscrews  
Wayne Brew

NORTH, MICHAEL J.

2007 Garfield  
Port Huron, MI 48060  
810-982-5632  
Cans, history, mini beers, neon signs, signs, trays

PARIS, JOSEPH

9772 Bethany Center Road  
East Bethany, NY 14054  
716-343-1330  
Bottles, cans, clocks, lamps, mugs steins, trays

PELLETIER, GARY M.

13141 Finch Way  
Apple Valley, MN 55124  
612-432-3905  
Glasses, mugs steins, openers, signs

POWELL, ANTHONY V.

594 Milligan Drive  
Stone Mountain, GA 30083  
404-292-3204  
Bottles, glasses, neon signs

RAUMIKAITIS, JOHN

P.O. Box 1445  
Salem, NH 03079  
603-898-4452  
Clocks, mirrors, neon signs, signs  
tap knobs; Coor's Light

RICHARDS, BILL (Carole)

44 Water Street  
Poland, OH 44514  
216-757-2001  
All breweriana, mugs steins, pitchers  
Buckeye, Tip Top, Renner

RIZER, SCOTT

3055 N. 186th Street  
Brookfield, WI 53045  
414-785-0238  
Bottles, glasses, history, lithos,  
paper items, post cards

SELIGMAN, ANTHONY

11900 Wickchester #617  
Houston, TX 77043  
713-558-7221  
All breweriana, cans, knives, post  
cards, signs, tip trays

SMITH, WILLIAM J. (Kathleen)

1281 E. Curtis Road  
Hope, MI 48628  
517-689-3000  
Mirrors, mug s steins, tap knobs  
Bud, Miller, Pabst Blue

SOBIESKI, MEL (Amy)

4797 W. 220th  
Fairview Park, OH 44126  
All breweriana, neon signs, patches,  
reverse on glass, signs, statues

THE AMERICAN FOUNDATION FOR  
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800-323-4917  
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WYNKOOP BREWING COMPANY

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Denver, CO 80202  
303-297-2700

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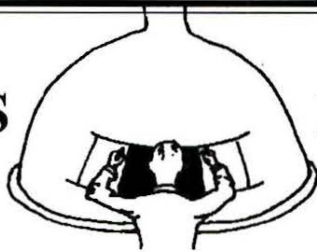
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## WHAT'S



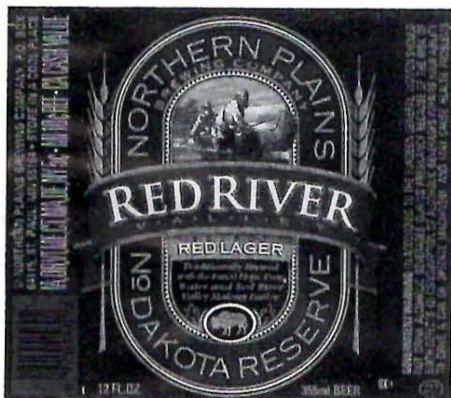
## BREWING

### The Redfoams are coming!

More Red beers are being brewed. Red Wolf Lager joined Elk Mountain Amber Ale in Anheuser-Busch's Specialty Brewing Group out of the Jacksonville plant. Distribution is planned for the East. Stroh, which has an Augsburger Rot, looked for inspiration in the malting barley region and came up with "Red River Valley Select Lager." For those not familiar with that area, the Red River forms the border between Minnesota and North Dakota to the west, where most of the malting barley is grown. In line with a trend not to identify niche beers by the name of a mega-company, Red River is brewed in St. Paul by the Northern Plains Brewing Co., a specialty division of Stroh, with special malts from the former Hamm malthouse. We will visit the St. Paul Stroh plant during our convention in two years.

Heileman has a Weinhard Boar's Head Red rooting around in the marketplace, which was good for 150,000 barrels in 1994. Pete's Brewing Company joined the big boys with Pete's Wicked Red, and there are others out there, with more to come. The problem is that the red slice of the beer pie is only so big.

Miller also went canine, unleashing Red Dog under the Plank Road Brewery label; Molson also brews it in Canada. Red Dog, however, is not a "red" beer. Miller put up signs that only the name is red, to correct a bit of product confusion. Miller does have a red beer under the Leinenkugel line, with a nice red label.

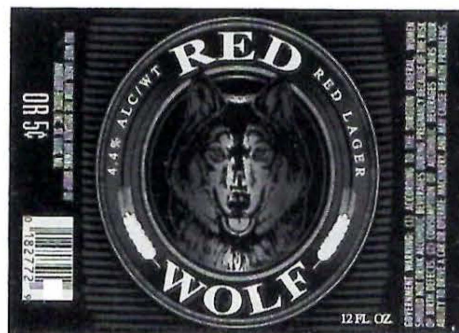


Coors has not been idle. It launched the fourth special of '94, a somewhat seasonally confused beer called "Oktoberfest Marzen" (Marzen, from Maerz = March, was traditionally brewed in the early spring for late summer consumption). USA Today called it "robust," a desirable adjective for Coors. It turns out that one reason Coors sued to have the alcohol content shown on the label – formerly prohibited to avoid possible alcohol escalation – was to fight a perception of having weak beers by demonstrating middle range alcohol values. Coors Winterfest was again well accepted.

Advertising agencies and sports coaches/managers live under a common threat – get results or get fired. It even happened to D'Arcy Masius Benton & Bowles, the agency for Anheuser-Busch's Budweiser brand since 1915. DMB&B got the boot on general principles – flagship brands for Miller and Coors lost great percentages to their Light extensions. "The King of Beers" is dead. Long live the new slogan – or else! The Miller Brewing Co. also changed its agencies in a complex shuffle; it was the second change for Lite Ice in 15 months. The winning agency (Leap) was founded by executives who did very well for a competitor – Bud Light.

The year 1994 produced many new labels; flexibility is in. Imports, seasonals and boutique beers showed the biggest percentage increases. On the other side, three of the four most popular brands are light beers. Big brewers must be jack-of-all-segments.

PHB





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# BREWERIANA AUCTION

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PREVIEW - FRIDAY - 12:00 NOON

SATURDAY - 7:30 A.M.

RON KIKTA - TECHNICAL ADVISER - TELEPHONE EVENINGS - 814-749-7183

MEMBER OF NABA - ECBA - ABA - BCCA

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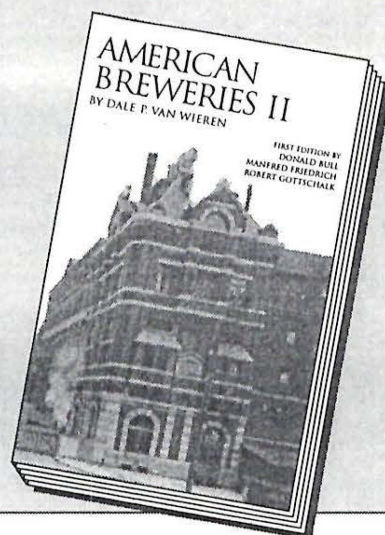
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First Brewery in the New World !
- 1873** — Over 4000 Breweries were  
Operating in the U.S.A. !
- 1933** — Prohibition Repealed!
- 1976** — First "Microbrewery" Established!
- 1984** — *American Breweries* is Published!
- 1995** — *American Breweries II* is Available  
to a Nation Thirsting for Facts!



**A**merican Breweries was a landmark book which has become the bible of collectors and historians. *American Breweries II*

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The 1984 edition, if you could find it, would cost you a small fortune, but *American Breweries II* is available to you for a pre-publication price of only \$20 plus shipping, and handling. The pre-publication price is available only on orders received by June 1, 1995. After June 1, the price will be \$25 plus shipping and handling. **DON'T MISS OUT! ORDER YOUR COPY NOW!**

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Send orders to: American Breweries, P.O.Box 1354, North Wales, PA 19454

*American Breweries II*: Edited by Dale P. Van Wieren, is a publication of the Eastern Coast Breweriana Association. Copyright 1995.



## Events of Interest

- March 9-12 **Nevada Convention & Beer Show, Sands Regency Hotel in Reno.** Jim Dermody, 2900 Vassar #307, Reno, NV 89502 (702) 323-2891.
- March 12 **Brew City Ad Show, Serb Hall,** 5101 W. Oklahoma, Milwaukee. Jim Welitok, Townline Rd., Sussex, WI 53089 (414) 246-7171.
- March 16-18 **Annual Luck of the Irish Show, Oldenberg Br'y, Ft. Mitchell, KY.** Dave Gausepohl, 3488 Ridgewood Dr., Erlanger, KY 41018 (606) 371-4415.
- March 25-26 **Indianapolis Antique Ad Show, now in new South Pavillion,** State Fairgrounds. Also Beer Can Show same weekend. NABA hospitality 8 PM poolside at Holiday Inn, US 421 & I-465, Friday, March 24.
- April 7-9 **Keystone BCCA Chapter Show and Crownvention IV, Chambersburg, PA,** Holiday Inn. John Vetter, 4300 San Juan, Fairfax, VA 22030 (703) 591-3060.
- April 9 **Annual ECBA Show, Merchants Square (off I-78), Allentown, PA.** Jim Strouse, 981 Vine St., Macungie, PA 18062 (215) 967-6741.
- April 20-22 **Just for Openers Convention,** Ramada Inn, 4016 Frederick Blvd., St. Joseph, MO. Don Whelan (816) 324-3603.
- April 29-30 **Brewery Show, Evansville, IN,** together with major 200 dealer show, Vanderburgh, CO 4-H Center, Brent Pace (812) 471-9419.
- May 20 **Gambrinus 6th King's Spring Fling,** Veterans Memorial Auditorium, 300 W. Broad St., Columbus, OH. See ad below. Doug Blegen (614) 890-0835.
- August 4-6 **N.A.B.A. 24th Annual Convention, Chattanooga, Tennessee**

## Buy – Sell – Trade

TOY TRUCKS FOR SALE: 1/34 scale beer trucks, all \$35 each plus UPS, Miss Budweiser, Special Export, Esslinger, Stroh, Lone Star, West Virginia Ale, Burkhardt. G & J Collectibles, 28780 Front Street #A9, Temecula, CA 92590-2848. 1-800-889-TOYS.



**SATURDAY,  
MAY 20, 1995  
9:00 AM TO 3:00**

**6TH ANNUAL  
KING'S SPRING FLING  
VETERANS MEMORIAL AUDITORIUM  
DOUG BLEGEN (614) 890-0835**

## AUCTION

### BEER OPENERS & CORKSCREWS

#### DON BULL COLLECTION FOUNDER OF JUST FOR OPENERS (JFO)

**2400 BEER OPENERS & CORKSCREWS  
HUNDREDS OF DIFFERENT BREWERIES & BEER BRANDS**

**"A"s 10, "B"s 250, "C"s 250, "E"s 750,  
"G"s 50, "H"s 50, "I"s & "J"s 600, "P"s 150  
"M-1"s & "M-2"s 12, "M-3"s (Slide-Outs) 35 (23 Beer)  
Plus 200 Miscellaneous**

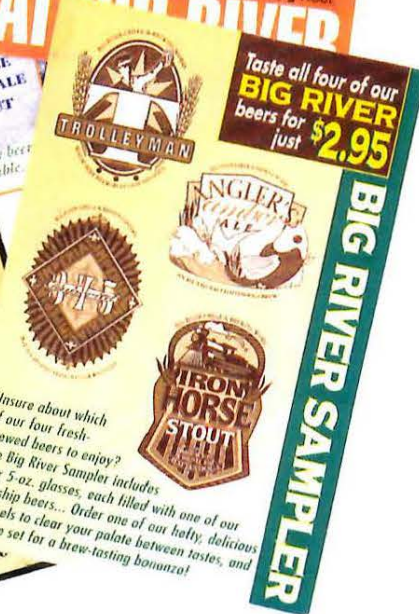
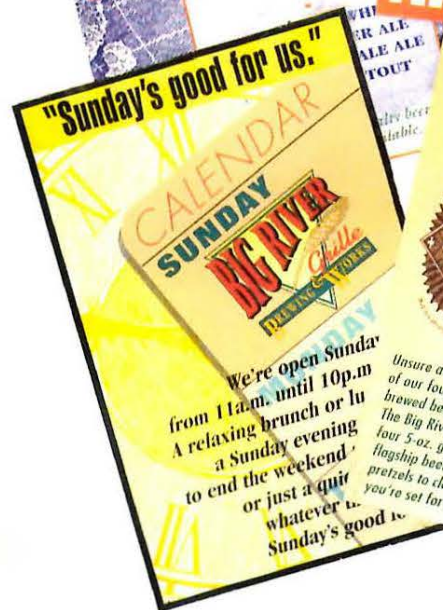
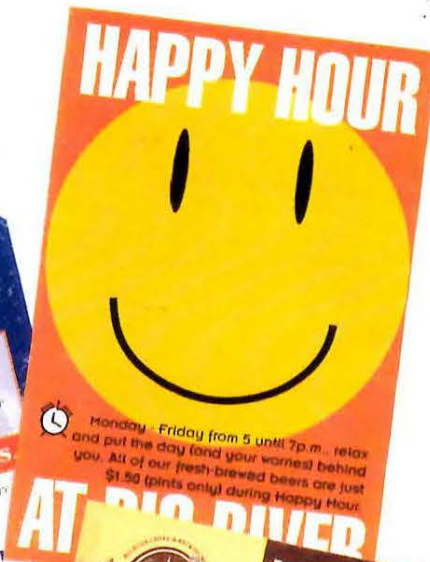
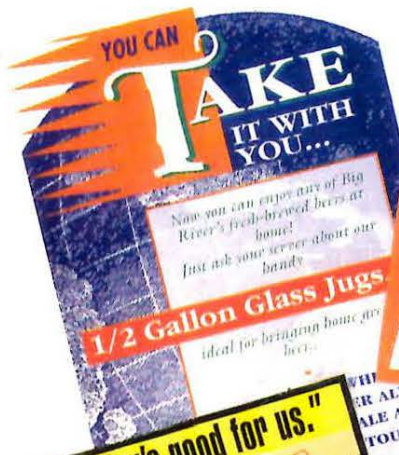
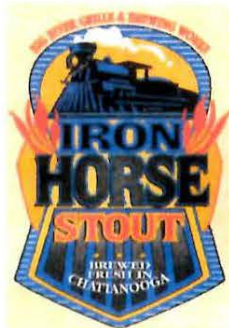
**AUCTION CLOSING MARCH 22, 1995**

**PRICES REALIZED SENT TO ALL CATALOG BUYERS**

**CATALOG AVAILABLE JANUARY 31, 1995 FOR \$10  
SEND CHECK PAYABLE TO JOHN STANLEY**

**COLLECTION BEING AUCTIONED BY JOHN STANLEY  
(CURRENT EDITOR OF JFO)  
3712 SUNNINGDALE WAY  
DURHAM, NC 27707-5684  
(919) 419-1546**





**NABA CONVENTION  
CHATTANOOGA, TN.  
AUGUST 4-5-6 1995**