



The BREWERIANA COLLECTOR

A publication of the

National Association
Breweriana Advertising

"America's Oldest National Breweriana Journal"

Volume 174

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SUMMER 2016

Poth: The Jewel of
Brewerytown, Pt. 2

Norm Jay Masters the
Art of Collecting

The Signs of
Milprint, Inc.

Phonies, Fakes &
Frauds: "Vintage"
porcelain signs?

Indy's Top Ten New
Breweries



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SUMMER 2016

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President's Message

Greetings once again from Indianapolis.

At present, our local IBC chapter members are keeping busy with all the Convention planning: organizing house and brewery visits, gathering display items for the "Best of Indiana" breweriana showcase, and doing their best to provide a great time for those who come to Indy this August. The highway work is nearly complete and getting to the Renaissance Indianapolis North Hotel will be a snap. Parking will not be a problem and I am certain the facilities will please everyone. If you have not yet registered for the Convention or the hotel, but plan to attend, send in your NABA reservations to Dave Alsgaard as soon as possible and call 1-800-Marriott and refer to Renaissance North (*see their ad on the inside front cover of this issue; and note the schedule of events and registration info on pp. 19 & 20*).

The people involved in picking NABA Convention cities and accommodations do so based on a number of considerations: Location, cost, closeness to previous Convention sites, local support, etc. Not everyone agrees with the choices. But it seems that, historically, staying centrally-located is best for attendance.

In 2017 NABA goes to Kalamazoo and then to Madison, Wisconsin in 2018. If you have an idea for a city that would work for a NABA Convention, please let us know. After all, these annual affairs are for the members' enjoyment.

If you are like many who talk to others in the various breweriana clubs, perhaps you have engaged in conversations touching on joint annual gatherings, mergers, or other topics that involve the relationship between and among the major associations. All of these organizations were formed to stand separately, each having a focus that made it different from the others. I think, as time has passed, these differences are not so pronounced and, maybe, the differences were never very obvious. To this end, many members wonder why there are 4 or 5 clubs or why there are so many major annual meetings to choose among.

Joint Conventions have been discussed, with NABA and the ECBA holding talks a few years back. ABA and the ECBA, I believe, are planning a joint gathering in 2017. Allowing any member of the clubs to attend another's annual would be the simplest, first step in the direction toward a large, multi-association gathering. The obvious problem, one might argue, is the question: When would such a Convention take place? June, July, August, and September are the months currently spoken for by the Majors. Somehow agreeing to a non-traditional gathering time would have to be accomplished.

I mention all this as a way to acknowledge those people who have brought up the topic and asked the questions. If our members want NABA

Directors to explore a joint Convention, or to open talks with our friends at ABA, BCCA, ECBA, or JFO, please let me or another Board member know. It does little good to hear members talk about club topics only amongst themselves, and have those discussions go no further than friends speaking to friends.

Now, back on track toward the prime purpose of this missive: **NABA News & Updates.**

We have been looking at a different printer for the *BC*. We have asked Crossmark, our long time printer, to compete for our business. As good stewards of NABA's dollars, the Board members thought it wise to see if a less expensive, but equal quality alternative might be available. We have looked into some promising leads, and gone with a new printer: JPA starting with this issue. No matter who prints it, you can rest assured that the *BC*, with Lee Chichester as our fine editor, will remain the best breweriana magazine available.

Here is another idea being kicked around by your Board: What about offering an on-line/digital-only NABA membership? This would mean that the *BC* would be delivered electronically (no hard copy with attendant printing and mailing costs) while all other privileges of membership would be the same, for a reduced dues rate. Of course, this option would be available to those who want it while the traditional membership fee including hardcopy *BC* would also remain an alternative for those who like their magazine printed. The Board is considering this because it might be a good way to get a digital-oriented, social-media savvy crowd to cross the NABA threshold, check out collecting (and us), and then maybe stay members. Thoughts? Please let us know.

NABA election time is here again. If you are eager to help direct the movement of our organization, please present your name for consideration. We have 3 meetings a year (Fall, Spring, and then at the annual Convention). The current Board has been in charge for quite some time and will need new members with fresh perspectives to take over in the near future. Give it some thought, please.

Lastly, do not hold off sending in your dues. The reminders are sent as a courtesy and your club saves the expense of having to send out post cards if you renew promptly. Remember all the benefits of your membership, including attendance at the National Convention.

Hope to see you in August. Bring lots of things to sell. Don't forget our full bottle exchange event, and bring along products from some of your hometown or regional micros to exchange with those from other members' "locals." And of course, bring a few dollars to spend and plan on having a great time in Indianapolis.

Best wishes,

John Ferguson

Summer 2016



Norm Jay holds one of his favorite pre-Prohibition era trays, showing a scene of an Indian standing in a canoe, from Rock Island Brewing Co., Rock Island, Illinois. The tray is extremely rare and in stunning condition.

Norm Jay might be able to teach Warren Buffett a thing or two about the art of the deal. He's put together quite a few in his time, both during his long and successful career in sales, and in amassing an extraordinary collection of outstanding breweriana, artfully displayed in his comfortable Wheaton, IL home.

Although Jay's collection is broad and deep, he has approached collecting strategically, like a salesman carving out his own niche and recognizing the value of focus and specialization. "I purposely steered clear of ball knobs, enamel glasses and labels," he said, "because I had friends who were heavily into them and I really didn't want to compete. That's a reason I started collecting pre-Prohibition mugs:

Norm Jay: Mastering the Art of Collecting

by Ken Quaas

in part because they were rare and valuable, and [also because] I didn't see a lot of other guys collecting them."

Mugs & More

In fact, Jay's collection of brewery mugs—both ceramic and glass mugs with pewter and porcelain lids—is both beautiful and astounding. In fact, his collection numbers about 490 unique mugs, interestingly exhibited throughout his home. These drinking vessels, as much as anything in Jay's collection,

speaks to a bygone era in brewery advertising that ended with Prohibition.

But Jay did not stop at mugs. Far from it. He also has a spectacular array of openers, lithographs, signs, trays, and even brewery-branded pub tables and chairs. His basement "man cave," complete with a 1930s era bar obtained from a now-demolished bowling alley in Cicero, IL, is a fitting home to much of his collection. It seems as if Jay both knows and relishes the details of every piece in his collection as he deftly guides a visitor through his personal museum. "I guess I should've been a history teacher," he said



To best display his vast array of mugs, Jay acquired some antique barbershop shaving mug racks.

These beautiful wooden wall units were compartmentalized to hold the personalized shaving mugs of each of the barber's patrons – much like the mug clubs at modern brewpubs.

with a smile, “because I just love this old stuff.”

Nashville Roots

It feels highly appropriate that a man who was born the same year Prohibition was repealed should have such a fine collection of promotional beer items—a collection that is now some 46 years old. And it all started a bit by chance.

“We were living in Nashville at that time,” Jay recalled, “and I was traveling as a salesman for Johnson & Johnson. The son of one of my friends collected memorabilia from the old Gerst Brewery. He asked me to look out for those in my travels and I started to find them and pick them up for him. It wasn’t long before I got bit by the collecting bug myself.”

Indeed, Jay assembled his own collection of Gerst items, amassed from his time traveling. Several of his Gerst pieces are the only ones of their kind known.

Eventually, the Jay family

moved back to Illinois, and he took a new sales job. This time his travels allowed him to indulge in a new passion: beer cans. He was actively collecting cans at the height of the 1970s can craze. “I’d go somewhere and bring back a six pack of full cans,” he said. “Then I’d sell them empty. But those cans didn’t empty themselves,” he laughed. “It’s a wonder that I still have my kidneys!”

A Notable Chicago Collection

As is the case with many can collectors, Jay’s passion soon evolved into a greater interest in breweriana.

While he continued collecting Gerst, he expanded into Chicago brewery items (some of his favorites are from the Independent Brewing Company) and other high-quality pieces. “My philosophy has always been to buy the nicest stuff in the

best condition that I can find,” Jay said. When you experience this remarkable collection, you can see this approach has served him well.

Over time, Jay has become a well-known and respected statesman in the breweriana collecting hobby. Through shows and flea markets, he became friends with other avid Chicago-area collectors like Adolf Greinke, Bob Kay, Dave Lendy, and the late John Murray and Jim Shoulter. Jay served as an officer of NABA for many years—service highlighted by a 4-year term as president (1998-2002), following in the footsteps of predecessors Murray and Shoulter.



This black and white lithograph, which depicts the Sands Brewing Company, is the only one known. Just to the left foreground in the illustration of the brewery, note the landmark Chicago Water Tower (still standing in the heart of downtown Chicago). Famously, the Water Tower was the only area structure to survive the Great Chicago Fire (1871). This litho dates from the year before the fire.



One of the many rare and beautiful pieces Jay owns from Gerst Brewing Co. in Nashville: a 1904 calendar lithograph featuring a courting couple from the Victorian era.



This stunning self-framed tin is one of many in Jay’s collection. It shows an unusual cock fighting scene that fits with the slogan, *The Beer You Can Bet Your Money On*. R.I.B.: Rock Island Brewing, Rock Island, Illinois.

Thrill of the Hunt

Despite collecting for nearly half a century, time has not slowed Jay nor his interest. He continues to attend local shows and national conventions, and is an active member of NABA, ABA, ECBA, and BCCA. Most importantly, Jay enjoys the many friendships he has made through collecting and still thrives on the thrill of the hunt. His passion shows when he relates a story generated by the discovery of a rare, pre-Pro tray in one of the many antique shops he haunts, this one in Indiana: "I had to be careful," he smiled. "I didn't want to show [the store's owner] how much I really wanted it."

Spoken like a man whose mind remains focused on crafting a deal. One look at Norm Jay's jaw-dropping array of antique brewery items leaves no doubt: this skill has served him well in carefully acquiring and curating a masterful collection.

A large self-framed tin touts Topaz Beer as being "Good to the last drop." This pre-Pro sign, from Chicago's Fortune Bros. Brewing Co., is the only one known.



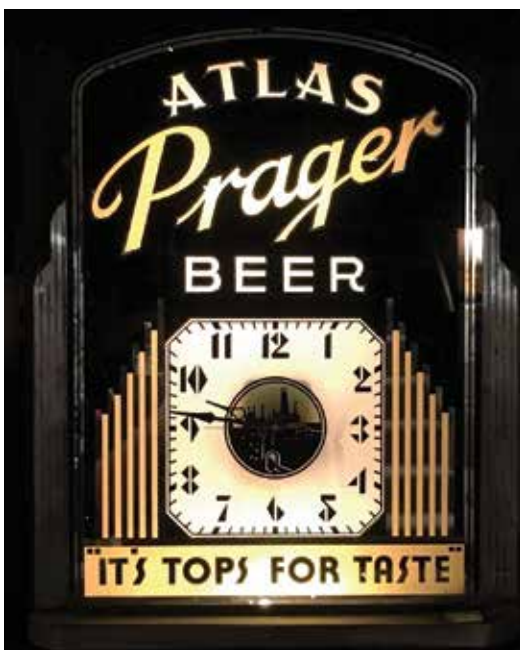
A colorful porcelain and metal flange sign advertises the "Cereal Beverage" that Edelweiss Brewing in Chicago made during Prohibition years.



Above: This 1930s reverse-paint-on-glass lighted clock back bar sign from Keeley Brewing Co. in Chicago keeps time "just right" on Jay's desk.



Left: One of Jay's most recent discoveries came from an attic in Indiana via an antique store he frequents there. This pre-Pro tray is from Schaller Brewing Co. in Cincinnati.



This large backlit Atlas Prager (Chicago) reverse-on-glass clock, resplendent in its art deco styling, greets visitors at the lower level of the Jay's museum-like home.



These Prima signs from the pre-Prohibition Independent Brewing Co. are just a few of the many items from Jay's favorite Chicago brewery.

Please join us in raising a frosty beverage to welcome our Newest Members!

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Kalamazoo, MI 49008
269-808-5150
nikzumburs@yahoo.com
Signs, Neon, Tap Handles, Pint Glasses

EXECUTIVE SECRETARY'S REPORT

It's not surprising that the 45th annual Convention is upon us, being just weeks away by the time you read my comments. Early feedback by members is that attendance will be strong, what with the BCCA going out to Portland for their CanVention.

Not to sound like a broken record, but this is, after all, my job: The vast majority of our membership is coming up for renewal later this month. It has been encouraging to see the positive feedback via the mail and PayPal when so many members choose to get their dues in early. Last issue, we reported the shift in the membership expiration dates (*see Spring BC, Vol. 173, p. 12*). Until a few years ago, everyone "expired" on May 31, and to better accommodate new members, we switched to using the last day of the quarter to permit focused strategic mailings.

So check your date on the back page, and if it reads "June 30, 2016" you are up for renewal. You can make your dues payment along with your Convention registration. If you are not coming to Indy, please take a minute to shoot me your renewal. If you happen to slip by Dave Alsgaard as he handles Convention registrations, and your dues aren't up to date, we will get your \$30 at the Convention registration desk. If by June 30th you have not renewed, please be prepared to be inundated with emails and post cards: The Fall issue of the *BC* comes out in October 2016 and if by then you are not renewed, we will revise the mailing list sent to our printer/printer, unfortunately, with your name omitted.

In John Ferguson's Pres. letter, he mentioned our process to comparison-shop a new publisher

for the *BC*. Our longtime publisher, Crossmark, has managed this process and our experience with them has been very positive. But for some time, we have been looking for ways to maintain our membership fees in line with increasing printing and mailing costs. Even with the dues changes of 2 years ago, the cost of producing just the *BC* amounts to almost \$28 per member, leaving little for the extras—like the other expenses of running the organization.

The quality of a potential new printer (Johnson Press of America or JPA) was examined by obtaining copies of more than a dozen different collectible magazines they publish. In fact, they are printing more than 250 different titles, and specialize in small-run niche-interest magazines. We feel comfortable that their printing and mailing schedules will be in keeping with our usual standards.

But wait! There is more to this story.

In the publishing world, the number of document pages plays an important role in the final cost. As we worked with the folks at JPA, it became obvious that we were not producing the optimum number of pages for the process our *BC* undergoes every quarter. Our 40-page *BC* could be increased to 48-pages with virtually no additional cost (\$175/quarter) plus pennies for postage. Thus, the switch to 48-pages will allow us to present a larger *BC* filled with more "stuff" and still save us money: savings enough that we will not require a dues increase in the near future. As of this writing, our plan is to expand the *BC* to 48-pages ASAP. Hope you enjoy the new "stuff" included here.

George Baley

The Signs of Milprint, Inc.

by Ron Small



Sometimes it's interesting to find a niche in the breweriana hobby that nobody else has discovered or talks about much. But with so many collectors pursuing so many different specialties & sub-specialties, this can be difficult.

One such under-the-radar maker of old beer signs is Milprint, Inc. Milprint, a combination of the words "Milwaukee" and "printing," was a printer and sign maker that specialized in different types of printable plastics and plastic overlays. Founded in 1899 by brothers Max and William Heller, the company, early in its history, created innovations in commercial packaging—notably substances such as glassine paper, cellophane, foil, and celluloid. And they also developed methods of printing on these surfaces.

Their new materials and printing technologies were well timed, since the early 1900s marked the beginning of our culture's access to individually wrapped, mass-produced consumer goods.

In particular, sales of individual candy bars were a big hit and were, in large part, made possible by Milprint's technological advances.

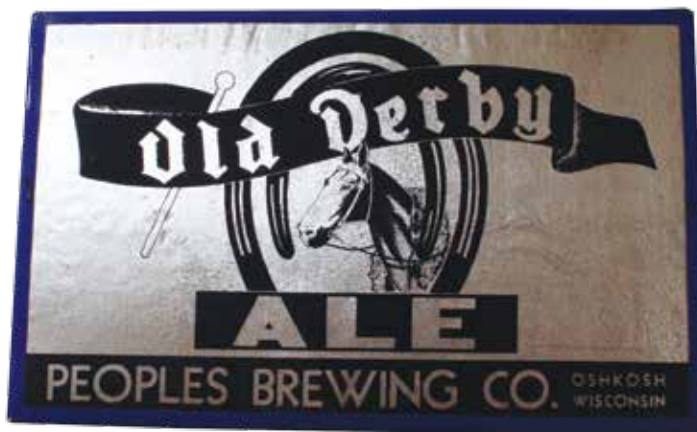
Later the company also developed "Trans-vision," which allowed for multiple layers of transparencies to be superimposed upon each other, breaking down complex diagrams and pictures into simpler components. Trans-vision was used extensively in medical and other textbooks as a means of illustrating complex anatomical systems, among other things.

William Heller sold Milprint to Phillip Morris in 1957, and the company was later sold to the Bemis Company, Inc. Today it is still an operating division of Bemis and is still a major printed packaging producer.

At some point in its history (probably in the post-War 1940s) Milprint added signage to their packaging lines. The signs were small, not flashy, and probably low budget. They were "Self-Stik" signs with two adhesive strips to affix the sign to the wall (see next page). I have only seen two with string hangers.

The signs almost all consist of a 6.5 inch x 10 inch foil-on-cardboard background, overlaid with a flat piece of celluloid on which is printed the foreground design elements, and held together by a thin colored strip of celluloid, glued into place. A simple three piece construction, but as can be seen in the pictures, the signs were often very striking in appearance.

The most common of the Milprint beer signs is for Wee Willy Quality Beer from the Marathon City Brewing Co. of Marathon, Wisconsin. For many





years, this was the only Milprint sign I had seen. One day however, I was perusing eBay and I came across a number of different Buy-It-Now listings for various beer, dairy, and other signs. Somehow it registered that these were exactly like the Wee Willy sign I already knew about.

Quickly, I purchased all of the beer signs the seller had listed. I thought for a few minutes and then bought all the rest, too.

Later I exchanged emails with the seller and discovered that he was helping an elderly friend clean out his basement. His friend had been a longtime employee of Milprint.

In the following weeks he emailed me a few more times as he uncovered more Milprint items in his friend's basement. These included 4 different flat plexiglass signs that I hadn't realized Milprint had ever produced. Without frames or any other functional pieces attached, I am left to wonder as to their intended use.

There was also a partial Milprint sign for Kingsbury Pale—only the front celluloid panel. I have never seen a complete one of these, so I do not know if it was ever actually produced.

But the most interesting thing my correspondent found was a Miller High Life sign, still in the mockup stages—mostly complete, but with pieces just glued into place. Since Miller was such a large brewery, this complex mock-up is a step up from most of their more graphically simple signage. It would be interesting to see if this ever made it past the design stage.

Since Milprint was based in Milwaukee, it is not surprising that most of the beer signs they made were for Wisconsin brewers. The Alpen Brau shown (right) is from Missouri, not too far away. But I was surprised when I found Milprint signs from Nevada and Washington State.

From what I have been able to discover about the non-beer signs, they seem to be for companies from a more diverse geographical area, without a noticeable concentration in Wisconsin.

Since Milprint is not too well known among breweriana collectors, if you have any Milprint signs in your collection, you might not have even been aware of it. I would like to compile a composite listing of all known Milprint signs—beer and non-beer—so if you have any, please drop me a line (see right for contact info) so I can add them.

Many thanks and happy collecting!





All of the signs pictured in this article are from the collection of the author, who can be reached at Roon48@yahoo.com, or 860-896-4700.

Author's Note: The following website was used extensively in the writing of this article: "Hagley Museum and Library: Leonard W. Walton Collection of Milprint, Inc. Photographs (2008.219) – Audiovisual Collections and Digital Initiatives Department." Hagley Museum and Library: Leonard W. Walton Collection of Milprint, Inc. Photographs (2008.219) – Audiovisual Collections and Digital Initiatives Department. N.p., n.d. Web. 07 May 2016.

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THE JEWEL OF BREWERYTOWN: PAST, PRESENT, AND FUTURE AT THE POTH BREWERY PART 2

BY MARY ELIZABETH FEITZ

Editor's note: Here we present Part 2 of The Jewel of Brewerytown: Past, Present, and Future at the Poth Brewery by Mary Elizabeth Feitz. Part 1 appeared in the Spring issue of the *Breweriana Collector* (Vol. 173, Pg. 5 - 11). All of this presentation of the material has been excerpted with permission; and some photos have been added to supplement the material from Ms. Feitz's Thesis in Historic Preservation, Presented to the Faculties of the U. of PA, in partial fulfillment of the requirements of the Degree of Master of Science in Historic Preservation, 2015. The footnotes here have been re-numbered and do not align with those in the original document, due to design changes in this presentation. Full, original text of this thesis is available at Scholarly Commons: http://repository.upenn.edu/hp_theses/582

CHAPTER 1: THE POTH BREWERY IN CONTEXT (continued from Part 1, Vol. 173, pg. 5 - 11)

Otto C. Wolf, Brewery Architect

Otto Charles Wolf was born in Philadelphia in 1856. He earned B.S. degrees in architecture and engineering from the University of Pennsylvania in 1876. Between 1880 and 1882 he worked for his relative, Frederick W. Wolf (also an architect) in Chicago. But Otto came back to Philadelphia in 1883 to start his own office.¹

Between 1892 and 1893 he had a second office in New York City, but his main operation was headquartered at the corner of Broad and Arch Streets in Philadelphia. Wolf specialized in industrial buildings: "complete industrial establishments of all classes requiring combined engineering and architectural skill,"² one of his advertisements read. Although he had a particular interest in breweries, he designed all types of buildings throughout his career, from grain storage buildings to refrigerating plants and power plants, with a few residences



The Poth Brewery, 1875.
Illustration from *100 Years of Brewing*.

thrown into the mix. By 1906, he had worked on projects as far west as St. Louis, and internationally (Calgary, Canada; Christiana, Norway; and Havana, Cuba). In that same year, he published a book listing all of his 444 projects to date.

Thirteen of those were completed for F.A. Poth between 1883 and 1905. These included a boiler house and stack in 1883 (the first collaboration between Poth and Wolf), an office building in 1889, seven dwellings in West Philadelphia in 1891 (residences for Poth and his family) and a new brewhouse in 1892.³ The last project Wolf completed for Poth was a new racking room, wash house, storage house, and office in 1905.⁴ Frederick Poth died soon afterward, ending the business relationship.⁵

In addition to F.A. Poth, Wolf also listed among his clients C. Schmidt and Sons, the Germania Brewery, the Bergner and Engel Brewing Company, John F. Betz and Son, Louis Bergdoll Co., and C. Schmidt and Sons: A "Who's-Who" of Philadelphia brewers in the 19th century. Most of the biggest brewers in Pennsylvania were Wolf's clients.

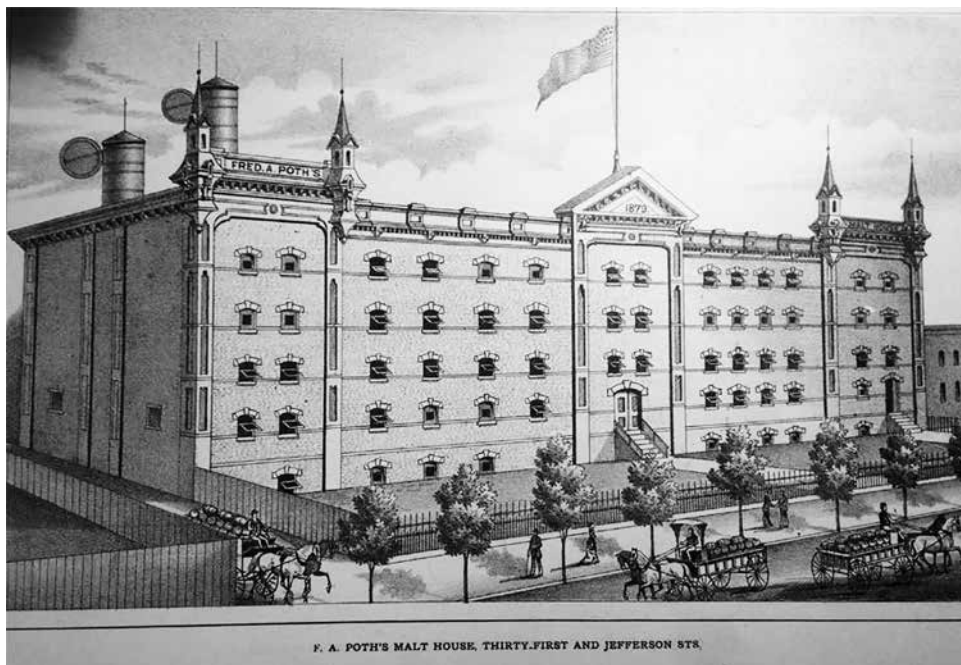
Like many businessmen, Wolf was keen to leverage his reputation. He became a trusted as an architect able to meet all of his clients' needs. Wolf's style was distinctive, and his trademarks can be seen in different forms on each of the buildings he designed. His style can best be described as "Rundbogenstil," a specific German version of Romanesque Revival, meaning "round arch."⁶

Rundbogenstil was inspired by traditional Germanic and Italianate architectural forms

thesis," that is, using a variety of eclectic architectural elements to create a modern, "daring" new building.⁷

Like most architectural styles, it arrived in the US in a relatively distilled form. Much of the ideological weight was lost in translation, and German-American architects like Otto Wolf interpreted Rundbogenstil in their own way. They incorporated choice elements (arched windows, ornate cornices, towers, spires) from the German style books. Furthermore, industrial architects like

Pennsylvania. He was sixty years old. In his obituary, his cause of death is attributed to "overwork and a nervous collapse."⁹ Later in his life, he was very dedicated to philanthropy and helping the German community in Philadelphia. He is listed as a member of the American Institute of Architects, the Union League, and the University Club, serving as vice president of Northwestern National Bank, a trustee of the German Hospital, and a member of St. Paul's Lodge, F. & A.M. of Mary Commandery, and the Lu Lu Temple.



The malt house of the Poth Brewery as it appeared in the early 1880s. Its design exemplifies the eclectic nature of the Rundbogenstil style, with round arched windows, gothic-inspired spires, and Italianate cornices. This building was designed by Fred Wolf, Otto's mentor and a major influence.

and characterized by round arches, elaborate brickwork, and extensive window and door detailing. It began in elite circles in Germany, where architects were increasingly inspired by the historic castles and cathedrals surrounding them. Thus, Rundbogenstil carries many elements of these grand Byzantine and medieval structures: Barrel-vaulted ceilings, arches, buttresses, spires, and domes. At the heart of the Rundbogenstil movement was the idea of "progressive syn-

Wolf translated the style from grand civic and religious buildings to breweries, grain elevators, and power plants. Rundbogenstil-inspired architecture was popular with brewers who wanted to build the biggest "castle" in town to impress potential clients. The German immigrants who founded these companies, says historian Richard Wagner, "intended to build buildings that would last hundreds of years and become their legacies."⁸

Otto Wolf died on December 9, 1916 at his home in Overbrook,



The F.A. Poth and Sons Brewery, circa 1905 from a different perspective: looking west across 31st Street. 31st and Jefferson Streets, Brewerytown, Philadelphia.

COMPARISONS WITH OTHER OTTO WOLF BREWERIES

Ed. Note: This section has been excerpted from the original text, Chapter 2, Section 5. Footnotes have been re-numbered for this presentation of the original.

The F.A. Poth Company was far from Otto Wolf's only brewery client. Others in Philadelphia included Bergner and Engel, John F. Betz, J. and P. Baltz, Louis Bergdoll, C. Schmidt and Sons, Welde and Thomas, and the

Germania Brewing Company. Of these, many were in Brewerytown within a few blocks of the Poth Brewery. Bergner and Engel (31st and Master Streets, actually bordering the Poth Brewery on the south) was the third-largest brewery in the United States by the end of the 19th century. It could have been called the second-largest single brewery, if Milwaukee's Phillip Best Co. is counted as having two separate locations.¹⁰ Bergner and Engle, whose main headquarters was in Brewerytown, distributed its products



The Bergner and Engel Brewing Company, c. 1905, 31st and Master Streets, Brewerytown, Philadelphia, looking south from Master Street. (If the view was taken looking north the Poth Brewery would be visible in the background). This photo highlights similar decorative galvanized iron cornices, octagonal brick smokestack, and eclectic sampling from a variety of traditional styles.



Another Wolf-designed brewery in Brewerytown was the J. and P. Baltz Brewing Co. (31st and Thompson Streets). In around 1900, its capacity was ~125,000 barrels a year, just short of the Poth Brewery's productivity for the same period. By 1910, however, Baltz increased to around 186,000 barrels.¹²

Otto Wolf designed seventeen projects for the Baltz company, including a 150,000-bushel malt house (1897). A photo taken around 1905 shows a similar crenelated cornice atop the main brew house building, prominent brick pilasters and quoining on the stables, and galvanized iron cornices with decorative stepped gables.

The Christian Schmidt and Sons Brewing Company was located in Kensington, on Edward Street near Second Street and Girard Avenue. Over 100,000 barrels per year were produced at this location; an additional 50,000 were produced in a second brewing plant at 38th and Girard.¹³ Otto Wolf designed many buildings for C. Schmidt and Sons, including a refrigerated storage house, office building, and malt house in 1891, a stock house in 1893, and a stable in 1894 (the same year as Poth's distinctive L-shaped stable was built, and similarly, the Schmidt stable exhibits a distinctive L-shape with a tower atop the rounded corner of the

across the nation and the world, winning accolades at exhibitions in Brussels and Paris, and four medals at the World's Columbian Exposition in 1893. Otto Wolf completed over 20 projects for Bergner and Engel in various cities, including a complete 50,000 barrel-capacity ale house in 1884, an office in 1887, and regional depots in places as far away as Jacksonville, Florida.¹¹

In addition to being in close proximity to Poth, the buildings of the Bergner and Engel Brewery shared many of the same Rundbogenstil architectural characteristics: Its main buildings had elaborate brickwork, arched windows, galvanized iron cornices, towers, and a smokestack also of brick and octagonal-shaped.



The J. and P. Baltz Brewing Co., north side of Thompson Street shown.

THE BREWERY AFTER F. A. POTH *Ed. Note: This section has been excerpted from the original text, Chapter 1, Section 5. Footnotes have been re-numbered for this presentation of the original.*

C. Schmidt and Sons Brewing Co. Edward Street, Philadelphia.



two legs). Similarities of design between the Poth and Schmidt stables show Otto Wolf's distinctive style.

The Betz Brewery was another Wolf brewery in Philadelphia, located in the Northern Liberties. It had a capacity of 200,000 barrels per year and thus was one of the largest breweries in the nation, and won four medals at the World's Columbian Exposition in Chicago. Betz beer was shipped internationally, as far away as the Caribbean, South America, and Japan.¹⁴

John F. Betz was also very active in real estate, building one of Philadelphia's first skyscrapers and owning the Grand Opera House, the Fairmount Park Inn, and the Lyceum Theater. Upon his death, it was said that he owned more corner properties than any other individual in Philadelphia.¹⁵

Betz's imposing castle-like brew house was designed by Otto Wolf and reflected the company's great wealth and power. Characteristic Wolf elements were incorporated: crenelated cornice atop the main tower, galvanized iron rosette motifs, arched windows, and an L-shaped stable including a tower rising from its corner.

Frederick A. Poth died in 1905, leaving the brewery, operating at peak capacity, to his four sons: Frederick J., William, Henry, and Frank. The first few years of their management passed without incident, but soon they ran into problems that seriously threatened their business—both from external and internal forces.

The biggest problem for the Poth sons, of course, was the looming threat of Prohibition. When the Eighteenth Amendment and subsequent Volstead Act took effect in 1920, Philadelphia breweries tried to weather the storm. They were allowed to remain open under the condition that they would no longer produce beer with an alcohol content over a certain percentage. Thus, many US breweries turned to producing soft drinks or “near beer”—officially, anyway. In “secret,” the alcoholic beverage production continued at many breweries, including Poth's. Of course, it was impossible for such a large operation to remain functioning completely under the radar, so it is reasonable to assume that city officials simply turned a blind eye to what was happening in Brewerytown.

For nearly three years, the operations continued uninhibited. Then, on December 5, 1922, the federal government acted against the breweries.¹⁶ Federal Prohibition Enforcement Agents in Washington, DC had received a tip that the breweries in Philadelphia were still “running wide open,” despite the law. For two weeks, Feds staged a covert operation in Brewerytown. Their evidence came when Elmer C. Phillips, a driver for the Poth Brothers, did not escape the watch of Sol Grill, (supervising enforcement agent) and his associates. Phillips' truck was searched, and “six and one quarter barrels of beer and 240 pint bottles” were found. Phillips was held in the Federal Building on a bail of \$500 for the illegal transport of alcoholic beverages. Phillips' arrest gave Sol Grill and the Federal Government the evidence they needed to seize 14 breweries still operating in Philadelphia, including Poth.

That was only the beginning of the crack-down, as the saga lasted several more years, through an event dated July 11, 1924.¹⁷ The Law Enforcement League, hearing reports that Poth's Camden branch was still in operation, sent Reuben R. Sams (division chief of the Prohibition Unit) to investigate. Although the brew-



The Betz Brewing Company, c. 1905, Crown and Callowhill Streets, Northern Liberties, Philadelphia: the Crown Street front looking south from Willow Street.

ery had been under orders to padlock all doors and cease operations, Prohibition officials had observed “smoke pouring in heavy black clouds from the smokestacks... [betraying that] the machinery was in constant operation, and that two of the doors were not padlocked.” Furthermore, they observed “three trucks leave the brewery covered with tarpaulin, apparently heavily-loaded in the dead of night.”

When confronted about this, Poth managers claimed that they were simply hauling away residue from the non-functioning tubs left at the site. Prohibition officials did not buy this explanation. They termed the brewery a “public nuisance,” ordered all liquors destroyed, and placed signs: “Closed for One Year for Violation of the National Prohibition Act by order of the United States District Court for the State of New Jersey.”

Meanwhile, the management of the brewery—and the Poth family itself—was falling apart from within. On October 24, 1922, an Evening Bulletin article reported on a feud among the Poth brothers regarding allegations of wasteful spending.

Frank Poth wanted his brothers removed as trustees of the business because, the newspaper alleges, they wasted over \$1 million in undistributed profits. There was still another million dollars left to be distributed to shareholders and Frank Poth did not trust his brothers to handle the money responsibly. The conflict did not have an easy resolution, as it was reported to be ongoing as late as 1929.

By the 1930s, however, the president is listed as Fred J. Poth, not Frank. As the Poth brothers fought over their father’s will, the company he founded grew deeper and deeper in debt.

In 1926, The US Attorney General, looking for new ways to crack down on illegal liquor, sued five breweries to recover taxes and penalties totaling \$149,324.¹⁸ One of the breweries hit in this lawsuit was Poth and Sons and their subsidiary, Cereal Products, Co. Their portion of the suit totaled \$97,217, levied against them for the charge of “manufacturing illegally...the high-power beverage” and for evading previous taxes imposed on their operation.

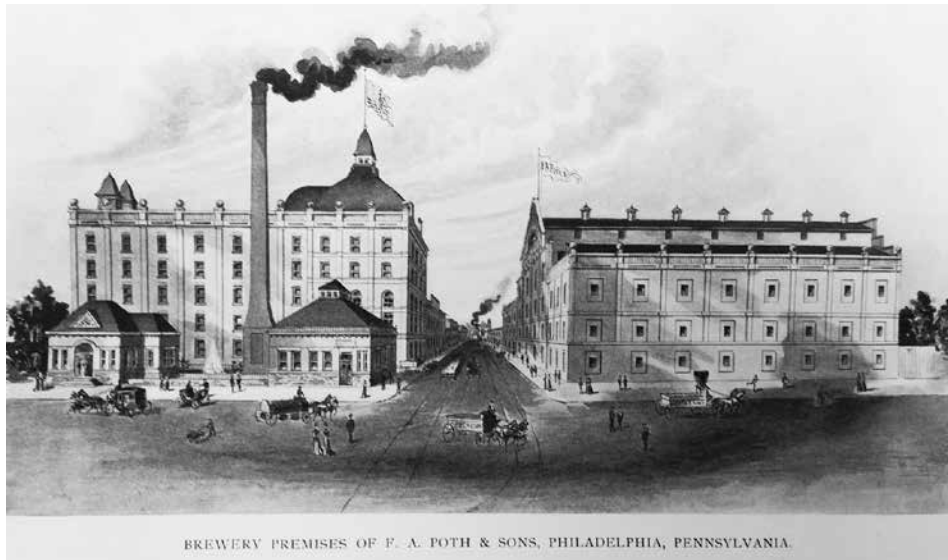
On October 26, 1932, the main brewery at 31st and Jefferson had once again been “seized by dry agents.”¹⁹ These agents alleged that “high-powered beer had been manufactured there.” The site had been operating under the name Cereal Products, Co. in an attempt to deflect federal attention from its activities. Prohibition agents once again seized “truck loads of beer from 3% to 5% alcoholic content as they emerged from the place.” After the seizure, US Attorney Coles recommended that the plant be libeled and began injunction procedures to “padlock the establishment.”

The brewery barely survived Prohibition, and allegations of corruption plagued the surviving brothers well into the 1930s. On May 29, 1936, the brewery declared bankruptcy.²⁰ In March of 1937, another lawsuit was brought against three “former officers” of Poth and Son’s, alleging that they misled shareholders into purchasing company stock by intentionally filing a “false prospectus” that made the company’s financial situation look much better than it really was. The three men charged were “Fred J. Poth, president

of the company, John W. Lee, Secretary, and Henry W. Donaghy, Treasurer.”

Meanwhile, however, the Poth brothers attempted to keep their industry alive despite the setbacks they faced. Every brewery in Philadelphia suffered in some way dur-

ing the long years of Prohibition, even ones that had once been among the largest in the nation. In 1935, Fred J. Poth partnered with A.C. Gruenwald, who had operated the Premier Cereal Beverage Company during Prohibition. Gruenwald had built the first new brewery after the 21st Amendment was passed, but his company soon declared insolvency and folded. During his partnership with F.J. Poth, Gruenwald purchased the former Class and Nachod Brewery in North Philadelphia and put Poth beer back on the market in October of 1935.²¹ A new bottling facility was opened a year later, and a collaboration with former Bergner and Engel trustees was formed.



100 Years of Brewing

The new incarnation of the Poth Brewery produced beer under brand names from other former breweries, including Bergner and Engel's Black Eagle Beer and Betz' Old German brand.²² In 1937, F.J. Poth became plant superintendent of the Otto Erlanger Brewing Company, which produced Erlanger Beer and Perone, advertised as the "first Italian-style lager beer in America."²³ None of these combined enterprises ended up being very profitable, however, and by the 1940s, supply rations and shortages as a result of WWII made staying in business nearly impossible.

Until the 1950s, the 31st and Jefferson site was still owned by the "Estate of Frederick A. Poth." It was then sold to a commercial developer, although many of the buildings that had formerly existed at the site had been demolished by 1942. The remaining buildings at time of sale were being used as warehouses, administered by Provident Trust for the estate of F.A. Poth. Tenants included Dubonnet Corp., a wine firm, Frigidaire Sales Corp., and General Storage Co. During the 1950s and 60s, the main building was used for civil defense supply storage. Alterations were made during this period, including rein-

forcing some of the walls to help withstand a nuclear attack.²⁴

By the 1980s, the structure was owned by the Robbins Family, who operated a small business there.²⁵ In the early 1990s, the Red Bell Brewing Company opened at the site. It went out of business in 2002, but its sign and many other relics of its occupation of the building are still present at the complex at the time of this writing (2015).

Watch for the rest of the story in upcoming issues, including the evolution of the Poth Brewery site and buildings.

Footnotes: Part 2 of The Jewel of Brewerytown: Past, Present, and Future at the Poth Brewery

¹ Sandra L. Tatman. "Wolf, Otto Charles." (*Philadelphia Architects and Buildings*).

² From *Souvenir of Philadelphia* Prepared for the 36th Annual Convention of the US Brewers' Association (Philadelphia: 1896).

³ Residences for Poth and his family.

⁴ Otto C. Wolf, *Breweries and Allied or Auxiliary Buildings* (Philadelphia: Wolf, 1906).

⁵ Perhaps it was more than a business relationship; one of Frederick's sons was named Otto. He died in childhood, but the name was possibly a nod to Wolf, who was a close friend.

⁶ Kathleen Curran, "The German Rundbogenstil and Reflections on the American Round-Arched Style," *The Journal of the Society of Architectural Historians* 47 (1988): 351-373.

⁷ Curran, Rundbogenstil

⁸ Greg Kitsock, "Old Breweries, New Beer Leading the Charge for Urban Renewal." *All About Beer Magazine* (2003).

⁹ Obituary of Otto C. Wolf.

¹⁰ Rich Wagner, *Philadelphia Beer: A Heady History of Brewing in the Cradle of Liberty* (Charleston, SC: The History Press, 2012), 47.

¹¹ Wolf, *Breweries and Allied or Auxiliary Buildings*

¹² Wagner, *Philadelphia Beer*, 47

¹³ *Ibid*, 64.

¹⁴ *Ibid*, 77.

¹⁵ *Ibid*, 78.

¹⁶ "14 Breweries Here to be Seized by Federal Agents." *Philadelphia Evening Bulletin*. Dec. 5, 1922.

¹⁷ "New Investigation of Poth's Sought." *Philadelphia Evening Bulletin*. July 11, 1924.

¹⁸ On December 23, 1926, the *Evening Bulletin* published: "5 Civil Suits Filed Against Breweries."

¹⁹ *Philadelphia Inquirer*.

²⁰ The *Evening Bulletin* on that day reported that "bankruptcy proceedings were filed today in US District Court against F.A. Poth and Sons, Inc...by three creditors with claims totaling \$4,764.20....the brewery is insolvent and has not been able to satisfy two small judgments obtained by other creditors."

²¹ "Brewery is Conveyed at 10th and Montgomery." *Philadelphia Evening Bulletin*, July 16, 1937.

²² Wagner, *Philadelphia Beer*, 105.

²³ *Ibid*, 107.

²⁴ Rich Wagner, *Brewery Tour of Philadelphia* (1987)

²⁵ Source does not specify what kind of business.

**SAVE THESE DATES
During 2016!**

**ABA 35th
Annual Meeting
June 7 - 12
Springfield, IL**

www.americanbreweriana.org

**ECBA 44th
Annual Convention
July 6 - 9
Williamsport, PA**
www.eastcoastbrew.com

**BCCA
CANvention #46
September 1-3
Portland, OR**
www.bcca.com

Annual Convention Daily Activities – Indianapolis 2016



Tuesday, August 2

11:00 am to 4:00 pm **Early Bird Home Collection Tours**
4:00 pm to 10:00 pm **Registration and Hospitality** - open
All Day/Any Time **Room-to-Room** - buy, sell or trade

Wednesday, August 3

9:00 am to 10:00 pm **Registration and Hospitality** - open
8:00 am to 4:00 pm **Microbrewery and collections bus tour** (ticket required)
6:00 pm to 8:00 pm **Brewmaster's Dinner** (ticket required)
All Day/Any Time **Room-to-Room** - buy, sell or trade

Thursday, August 4

9:00 am to 10:00 pm **Registration and Hospitality** - open
10:00 am to 12:00 pm **Seminars** (Topics to be announced)
1:00 pm to 3:00 pm **Seminars** (Topics to be announced)
3:00 pm to 4:00 pm **Small Item Sale**
4:00 pm to 5:00 pm **Full Micro Beer Bottle Swap**
7:30 pm **First timer's event hospitality room**
All Day/Any Time **Room-to-Room** - buy, sell or trade

Friday, August 5

7:30 am to 12:00 pm **Board of Directors Meeting**
9:00 am to 2:00 pm **Registration and Hospitality** - open
9:00 am to 11:00 am **Auction Item Consignment**
11:00 am to 12:00 pm **View Auction Items**
12:00 pm to 4:00 pm **Member Auction**
5:00 pm to 6:00 pm **Taste of Indiana** - Micro beer Tasting
5:00 pm to 8:00 pm **Indiana Collector Display** - ballroom
6:00 pm **Annual Business Meeting**, Banquet and Guest Speaker
All Day/Any Time **Room-to-Room** - buy, sell or trade

Saturday, August 6

7:00 am to 9:00 am **Setup for Public Show and Sale**
9:00 am to 2:00 pm **Public Breweriana Show and Sale**
3:00 pm to 6:00 pm **Hospitality** - open
6:00 pm to 7:30 pm **Banquet** and Convention Adjournment
8:00 pm to ? **Hospitality** - open

ATTENTION MEMBERS:

In the last issue, you might have noted that we attempted to **move the Auction to Friday afternoon.**

UNFORUNTATELY

The Hotel could not accommodate this change and we found out after publication of the Spring issue of the *BC*.

We apologize for the "flip-flop" on this, but the Friday Auction has been ***moved BACK to its traditional time:***

9:00 - 11:00 for consignment of items
11:00 - 12:00 for Auction item viewing
12:00 - 4:00 Member Auction
We apologize for any inconvenience.

—Board & Auction Cmte.

See you in Kalamazoo for **NABA Convention #46 –2016**



**NABA 45th CONVENTION
REGISTRATION**
August 2-6, 2016
Renaissance Indianapolis North Hotel
11925 N. Meridian St.
Carmel, Indiana 46032



Member Name _____ Spouse (if attending) _____

Address _____ City _____

State _____ Zip _____ e-mail address _____ Phone _____

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

MEMBER AND GUEST REGISTRATION

- Member registration fees: Before July 15 - \$85 per member (\$95 after) \$ _____
 - Spouse/Adult Guest registration fees: Before July 15 - \$85 per guest or spouse (\$95 after) \$ _____
Spouse/Adult Guest Full Name _____
 - Children pre-registration fee: Before July 15 – Under 12 free. \$35 per child age 12-18 (\$45 after) \$ _____
Children’s names _____
 - Wednesday Indy Brewery & Home Tours plus lunch Tickets _____ @ \$35 per person \$ _____
 - Wednesday Brewmaster Dinner (limited seating) Tickets _____ @ \$45 per person \$ _____
 - Saturday Trade Show Table - Qty _____ @ \$10 per CENTER table Qty _____ @ \$20 per WALL table \$ _____
 - Saturday Trade Tables (**w/o Convention registration**) Quantity _____ @ \$25 per table \$ _____
 - NABA Membership Dues \$30 if dues have expired. Check your last BC for expiration date \$ _____
- Note: Your membership must be beyond the date of the Convention **TOTAL** \$ _____

Enclose check payable to 2016 NABA CONVENTION and mail this pre-registration form and check to:

NABA Convention 45
577 E. Chippewa River Road
Midland, MI 48640-8363

Phone: 989-631-7239 email: nababrew@comcast.net

Use this code: <https://resweb.passkey.com/go/NatlAssnBrew>

See www.nababrew.com or The *Breweriana Collector* for a summary of Convention Times and Activities.

See www.visitindy.com for other Indianapolis activities.

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

Please Circle: I will stay for the Friday Dinner I will stay for the Saturday Dinner

See you in Indy! And don't forget we will be in Kalamazoo in 2017

NABA Convention Auction News

At this year's NABA Convention Auction, these pieces will be offered by Katie Bucht. They are part of the original collection by **Richard Bucht**, a founding member of NABA.



Pre-Pro (early 1900s) oval Pabst tray, ~18" dia., cellar scene with elves, made by Charles Schonk Litho Co.



John Wieland Brewery, San Francisco, Early 1900s
Pretty lady pre-Pro tray:
"Congratulations"

Come to the Convention in Indianapolis, IN, and view these and many other items starting at 11AM Friday, August 5. Auction begins at NOON.



Rare 1890s Falk-Jung-Borchert Brewing Co., Milwaukee, WI
Small composition type sign, 5" x 13"

Wielands cone top can, "Brewed in San Jose California by Pacific Brewing and Malting Company"



Metal Senate beer sign, 3" x 11"
Christian Heurich Brewing Co. Washington, DC



Early 1900s John Wieland Brewery San Francisco: Charger approx. 16" dia.



Metal Kings beer sign, 3" x 9"



Our 45th Annual Convention
August 2nd-6th 2016



AUCTION Hysteria

by ROBERT HAJICEK

CRAFT/MICRO



15 different bottle labels from Ballast Point Brewing Co., San Diego, CA (eight shown) - \$77



Above: Lucette Easy Rider Tap Handle, Lucette Brewing Co., Menomonie, WI - \$375

Left: Lucette Double Dawn Tap Handle Lucette Brewing Co., Menomonie, WI - \$432



Above: 20 different bottle labels, includes two back labels from Breckenridge Brewery, Breckenridge, CO - \$108



Above, Right and Left: Rogue Santa Tap Handle Rogue Ales Brewery, Newport, OR - \$480; and Rogue Statue of Liberty Tap Handle, Rogue Ales Brewery, Newport, OR - \$399



Nightfall Lager Tap Handle
12.25 in. tall
Pecatonica Brewing Co., Pecatonica, IL - \$225



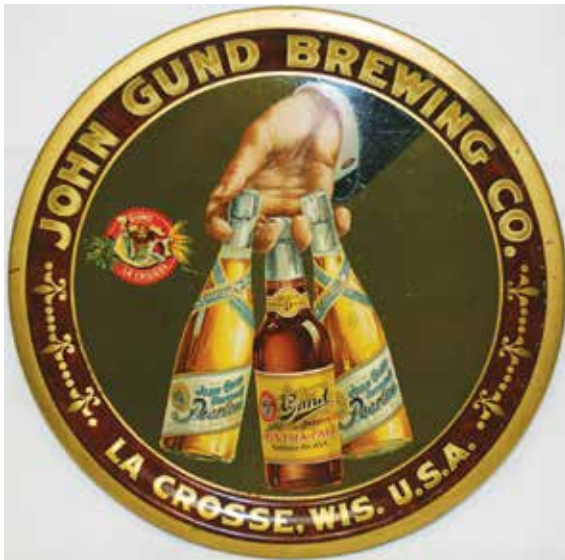
Left and far left: Nine different bottle labels from Great Raft Brewing, Shreveport, LA (3 shown) - \$59



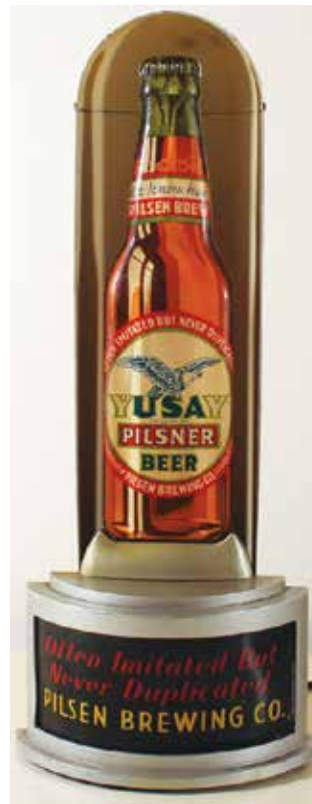
Bohemian Tray
13 in. dia., by H.D. Beach Co., Coshocton, OH
Buffalo Brewing Co., Sacramento, CA - \$3,383



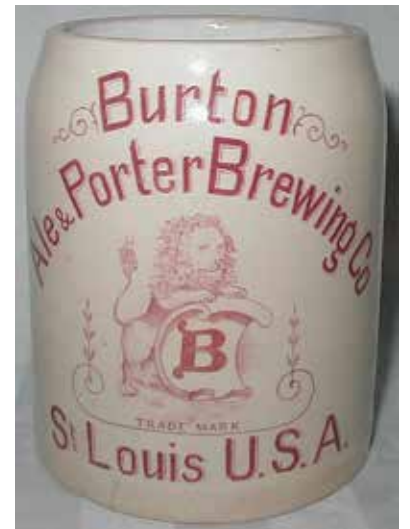
J. Leisy Factory Scene Tray
16.5 in. x 13.5 in., by Standard Adv. Co., Coshocton, OH
J. Leisy Brewing Co., Cleveland, OH - \$1,330



John Gund Tray
12 in. dia.,
by C. W. Shonk,
Chicago
John Gund
Brewing Co.,
LaCrosse, WI
\$1,301



Above: Yusay Lighted Bullet
Sign, 16 in. x 7 in. x 5 in.
Pilsen Brewing Co.,
Chicago, IL - \$977



Burton Mug
4.25 in. tall, Mettlach
Burton Ale & Porter Brewing Co.,
St. Louis, MO - \$520



Malt-Nutrine
Self-Framed
Tin Sign, 14 in. x 11 in.
Anheuser-Busch
Brewing Association,
St. Louis, MO
\$1,456



Right: Alpen Brau
Porcelain Sign Face
Single sided, for neon tube.
40 in. x 43 in.
Columbia Brewing Co.,
St. Louis, MO - \$2,352



Red Fox Ale Opener
Porcelain-enamel over
steel, wall mount
The Largay Brewing Co.
Inc., Waterbury, CT - \$225



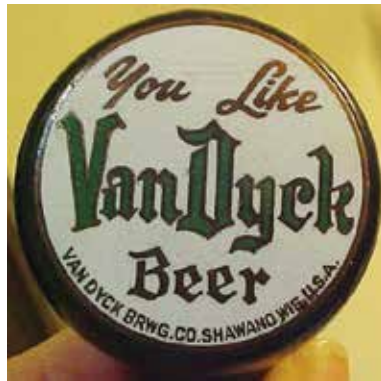
Schoen's Lighted ROG Sign
14 in. x 9 in. x 3.5 in.
Wausau Brewing Co., Wausau, WI - \$1,725



Anheuser-Busch
Tray
12 in. dia.,
by Chas. W.
Shonk, Chicago
Anheuser-Busch
Brewing
Association,
St. Louis, MO
\$3,350



Hamm's Opener
Porcelain-enamel over
steel, wall mount
Theo. Hamm Brewing Co.,
St. Paul, MN - \$510



Van Dyck Ball Tapknob
Van Dyck Brewing Co.,
Shawano, WI - \$678



J. & M. Haffen
Factory Scene
Tray
J. & M. Haffen
Brewing Co.,
New York, NY
\$1,150



Rienzi Self-Framed Tin Sign
19 in. x 16 in.
Bartholomay Brewery Co.,
Rochester, NY - \$1,863



Frankenmuth ROG Sign, 8 in. x 16 in., with cardboard back
Frankenmuth Brewing Co., Frankenmuth, MI - \$542



Meister Brau Lighted ROG Sign
27 in. x 5 in. x 4 in., Peter Hand Brewing Co., Chicago, IL - \$580

Phonies, Fakes & Frauds

Apparent reproductions of “vintage” porcelain signs flood eBay

Let the breweriana buyer beware: As has recently been reported by the ECBA’s *Keg*, and on-line in various breweriana forums and web pages, our hobby may be threatened by reproductions of various signs that are being passed off as vintage to unsuspecting buyers on eBay.

In nearly all cases, these signs are being sold for less than a true original might command from a knowledgeable collector. Still, they are bringing impressive prices—and drawing multiple bidders.

By themselves, each of the listed indicators (see box) may arouse suspicion. But when they occur all at once, the red flag of doubt should be raised high.

This article is the first of an ongoing series that will appear in the various breweriana magazines, as the different organizations collaborate to protect our members and our hobby from fraud. If you see and suspect fraudulent activity, report it to this or another forum and help other buyers beware.

There are a number of telltale indicators that these pieces may in fact **NOT** be original:

- The frequency with which the same type of sign appears during a short period, often from the same seller.
- The lack of copyright or manufacturer’s marks on the sign.
- The seller location, e.g., India or the Philippines—it is hard to imagine many “vintage” American beer signs would have made their way to those parts of the world.
- The seller posting a low starting price or no reserve on a sign that, if original, could be worth an amount into four figures.

Each of these Capitol Beer signs appeared on eBay during a three month period. These photos show how each sign has unique “aging” features.



This sign (left) was sold on eBay on March 22, 2016 for a healthy \$721. (Item # 301928285433). It was listed by a seller in Plymouth, IN (the same seller offering each Capitol sign on this page, and also selling an Esslinger’s and a Texas Pride sign—see next pages). This item was listed as “used.” *Capitol pale lager beer 2-sided porcelain sign. Measures 24” x 36”. Sold with chips, rust and scratches to the finish. Fading in the red porcelain.*

This sign (right) was sold on eBay less than a month later (April 20, 2016) for \$511. (Item # 291709967395). It was listed by the same Indiana seller, and the item was listed as “used” with the exact same verbiage used to describe it as when the quite similar sign sold on March 22. When asked via email if the sign was a reproduction, the seller’s response was: “Unsure on exact age. I believe it to be old.”



And yet again: This sign (left) was selling again in May. As of May 15, 2016 (two days before the auction’s end) bidding was up to \$234.50. (Item # 291761407767). It was listed by the same Indiana seller with the exact same wording used prior to the sale of the quite similar signs someone paid good money for on March 22 and April 20.

continued next page



From India? This sign was sold on eBay, December 24, 2015 for \$270 (Item # 262196164265). It was listed by a seller located in Maharashtra, India. A savvy collector might question how a “vintage” sign from Philadelphia made its way to that part of the world. The same seller was offering a number of other “vintage” porcelain signs, including a variety of subjects (automotive, oil & gas, etc.) which, like breweriana, are highly collectable. The listing read: *Ale Esslingers Bear [sic] ENAMEL SIGN 20 X 20 Inches. We are one of the oldest dealers of enamel sign boards in Asia. We request you to ask questions if there are any regarding our products. We do both selling and purchasing of enamel signs. Not sure what the seller meant by “Bear” in the description.*

And then Indiana: A similar sign was sold on eBay for \$785 on April 17, 2016 by a seller from Bloomington IN (Item # 141948617319). The listing read: *For your consideration a vintage 1930s sign. The sign is made of metal with a porcelain finish. There is some damage to the finish on the edge. It measures 20” in width by 20” in height. An excellent addition to any advertising collection or if you just want to own a really neat old sign. An inquiry via eBay’s Ask A Question, about the sign’s authenticity and provenance received no response.*



And again from India: This sign was listed on eBay in May, 2016 (Item # 322097012537). You guessed it! Offered by the same seller from India as the sign that sold in December, 2015. It sold for \$200.50. The listing claimed, *The sign is old and vintage.* When asked via email if the sign was a reproduction, the seller replied, “It’s original. It’s 1940s.”

And now, South Carolina: This sign was listed on eBay in May, 2016 (Item # 272241439897) by a South Carolina seller. As of May 15, it had reached \$363 in bidding with two days remaining. It sold for \$560. The listing claimed, *Old Esslinger’s Beer Porcelain Sign, measures 20” x 20” good condition.*





Indiana seller strikes again:

This sign was sold on eBay on February 17, 2016 for \$330.50 (Item 301869810526). It was listed by the same Plymouth, IN seller who sold one of the previously shown Esslinger's signs. The item was listed as "used," with a listing that read: *Texas pride beer double sided porcelain flange sign. Measures: 13 1/2" x 14". Heavy metal porcelain sign, thick shelving in the porcelain layers. Sold as-is with ding, chips and rust to the porcelain finish.*



And again: A similar sign, but with different "age" spots, was sold on eBay on March 22, 2016 for \$272 (Item 301898791839). It was listed by the same seller located in Plymouth, IN. Again, the item was listed as "used" with the exact same verbiage used to describe it.



From Seattle: A similar sign was sold on eBay for a whopping \$1,250 on April 16, 2016—this time by a different seller from Seattle, WA (Item # 322087209409) whose other listings are all newer craft beer signs. The listing read: *Antique RARE Texas Pride XXX Double Sided Porcelain Beer Sign San Antonio. For sale here is a Super Rare Texas Pride XXX Porcelain Beer Sign. Double Sided 13.25" diameter, 14" from wall.*



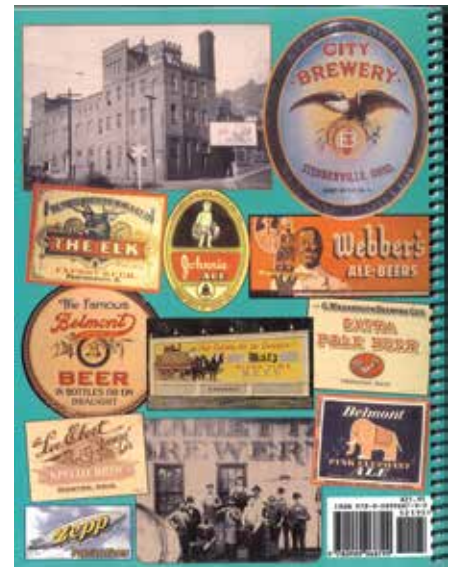
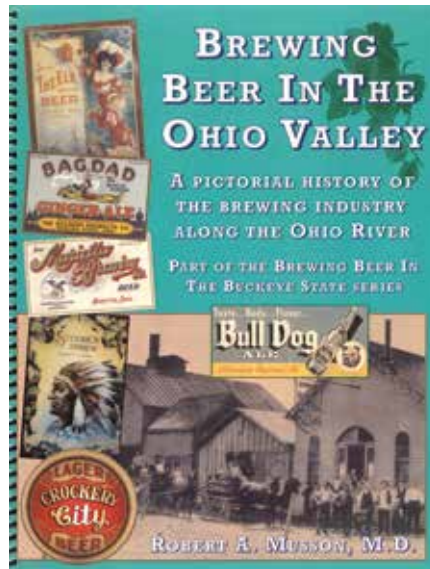
And back to Indiana: Somehow, that same type of sign, from the same Indiana seller comes up for offer on eBay. Again with different "age" spots, this one was sold on April 20, 2016 for \$305 (Item 301928415813). And for the third time, the sign was listed as "used" with the exact description as previously posted.

!Buyer Beware!



Collector's Bookshelf

Reviewed by Larry Moter
accneca@aol.com



Brewing Beer In The Ohio Valley: A Pictorial History of the Brewing Industry Along The Ohio River by Robert A. Musson, M.D.

A reality for this breweriana collector is that attending a major gathering like our NABA Convention and show means driving a westerly route from north central Virginia. Frequently, I meet NABA member, Jim Wolf (Maryland eastern shore resident) at his brother's in Cumberland, MD, to drop my car and load his van with our stuff for the show. We usually leave early so we can drive the backroads and visit antique stores, historical sites, micro breweries/brewpubs, and long-defunct brewery sites.

The National Highway (US Route 40) is a ribbon of highway we frequently transit from Cumberland into western Pennsylvania. There we have encountered breweries in Uniontown (Labor, Fayette, & parts of Uniontown breweries still standing), Washington (some pre-Pro buildings standing), and finally heading into Wheeling, WV, where there are brewpubs and the magnificent plant of the long-defunct (1915 with WV Prohibition) Schmulbach Brewing Co. Schmulbach is a highly recommended brewery (<http://abandonedonline.net/locations/industrial/schmulbach-brewery/>)

to view if you ever travel through Wheeling.

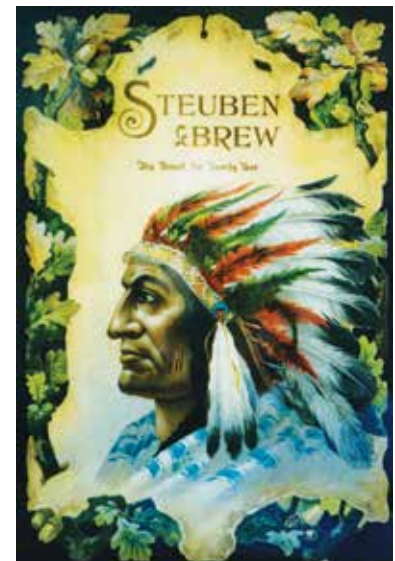
Another ribbon of historic highway we have driven on a less frequent basis is the Lincoln Highway (US Route 30), which also has numerous old breweries (too many to describe) along its path. US 30 exits Pennsylvania's western border across the Ohio River and into East Liverpool, OH, where the proud plant of the Crockery City Brewing Corp. still stands, slowly succumbing to the elements along "The Banks of the Ohio," (remembering a famous 19th century public domain murder ballad).

This short, nostalgic travelogue brings us to this column's subject matter. With the review of Dr. Musson's latest addition to the Brewing Beer in the Buckeye State series, we shall travel breweries sequentially as we move down this famous river.

Dr. Rob's new Ohio book tells the story/pictorial history of famous Ohio River breweries well known to the collector community, including Crockery City (East Liverpool, pre-Pro and post-Pro), Steuben (Steubenville, pre-Pro), Belmont (Martins Ferry, pre-Pro and post-Pro), Matz (Bellaire, pre-Pro and post-Pro), Marietta (Marietta, pre-Pro and non-producing post-Pro as both Marietta & the American Brewing

Co.), Wildermuth (Pomeroy, pre-Pro), Leo Ebert Brewing Company (Ironton, pre-Pro), and the Portsmouth Brewing and Ice Company (Portsmouth, pre-Pro). I would also call your attention to the fact that there are short-lived pre-Pro breweries referenced in this book in both the cities & towns listed above as well as a few smaller river towns.

The book also features two brewpubs: Marietta Brewing in Marietta; and Maults located in the old Portsmouth Brewery building. Both are worth a visit and have quality products—at least they did when I visited. The kind folks at Mault's once gave Jim Wolf and yours truly a memorable tour of the old Portsmouth Brewery.



This Steuben sign is cardboard and belongs to Dr. Don Wild

The photographs of breweriana advertising the brands of these breweries are outstanding. There are many beautiful, labels, cans, signs, coasters, trays, and etceteras coveted by collectors of many breweries referenced in this Volume. Dr. Musson has graciously shared pictures of rarities and “da good stuff” to accompany this review.

I have always liked Crockery City and Belmont post-Prohibition breweriana. Crockery City Brewing & Ice Co. has intrigued me mainly because of its magnificent brewery plant standing proud by the banks of the Ohio. But their beautiful breweriana (their octagonal coaster was one of my 1st coaster purchases) stands out, along with the fact that Leonard C. Webber was active in the United States Brewer’s Association. He was President the Small Brewer’s Committee in the 1942-1944 era.

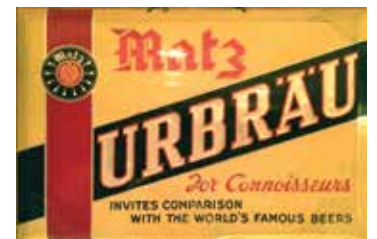
As an Association Executive myself, I have a sincere appreciation for business



This sign shown above is from Don Augenstein’s collection.

At right is a cardboard Matz sign sent to Musson by the great grandson of William Matz. “He sent me images of 6 different signs, and I’m not aware that anyone else has them in collections. Each variation includes Mr. Matz somewhere in the picture.”

The sign below is reverse-on-glass.



Top: A rare Crockery City opener (from the collection of the reviewer). Right: Leonard C. Webber. Below: Webber Brewery delivery trucks staged for action.



The author says: “The Matz TOC (above) was sent to me by the great grandson of William Matz, the owner of the company. This image arrived about three days after the book was submitted for printing, so it’s not actually in the book. I had never seen it in any collections before so it’s got to be super rare.”

people who support and are active in their association—which, most times, reflects a passion and a deep commitment. Leonard C. Webber was obviously a businessman dedicated to his industry—as an elected president he was recognized by his peers as an industry leader.

Immersing myself in publications in my collection and on the internet, it is easy to imagine the stresses on a small brewer in the WWII era. There were raw material shortages (hops and grains with hop shortages from the loss of major European suppliers), packaging material shortages (glass and especially crowns), plus wartime rationing edicts from the federal government. Not to mention the vast economic changes within the industry caused by competition from the larger regional brewers and the national “shipping” brewers. These small regional brewers could not cover their overhead (including advertising cost per barrel of beer sold) given the economies of scale the large brewers enjoyed.

The smaller brewers joined together to form the first “Small Brewer’s Committee of the United States Brewer’s Association,” which later separated from the larger group and became the freestanding “Brewer’s Association of America.” The business interests of the large and small brewers were too diverse for them to stay within one Association.

A few years ago, I was fortunate enough to procure (at a NABA Convention and thank you Mr. President) a 1944 War Time Conference publication of the small brewer’s committee meeting in Chicago. This publication

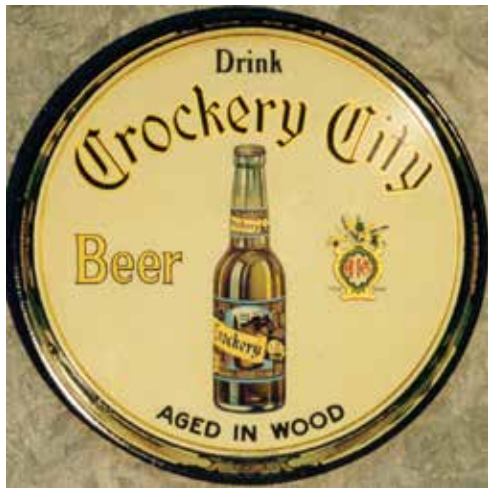


included a listing of their Officers/Board Members, roster, and Business program. I immediately noted Mr. Webber as President and observed that the roster was a membership of the soon-to-be-doomed.

Dr. Rob’s book documents that Mr. Webber was fortunate enough to have sold out in mid-1946 to a group of Akron investors. Crockery City succumbed to the inevitable industry economic pressures and ceased brewing in early 1952. Of the roughly 270 members listed in the 1944 Conference publication, all but 7 are defunct. The 7 lucky survivors? Anchor (SF), Blumer/Huber/Minhas (Monroe, WI), Cold Spring (MN), Leinenkugel (Chippewa Falls, WI), Straub (St. Mary’s, PA), Stevens Point (WI), and Utica/FX Matt (NY).

Another famous brewer of the time and region also intrigues me: Mr. Leo Ebert of the Leo Ebert Brewing Company/Eagle Brewing. Leo Ebert (shown right) was “the President of the United States Brewers Association in 1895 – 1897,” Musson notes in his book. It goes on to say Ebert “served as President of the Ohio State Brewers Association for 8 years.” Mr. Ebert must have been motivated to be an industry leader due to political challenges,





including looming Prohibition, and adverse regulation/legislation by politicians in both the executive and legislative branches of government. Mr. Ebert was recognized by his peers as an Industry Titan to have held such important positions within both associations, especially since his brewery was small and in a geographically remote and difficult-to-reach area (the river town of Ironton, OH) compared to bigger breweries in major metropolitan localities.



Rob Musson has hit another home run with this great book and great read, which is, as usual, well organized and edited,

with great pictures.

Ordering information: www.zepppublications.com or grossvater@zoominternet.net.



Both the Crockery City and Belmont neons (opposite one another on facing pages) are actually etched glass with neon rings around the edges.

Crockery City courtesy of Larry Moore and Belmont courtesy of Barry Schunn.



GUZZLE 'N TWIRL 43

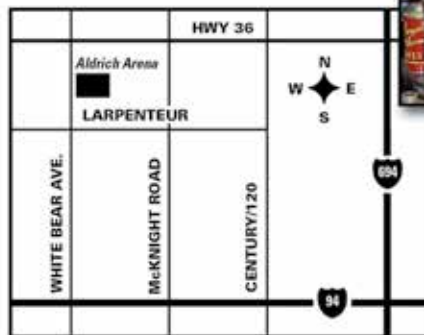


The North Star Chapter's LARGEST BEER & BREWERY COLLECTIBLES SHOW

Saturday, Oct. 8th, 2016
9 a.m. to 3 p.m.

Aldrich Arena
1850 White Bear Ave.
Maplewood, Minnesota

Admission: \$5.00



For information, call Mike Mullally at 651-451-3786 or visit www.northstarchapter.com



Let's Talk Breweriana

By Rich La Susa, Brewery Historian

Preserving brewery history takes more than just talk

This story first appeared in a breweriana collectors chapter newsletter in 2002, but has been rewritten and augmented for presentation here. Recent attempts to re-interview subjects were not successful, however, nothing of significance has occurred in the intervening years that would substantially alter the story. Also note that I have taken the liberty of blurring the fine line between breweriana and brewery architecture.

It is a rare day, indeed, in this history-be-damned era, to find a person that preserved a bit of Americana. But even more rare is to find one who tried to avoid the lime-light for his good deed.

Nearly 20 years ago, I met such a person. His accomplishment was unusual and may seem insignificant to many. He didn't preserve a famous building or monument, but rather a piece of architectural ornamentation that has historical significance to a relative few: mostly brewery and brewery advertising historians and collectors; and industrial architecture aficionados.

What makes him even more remarkable is that Marshall Oakmin was none of the above. He knew little about any of those interests! At the time, the native Chicagoan ran Christie's Inc., a local real estate management company. The noteworthy aspect of his story is that Oakmin is the unlikely person who rescued the famous Peter Hand bas-reliefs from oblivion.

These magnificent architectural appointments adorned the two front corners of the Peter Hand Brewery Co. garage at 1623 N. Sheffield Ave. (at the corner of Sheffield and Concord Place) for ~100 years, until the building was demolished in 1994. The four colorful blue/rust-orange/black/white bas-reliefs depict a hand holding a large letter P: a clever but not-so-subtle graphic representation of "Peter Hand." They were made in Italy, Oakmin said.



Two of the famous, historic bas-reliefs as they appeared on the original building. Photo taken by the author in 1985.

These pieces are architectural gems with a brewery connection. Why they had been placed in the façade of a nondescript one-story building, but were not part of the brewery proper, remains a mystery.

In the length of time, no thought was given to preserving the Peter Hand garage. It had little to offer as brewery-related architecture, except among zealots within the brewery history and breweriana-collecting community.

The simple brick garage was probably built in 1893-4 by the original Peter Hand Brewery Co., whose owners commissioned and installed the bas-reliefs. The structure had multiple uses during its long existence. Originally, it was used for servicing horse-drawn beer delivery wagons, and then, motorized beer trucks. In the early 1960s, the garage housed the Peter Hand Brewery's Meister Brauser Scarab road racing cars, which were driven by legends Carroll Shelby and Dick Rathmann, and young regulars Harry Heuer Jr.—son of the original company's owner, Harry P. Heuer Sr., who was

1891: Peter Hand Brewery Co. Founded

1967: Peter Hand Brewery Co. Sold to Meister Brau, Inc.

1973: Peter Hand Brewing Co. Opens

1972: Meister Brau, Inc. Closes

1979: Garage Purchased by Marshall Oakmin
1978: Peter Hand Brewing Co. Closes

1890 1900 1910 1920 1930 1940 1950 1960 1970 1980

Timeline of Property Ownership

the grandson of its founder, Peter Hand—and Augie Pabst of the Pabst Brewing Co. family.

When Meister Brau, Inc. (1967-1972) purchased the entire complex of buildings on the Sheffield Avenue site, included was the garage across the street. Possibly during this period, the structure was used as a tool-and-die shop. In its final years, when the buildings and property were owned by the Peter Hand Brewing Co. (1973-1978) the garage was used as a storehouse for empty beer bottles and bottle cases.

By the end of its life, the garage was outmoded, its usefulness spent. Indeed, when Oakmin purchased it in 1979, the garage stood in a neighborhood of gritty and grimy factories and small, shabby homes. By the late 1980s, the area was undergoing rapid regeneration, however, growing swiftly in prosperity. It remains so today. Most of the older buildings eventually would be replaced by luxury condominiums, trendy shops, and restaurants; among them was the nearby Goose Island Brewing Co. when it opened (under its official name, Lincoln Park Brewery, Inc.) in 1988.

In the early 1990s, Don Hardy, an expert collector of Peter Hand/Meister Brau breweriana (and an admirer of the reliefs), asked a representative of Oakmin if the reliefs were for sale. “I was told, yes, for \$400,000 – the asking price of the garage,” Hardy said.

I thought little about the garage and its reliefs until 1994, when a distraught friend called to tell me that the garage had been demolished. “The garage is gone; so are the reliefs.” He said he had no idea what happened to them. It had been more than a year since we had visited the site, and neither of us had any inkling the garage was destined to be torn down.

As is the way with up-and-coming neighborhoods, a new building soon replaced it, and in moved a Today’s Man chain clothier. But the new structure did not include the reliefs. More than a year later, it was my turn to be emotional. On my way to dine at Goose Island, I visited the site of the old garage and was astonished



The bas-reliefs restored to the new, replacement building. Photo taken by the author in 2010.

to see that the reliefs had reappeared—as part of the new building! (My friend was overjoyed when I told him.) The building also had a new tenant, another chain store: Cost Plus World Market (a San Francisco-based importer of household items). It remains so today (2016).

It’s a nice building, modern and clean, with no historic significance other than the reliefs. I was determined to learn how and why the reliefs had been returned to the site. My quest eventually led to Marshall Oakmin, whose inexplicable desire it was that they be incorporated into the façade of his building. His wish confounded many.

I talked to a few Cost Plus employees during my initial visit. They had never heard of the Peter Hand Brewery Co. and were unaware of the significance of the reliefs. The manager told me Cost Plus started getting inquiries about the reliefs almost immediately after they appeared. “People would call or walk into the store and ask my perplexed employees about them,” he said. “They wanted to know ‘What are they? Why are they here?’”

For Oakmin, the answers were quite simple. “We just wanted to preserve history,” he explained, modestly, during our interview. “There was something about those reliefs that had to be preserved so new generations could see and appreciate their beauty. That was important to me.”

Their preservation was an expensive venture. Who paid for it? The taxpayers of Chicago? Brewery historians obsessed with “saving things”? Nope. It was Oakmin.

“Yes, we spent a lot of money—quite a bit of it—to save and restore the reliefs,” Oakmin said. “But it wasn’t about money. It was about preserving history.”

Oakmin had rejected purchase offers for the reliefs after he took possession of the garage in 1979, a year after its former owner (Peter Hand Brewing Co. 1973-78), closed its doors. As for the main complex of buildings (variously owned through the years by PH Brewery Co., Meister Brau, Inc., and PH Brewing Co.) Mort Skolnick purchased and, over time (1978-9) demolished the main buildings: brewhouse, packaging area, and storage facilities. What remains on the west side of Sheffield at North Avenue (the original brewery offices) houses retail businesses.

Peter Hand Brewing Co. brewed Old Chicago, Peter Hand Select, Van Merritt, and others during its brief history. Despite the similarity in names, it had no relationship with the Peter Hand Brewery Co. (1891-1967) or its successor, Meister Brau Inc. (1967-1972), brewers of Meister

Brau and Peter Hand Reserve.

“A collector offered me \$2,000 each for the reliefs, and some people thought I should have taken the money,” said Oakmin, who admitted that he originally believed the building and the reliefs were...well...junk. Remarkably, instead of selling them or having them hauled to the city dump, he took the time to research their origin and the history of the brewery. Oakmin learned that the reliefs were handmade in Italy in approximately 1890, the year before the brewery opened at 37/59 Sheffield Ave. (the more familiar 1000 W. North Ave. address was used much later).

Restoring them became Oakmin’s obsession, said Walter Pancewicz, an architect with Aria Group, the Chicago firm that designed the new building. “It was very unusual that someone would want to preserve something so old—a part of a building with no commercial value,” Pancewicz said. “The bas-reliefs were not part of the original plans . . . Marshall Oakmin was determined to save the reliefs and asked us to interrupt construction to include them in the new building.” Although at first skeptical, Pancewicz soon realized that “it gave us a nice opportunity to do something to a very basic building.”

What Oakmin learned influenced his decision to restore them to what he hoped would be a close approximation of their original beauty.

First, he had to find capable people that were willing to handle the project. “When we had the garage demolished in 1994, we hired people who know a lot about historic preservation to remove the reliefs,” Oakmin said. “They were carefully chiseled out by hand and removed intact, with no damage to them. We then had special wooden frames made to protect them; we stored them in a warehouse for about eight months, until the time they were sent out to be restored.”

Each relief is about three feet high, two feet wide and, surprisingly, only about four inches thick. They weigh about 60 pounds each, but are not solid stone, as many thought. Oakmin said they are made of baked clay and have hollowed backs. And because they are handmade from four individual molds, “no two are exactly alike.”

The reliefs had not been glazed. They had a soft, porous surface that absorbed years of grit and grime—some contributed by factories that once existed nearby, Oakmin said. “We had them cleaned with solutions used in cathedral restorations to help bring back their luster.”

Of course, Oakmin had detractors. Some thought he was wasting his money. Others, who thought them important, he said, believed the reliefs should have been displayed in a museum—perhaps the Chicago Historical Society—or held



This is what the reliefs looked like before restoration (photo taken in 1971).



After restoration, the colors were returned to their fresh, original luster, and damage to the raised clay area was fixed (photo taken in 1997).

in private collections.

Merely talking about preserving buildings and bas-reliefs, cartouches, and other deserving ornamental features, is easy and inexpensive. Actually doing something about it, like Mr. Oakmin did, at his own expense, most certainly is not.

He gave future generations the opportunity to view—and we hope, to appreciate—these pieces of 19th century craftsmanship. He saved them from the wrecking ball, the scrap heap.

We are grateful for his foresight and determination. Without Marshall Oakmin, the historic Peter Hand reliefs would be a distant memory.

The Schwanz "Waukesha" Collection

ADVERTISING AUCTION

— KEWASKUM, WISCONSIN —
SUNDAY, SEPTEMBER 18, 9AM

Inspection: Sat Sep 17 NOON-3PM & Sun 8AM

FULL AD & PIX: WWW.PAULAUTION.COM

LOCATION Hwy 45 or 28 to Kewaskum, East on Hwy 28 to Cty Rd S, then north 1.5 miles to N131 Cty Rd S. About 40 miles NNW of Milwaukee between I-41 & I-43.

AUCTIONEER'S NOTE Possibly the finest known general collection of Waukesha area advertising in existence. Walt & Gerry Schwanz have spent a lifetime assembling this extremely clean and high quality offering of breweriana and general advertising. As always, everything sells without minimum or reserve.

BREWERIANA Super set of 4 Milwaukee-Waukesha tavern chairs; Nice Lange, Milwaukee iron base tavern table; Fox Head porcelain 40x28 shield sign; FH porcelain corner sign; Clean Weber Lager Beer tin litho sign; Scarce figural die stamped fox's head w/Waukesha ribbon; 2 different FH band shell lighted signs; 2 FH 400 neon & ROG/neon signs; Weber bubble light ROG sign; Alum. framed FH 400 ROG lighted sign; FH lighted reverse on glass sign; Weber edge lighted back bar sign; FH 400 edge lighted back bar sign; FH 400 lighted stein; Weber lighted trellis; FH 400 register light; Scarce FH Pale tin litho; FH tin litho; Fox Deluxe & FH ROG sign; FH Beer, Ale & 400 compo signs; FH 400 ballroom sign; Scarce Milwaukee-Waukesha tray; Weber "College Widow" pre-pro tray; Weber Superb Beer "Annabelle" pre-pro serving & tip trays; 4 FH trays; Weber Dutch trays; Weber Billy Goat tip tray; 3 FH Old Wksha Ale & 400 TOC signs; Weber ROG sconce lamp; Weber ROG mirrors; FH back bar figural statue; FH Old Wksha Ale aluminum back bar sign; FH 400 POS sign for beer cases; Wksha Health Beer litho; Weber Holiday Brew litho; 15 tap knobs include 9 ball; 13 etched Wksha beer glasses incl 2 Milwaukee-Wksha; 18 different FH glasses; 25 beer cans include Mr. Lager & Weber cone top; Over 95 all different Wksha beer and soda bottles; "B" Pabst door knob; Several wood beer cases; FH Bock posters; 2 FH canes; Uniform patches; Adv. novelties; Much more.

OTHER ADVERTISING Soda: Aren Ginger Ale tray; Blatz Ginger Ale TOC; Silco Soda tin sign; Kornburger Soda tin litho; White Rock Ginger Ale die cut sign; 6 seltzer bottles; Several wood cases; Bottle crowns; **Water:** Tin Silurian sign; White Rock Nymph flange sign; Large WR self-framed tin sign; WR Nymph statue; WR tin door push; Roxo Beverages tin sign; Wksha Glenn hanging litho; Scarce Bright Spot Bottling Co. carboy dispenser; FH & Silver Sands carboys;

Bethesda Water tray; Roxo trays; WR trays; Silver Sands decanter bottle; WR Ginger Ale sign; **The Rest:** Numerous other non beer/soda/water advertising items of all types.

Charbroiled Brats, Hamburgers & Refreshments

TERMS Cash or checks. Out of state, 2 forms of ID.

D/L required for bid number.

No phone bids. No buyer's

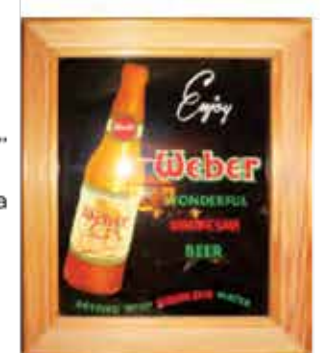
fee. Absentees accepted.

REG'D WISC AUCTIONEER

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“I Got a Gal in Kalamazoo”

Well not really, but I did make the pilgrimage to Kalamazoo, Michigan on May 14th for the annual Patrick Henry Beer Collectibles show at Bell's Brewery. This was one of the very best shows put on by Patrick Henry since I joined back in 1977. Walk in attendance was very brisk at 200+ and they had a total sell out of tables. Only the cold weather stopped the usual overflow into the picnic area outside.

You probably know or will be hearing lots about the **2017 NABA 46th Convention at the Radisson Plaza Hotel in “Kazoo” from July 27th to the 29th.** Kalamazoo has by far, the most microbreweries of any, yes ANY city of similar population in America. The Saturday count was 15 or more. For a city its size (75,000 and county @ 250,000) it beats out every other place...honest!

Best of all, it is the home of Bell's Brewery, enjoying its 31st year in business. I can remember the early days of 1985 when the Patrick Henry Chapter would have some meetings at the brewery office, which, as I recall, was an old gas station. Boy have they grown, with their Two Hearted Ale being a beer to die for!

Please note next year's Convention is a week earlier than normal to avoid the USTA Boys National Tennis Championships, to be held at Kalamazoo College. This is a super event each year and fills the city with visitors, which of course, stymied our preference for our normal time.



Our home hotel, the Radisson, is truly a class lodging establishment with the nicest layout, rooms, shops, free parking, etc. that I can ever recall for an NABA Convention. You will not want to miss this one. The Patrick Henry Convention team is raring to go and will make “Kazoo” in 2017 a week to remember.

George Baley

NABA Convention RAFFLE

This Capital City Brewing Company pitcher will be one of the items that will be offered as raffle prizes at the upcoming National Convention in August. At past Conventions, NABA has run different types of raffles in support of advertising future events and to provide funds for the little extras that help make the annual gatherings more enjoyable.

The Capital City Brewing Company was located just south of downtown Indianapolis and was in business from 1905-1915. The advertising from this brewery is very limited. Known are: a sewing kit, a few stock trays and lithographs; and this pitcher made by the Robinson Clay Products Company, of Akron, Ohio. It stands about 9 inches tall and about 8 inches across from spout to handle.



Some lucky winner will be taking home a very nice prize from our Indianapolis/Carmel Convention! Don't miss out: Register today!

HOPPY TRAILS

by Greg Lenaghan

Now that everyone is getting ready to head to Indianapolis for this year's Convention, it is time to talk about breweries along the way, if you are headed Indiana-way from the east.

Last month Kathy and I journeyed to the Spring Thaw show in Harrisburg, PA. On the way east we stopped at breweries in Wheeling, WV and Mt. Pleasant, PA. Wheeling Brewing Company has been open about a year and their beer was very good. The next day we stopped at Helltown Brewing Company. The brewer happened to be there doing some cleaning and welcomed us to his brewery. He told us Helltown was the original name of the city before it was changed to Mt. Pleasant. What a 180 degree change. We bought a shirt and the brewer gave me a tap handle since he was changing the style.

We visited Market Cross Pub & Brewery for a nice lunch in Carlisle, PA. Molly Pitcher Brewing Company (also in Carlisle) was another nice stop. They have excellent beer and we got to visit with the brewer and one of the owners. Next we checked into the hotel for Spring Thaw.

Of course, we had to check out breweries around Harrisburg, PA. We visited all three of the Appalachian Brewing Companies in the area. They are known for their great beer and food. Next was Zero Day Brewing Company: I discovered that "Zero Day" is a hiking term—when hiking, some days you may walk 12 miles, other days maybe 10 miles, but when you take off a day to relax it is a *zero day*. Since the Appalachian Trail goes through Harrisburg, the name fits nicely. AT hikers might want to visit the brewery on their zero day.

Our last stop of the

day was Pizza Boy Brewing Company for dinner: great pizza and beer and also, they had the most impressive guest tap list that I have seen, which included an additional 100 (more or less) craft beers.

On Friday we went to Hershey to check out the chocolate factory as well as to learn about the founder, Milton Hershey. What an informative and interesting trolley tour. This should be a must stop for anyone that visits the area. Next we went to Troegs Brewing Company for a lunch that was excellent. I even bought a micro-brewery tray in the gift shop for \$16. Later we went to the Brewery at Hershey in Middleton before heading back to the hotel.

Robert Fondren mentioned that there were two new breweries near the hotel: Harty Brewing Company and Jigsy's Brewpub

and Restaurant. So we just had to check them out. At Harty we met Robert and his wife Ann, Jim Plant, and Larry Moter. Harty has a small brewing system and a tap room with very good beer. Some of the group joined Al Aprea, and Tom Fay for a visit to Jigsy's. The owner/brewer (Jigsy himself) gave us a tour of his one-barrel system in the basement. Since Jigsy was also the head chef, we saw a lot of excellent food pass by as we sat at the bar. Next trip we will definitely eat there.

The Spring Thaw hospitality room had great beer tastings Friday and Saturday nights. I bought an Iroquois tray during the room-to-room, attended the show and a BCCA board meeting, and traded Dave Lang a number of full craft cans. This was an excellent show and should not be missed.

We left early Sunday morning to visit Fallingwater in southwest Pennsylvania. Fallingwater is Frank Lloyd Wright's most famous house, built on the rocks above a number of waterfalls. This is a very impressive tour not to be missed if you are in the area.

Then we were off to Columbus, Ohio, where we spent the night. Since we arrived in Columbus at 5 PM we were able to visit 7 breweries before retiring for the evening. These were all new since my last visit to Columbus: Land Grant Brewing Company, with 5 new craft cans and two new coasters; Hoof Hearted Brewing Company (an upscale brewpub in an area next to numerous new apartments) who had playing card sized information sheets that accompanied their flights (the bar manager gave



me a set); Seventh Son Brewing Company, with excellent beer—I was able to give them a bunch of stickers to add to their fork lift; downtown’s Wolf Ridge Brewing Company, with a very nice dining room in the front and a little tasting room in the back downstairs, near the brewing center; North High Brewing Company, whose staff were canning some of their beers at their production facility around the corner; Knotty Pine Brewing Co.; and finally, Pigskin Brewing Co, a sports-themed brewpub. Since Kathy is from the self-proclaimed

hog capital of the world (Kewanee, IL) we had to buy a shirt with a hog dressed in a football uniform. The beer at Pigskin was excellent.

Monday morning brought more driving in the rain, the only downside of the entire trip. We stopped in Covington, IN (west of Indy) for lunch at the famous Beef House, since Kathy had never been there. She was not disappointed. This steakhouse is very well known throughout the Midwest. Home was a welcome sight, after a very nice trip.



What’s Brewing?

by Ken Quaas

In Utica, the sign of a comeback

There may be no bigger sign of a comeback than the comeback of a big sign. And that’s exactly what is happening for the Matt Brewing Company in Utica, NY, and its once-proud flagship beer, Utica Club.

For more than 102 years, the brewery has been crowned by a giant sign that stood as a local icon in Utica, illuminating the skies with a nightly reminder of what was once the city’s most popular beer. Over the years the sign and its future

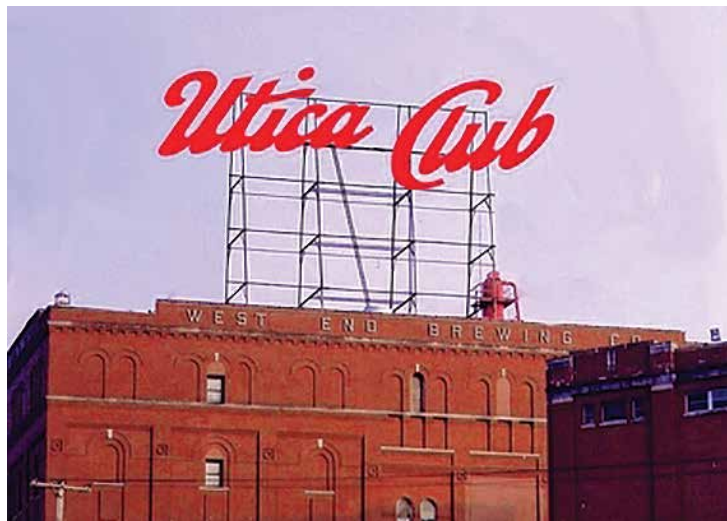
have flickered on and off – most recently “off” for more than 20 years.

But during those many years of darkness, the Matt Brewing has been re-energized. They’ve done this by riding the wave of the craft beer explosion with their popular line, Saranac, which features a wide range of a dozen-plus regular and seasonal beer styles. In addition, they have contract-brewed a variety of brands.

The Matt family, owners of their namesake brewery since 1888, had been exploring refurbishing the sign for some time as a signal of the brewery’s continued vitality. Unfortunately, the 77-year-old sign presented structural and wiring dangers, and they determined a more modern replacement was necessary.

A new “old” sign

Although the Matts considered a Saranac-logged sign, which has been their flagship since the late



Before and After: The photo on the left shows how the sign appeared for 77 years. On the right is an artist’s rendering of the new sign showing the classic script logo. The sign will still be 75 feet high, but the letters will now stand at 12 feet, even taller than their 8-foot predecessors.



The “soft stuff:” Utica Club stayed in business during Prohibition by producing a popular line of soft drinks, as can be seen advertised on this 1920s menu cover.

1980s, this idea was scrapped in favor of nostalgia, history, and popular demand. In fact, the new design features the retro Utica Club script logo, replacing the old block-style letters. According to the *Utica Observer-Dispatch*, a survey allowed fans to vote on the brewery’s Facebook page: should they replicate the block letters? Or the use the classic script logo? Overwhelmingly, fans chose the retro-looking script.

The new sign, which will read “Utica Club” on both sides, will shine brightly with energy-efficient LED lights. The Matts plan an unveiling sometime in June, 2016.

An enlightened brewer

The Matt family has been able to foresee brewing trends. This vision has kept the small regional



“C” you later: It was a gloomy day in April, 2016, when workers began to dismantle the sign, with the letter C coming down first. Postings on the brewery’s Facebook—clearly by breweriana collectors—suggested that the letters could be auctioned for charity.

brewery flowing for 128 years. It all started when German immigrant F.X. Matt took over as brew master at the newly-formed West End Brewery in 1888.

Matt had seen the power of the electric light as an advertising vehicle, and erected an enormous sign standing high above his brewery. It prominently proclaimed, “West End Brewing.” The huge, illuminated sign, the first of its kind in the area, quickly became a local landmark.

Matt steered the company through the 13-year dry spell of Prohibition by making what became a successful line of soft drinks under the name of Utica Club. He was more than ready to resume brewing beer when Prohibition ended. In fact, he was legendary in receiving the very first brewing license issued after Repeal. This ensured that West End was one of fewer than 30 breweries nationwide to have beer ready once the taps could legally be reopened.

A new “Club” emerges and prospers

Given the brand recognition of Utica Club soft drinks, Matt wisely decided to launch his post-Repeal beer under that same name. He spent heavily on new point-of-sale advertising – especially the lighted kind – which became popular with beer brands in the 1930s (some beautiful examples of these tavern signs are pictured here). But Matt’s biggest electric sign remained the one perched atop his brewery, which, since 1914, had read: “West End

Brewing.” That was updated in 1939 to promote the company’s recently-launched Utica Club Pilsner and Utica Club Ale.

In 1951 at the tender age of 92, F.X. Matt passed the torch to his son Walter, who had the vision to modernize the brewery and invest heavily in modern advertising – of the broadcast kind. This included the well-known “Schultz and Dooley” campaign, which was created by the legendary and progressive Madison Avenue ad agency Doyle Dane Bernbach, and featured a comical pair of talking beer steins. Their German (“Schultz”) and Irish (“Dooley”) accents were voiced by famous comedian Jonathan Winters. The advertising aired from 1959 into the early 1960s and fueled sales in upstate New York. But like so many regional brands,



As seen on TV: Utica Club had steins created to celebrate their popular ad campaign. At left is the Germanic-styled “Schultz;” with his Irish companion “Dooley” at right. The originals, produced in 1959 in Germany as a limited issue of 5000, have become highly collectible breweriana. The originals are easily identifiable because they feature code numbers below their handles (#59CSM on Schultz and #59CDM on Dooley). They were manufactured as promotional items, which were given to taverns and stores carrying the brand, as well as offered for sale at \$9.85 per pair.



The “retro” look: Today’s Utica Club packaging leverages the traditional red script logo, which will be reprised on the new brewery sign.

Utica Club suffered declines in the 1970s, as the powerful national brewers took command of the network airwaves. Leveraging their economies of scale, the nationals spent whatever was necessary to secure a visible presence at the local taps and packaged goods stores. Utica Club was forced to discount and lost both profitability and a premium image in doing so.

A crafty new era

In 1980, control of the brewery was passed to Walter Matt’s son, named F.X. II, after his grandfather. By 1985, F.X. Matt Brewing was the last of only two regional brewery survivors left in New York State, joining Genesee Brewing of Rochester (which had just purchased what had been the third remaining independent, Fred Koch Brewery of Dunkirk).

Like his predecessors, F.X. II had an unerring vision for how to sustain and grow his brewery despite the crushing oppression by the increasingly powerful Bud-Miller-Coors triumvirate. He recognized that the fading Utica Club brand could not compete at the level.

F.X. II also saw the emerging potential of higher quality and more flavorful “microbrews,”



A colorful brand in the past: Utica Club’s packaging leveraged bold colors, and its 1940s era tray proudly depicts the brewery, with the Utica Club sign mounted on top. (Collection of Jack Conlon)

having studied the success of Anchor, and the newly-formed Sierra Nevada and Sam Adams brands. These beers also commanded premium prices, making them significantly more profitable than Utica Club.

The US craft beer movement was still in its infancy in 1985 when Matt launched its own line of higher-end beer styles under the Saranac label, named for the beautiful lake area of upper New York State’s famed Adirondack Mountains. The brand caught on and gained a following across a wider area than Utica Club had been able to capture. The fact that Matt used its extra production capacity to contract brew two successful New York City craft beers (the Brooklyn and New Amsterdam brands, as well as Pete’s Wicked Ale, Newman’s Albany Amber, and Philadelphia’s Dock Street) helped Saranac gain distribution and traction in the huge-volume New York metro area.



The “Club” had variety: There was a beer style for every taste in both ales and lagers, as can be seen in this late 1930s postcard, which also shows the big new sign.



The shift to Saranac: The Matt Brewery has thrived since its shift to craft beer in 1985. Its Saranac varieties have achieved a strong following, and the brand’s imagery leverages the beautiful Adirondack Mountain area of Upstate New York.

Meanwhile, in a bold strategic shift, Utica Club was de-emphasized as a low-priced, regional brand. The F.X. Matt Brewing Co. had a roadmap to survival with a focus on Saranac and its contract-brewing business.

The “retro” beer

By the time F.X. II died in 2001, he had set his brewery on a positive course, which has continued today, under the guidance of his son Nick and nephew Fred, the fourth generation of the family to run the brewery. Today the company, now simply called Matt Brewing Company, ranks #17 in the US in terms of sales volume among craft breweries and #24 overall, according to the Brewer’s Association.

Although it had been relegated to the bargain bin, Utica Club beer has experienced a similar sales renaissance among a younger, more hip audience, for many of the same reasons as Pabst Blue Ribbon. These classic “retro” beers are being newly discovered and embraced as anti-establishment and for their local roots. This is most certainly the reason why the retro script logo was overwhelmingly preferred as the design for the new Utica Club sign and a reason that this venerable brand will live on.

Impressive lights at point of sale: Beyond erecting its giant sign atop the brewery, West End produced a number of high quality and beautiful lighted signs to adorn the taverns carrying its flagship Utica Club. These were part of an aggressive relaunch of the brand after Prohibition.



Clockwise from top: • A beautiful example of a Gilco cab light, late 1930s.

- The classic 1940s 3-color neon that was a familiar sight in so many Upstate New York establishments.
- This 1930s exterior neon now decorates the local neon shop, near Utica, that restored it (Photo courtesy of Jonathan Gill).
- A reverse-on-glass lighted back bar sign in classic art deco styling by Price Bros., from the late 1930s, which touts the brand’s popularity.

Minced Meat?

Every quarter we get 2-3 members writing Lee Chichester (*BC* Editor) about the treatment their copy of the *Breweriana Collector* received at the hands/gears/belts/sorters/ etc. of the U.S. Postal Service. As our old timers might remember, we used to mail our quarterly in an envelope, but discontinued that practice in — well, a long time ago. The savings gleaned from discarding the envelope (mailing weight and favorable postage rate) at that time permitted us to increase the size of the *BC* from 32 to 40 pages. We get periodic inquiries about going back, but sending out a replacement copy when necessary is not a large issue. To help Lee out when the mincer gets your *BC*, please contact me directly at: nabamembership@comcast.net or for even faster service call me at 219-325-8811 and leave word. A fresh copy (in an envelope) will be coming your way very soon.

Thanks, George Baley

Indy's Top Ten New Breweries

Edited by Daniel S. Comisky

Reporting by Melissa Fears, Amanda Heckert, Amy Lynch, Michael Rubino,

Julia Spalding, Evan West, and Adam Wren

Photography by Tony Valainis



Black Acre
Brewing
Company

1

5632 E. Washington St.
blackacrebrewing.com

IN A MARKET crowded with pedigreed brewers, a place founded by three law-school students and their

friends with a little homebrewing experience sounds like a recipe for Imperial Disaster. (Not actually an esoteric beer name. Yet.) But the owners of Black Acre in [the Indianapolis neighborhood of] Irvington have had their day in court, and we're ruling in their favor. No newcomer (est. 2011) in the city makes better beer. Of the 10 house brews on draught at any given time, the Saucy Intruder occurs most regularly. That rye India pale ale delivers what a flagship should—balanced, hoppy, copper-colored refreshment with just the right kick (7.2 percent ABV). All other beers rotate seasonally, but on a recent visit, not a single one disappointed—the only local brewery at which we could make this claim. Thirsty Reasons (a Kolsch) and Vertical Sun (a Belgian Witbier)—both effervescent with carbonation like most of the suds here and with a hint of citrus—tasted like summer.

For those who will be turned away by the hordes waiting outside the 75-seat taproom on Friday and Saturday nights, a brief description: reclaimed wood, growlers repurposed as lighting fixtures, scarcity of space. "Our brewery is a small, 3 barrel (93 gallon) electric brewing system." Which has been just enough to supply Irvingtonians with a few pints as they munch from a menu (available Wednesday through Saturday) of small plates and paninis. With meat from Smoking Goose and ciabatta from Roll With It Bakery, the hot ham-and-cheese stands out along with the sweet-potato fries.

Oh, and about the brewery name. It's a placeholder legal term for property. If the Black Acre owners keep producing the kind of beer they have for the last few years, they're going to have a lot more of it. - 01

Editor's Note: In the spring issue, we brought you a "Flight of Indy Breweries" to whet your appetite for the local brews when you come to the 2016 NABA Convention (Aug. 2 - 6). Now, we have a more comprehensive listing of the 10 Best New Indianapolis Breweries from Indianapolis Monthly Magazine (used here with permission). The article, while originally published in September, 2014, is still relevant, and any updates to be found during long-distance research have been added here.



3

13 S. Baldwin St.
Bargersville
taxmanbrewing.com

Taxman Brewing
Company

DESPITE THE PROFUSION of craft beer in this market lately, Belgian-style ales have been noticeably scarce outside the confines of Brugge Brasserie in Broad Ripple. Enter the Taxman. Early in 2014, the microbrewery was founded in Bargersville by two tax directors. They and their friends began producing small batches of the floral beers for which Belgians are known. Later in 2014, they opened a

20-barrel production facility there with an adjacent 3,500-square-foot taproom and a large patio.

If you're new to the genre, Belgians can take some getting used to. For one thing, almost all of Taxman Brewing's beers weigh in at 7 percent ABV or more. And then there are the rich fruit and yeast flavors that make it tough to knock back three or four of them. But for lovers of the style, Taxman makes delectable, unfiltered versions. La Maison farmhouse ale is a crisp, yellow beer (sometimes called a saison) that balances the traditional flavors and never tastes like potpourri (which can't be taken for granted with this variety). From there, Belgian beers are labeled as dubbels (higher in alcohol), tripels (stronger still), and quads (watch out). The Taxman Deduction dubbel is dark and malty, with a sweetness that doesn't agree with us. But the Exemption tripel, a medium-bodied blonde, compares with the famous Tripel de Ripple at Brugge. Incredible. As for the Qualified quad, the raisin and plum notes mask the 10.2 percent alcohol well.

"Our gastropub is committed to serving fresh, local, sustainably grown food," says the website. Check it out: the size of the taproom and the quality of the beers reflect an ambitious menu. Like death and taxes, you can count on it. - 03



2
Scarlet Lane
Brewing
Company

7724 Depot St.
McCordsville

scarletlanebrew.com

WITH ALES AND STOUTS as artfully crafted as their literary inspirations (the name is a nod to the *Gone with the Wind* protagonist, and the owners are avid readers) it shouldn't come

as a surprise that one of Scarlet Lane's proprietors tells a great story about how craft beer knocked her head-over-heels. Eilise Lane found a beer from Bend Brewing Company in Bend, Oregon, so good that she

talked about little else with husband Nick Servies on the two-hour ride back to their home in Eugene. At some point, Servies decided to make an unscheduled stop at a roadside store to buy his wife a homebrewing kit.

After seven years of tinkering, a degree from the American Brewers Guild's brewing program in Vermont, and a move back to her native Indiana, Lane—along with Servies and two friends—has graduated to a

10,000-square-foot production facility on the outskirts of the city in McCordsville, which opened in 2014. There, Lane and Chris Knott, an award-winning brewer from RAM's downtown location, are helping plot another chapter in Indy's ever-evolving beer history.

Scarlet Lane produces three excellent house brews: Vivien, a red IPA named for Vivien Leigh, who played Scarlett O'Hara on the silver screen; Saison de Silas, an effervescent

4

Quaff On Brewing Company

60 Molly Ln
Nashville
quaffon.com



THE DECOR OF BIG WOODS Village in Nashville merges every Brown County hillbilly-chic trope: hickory chairs and timber-frame porch; slatted-pine ceiling and Gatlinburg vibe. There's even a shack with a rusted tin roof across the alley from the original brewpub's hostess stand. But this compound doesn't rest on its touristy laurels when it comes to producing fantastic small-batch brews.

Although it opened in 2009, Big Woods didn't add Quaff ON! Brewing Company for bottling and restaurant distribution until 2012. And that's when both the beers and the business took off. The site now includes a family-friendly Big Woods Pizza Company steps from the original spot (offering crusts made from the brewery's spent grain) as well as a Saturday-morning beer school, a merchandise shop, and brewery tours.

That's a lot to take in, and it's best to do so while seated at the original Big Woods handcrafted bar, sipping one of the half-dozen or so Quaff ON! beers offered daily on tap. The signature Busted Knuckle Ale, a light porter hybrid with a smooth, sweet finish, is an excellent entry point. Even the bitterest pull in the house, the Hare Trigger IPA, tempers its hoppiness with an earthy caramel roundness—a great drink choice if you want to accentuate the spiciness of your pulled-pork nachos, made with house-smoked meat and topped with tangy barbecue sauce. (To dull the bite of fresh jalapeño slices on the vegetarian version, go with the malty Hoosier Red Ale; the sweet and creamy Six Foot Blonde Ale with its grassy notes; or the mellow, well-balanced Moral Compass Pale Ale.) And if you decide to finish your meal with a foam-topped pour of Tim's Big Woods Stout, with its essences of coffee and chocolate, you'll probably forego dessert. You won't even need to visit the fudge shop down the street. - 04

farm-house ale that takes its moniker from George Eliot's *Silas Marner*; and Dorian Stout, the brewery's superstar (a reference to the lead character of Oscar Wilde's *The Picture of Dorian Gray*). It comes to the tongue as a dainty whiff of German chocolate cake and leaves with a whisper of coconut. The inspiration, of course, came from Lane's experience with the Bend brew that launched her career.

Growler fills and tasting glasses are

available in the brewery's taproom, and a growing number of restaurants and bars offer a handle or two from the Scarlet Lane line. Servies says [in year one] they exceeded their production expectations, beating a six-month goal to land 50 accounts in only five weeks. "Some beers are available in 22 oz. bottles as special and limited releases. We distribute throughout the state in Indiana to various bars, restaurants, liquor stores and grocery stores." - 02



5

Twenty Below Brewing

Unlike the Brewpub's beers, they're served fully chilled. (We Americans never completely warmed up to some of the Brewpub's traditional "cellar temperature" pints.) In keeping with the rest of the Twenty Tap beer menu, which changes every day and is available on its website, Twenty Below has no flagship brew. But the plum stout—more light-bodied than expected, and as much a fruit beer as a stout—appears frequently. The excellent hefeweizen (a name for unfiltered wheat beer) downplays the banana flavor that's overdone by lesser versions in the category. Perhaps the only negative thing one can say about the beers here is that there aren't many of them. One to three choices appear on the menu at any given time, competing with the likes of Three Floyds, Founders, and lesser-known but typically distinguished brands.

As for the grub, Twenty Tap chef Rob Coate (formerly of Pizzology) has been producing innovative takes on pub favorites since the beginning, and he doesn't have to go to the basement to do it. The pimiento mac'n'cheese with bacon will melt a dieter's resolve, and even the mild version of the pressed Cuban sandwich is deliciously spicy. One word of warning about timing your visit: Because

of its small dining room and huge following, Twenty Tap has a long wait just about anytime after 5 p.m. and all weekend. As Yogi Berra once quipped about a St. Louis restaurant, "Nobody goes there anymore. It's too crowded." - 05

5408 N. College Ave
twentytap.com

WHEN KEVIN MATA-LUCCI opened Twenty Tap in SoBro a few years ago, the former Broad Ripple Brewpub brewer said he had no immediate plans to make his own beer there. We knew better. In the fall of 2013, along-side the list of regional craft beers on draught, Matalucci quietly started serving Twenty Below—a rotating line of English-style ales produced in the Twenty Tap basement.

Like the Brewpub's beers, Twenty Below's offerings are often unfiltered, meaning they're cloudy with little bits of yeast and grain.



6

Indiana City Brewing Company

24 Shelby St
indianacitybeer.com

A PEEK INSIDE the renovated Home Brewing Company bottling building alone would be

worth a trip to this near-eastside newcomer. With the help of \$35,000 raised on Kickstarter, owner Ray Kamstra revived the pre-Prohibition beauty—restoring windows, peeling away insulation from wood-beam ceilings, installing plumbing and electricity—to open Indiana City Brewing in early 2013. In the process of paying homage to his forebears of froth, the southside native created one of the handsomest tap-rooms in town, marking every box on the industrial-chic checklist: Edison bulbs, barn-plank tables, whitewashed brick, and slick branding befitting Kamstra's past as a graphic designer.

But a brewer cannot live on aesthetics alone. Fortunately, Kamstra's suds mostly live up to the look. Like many small-batch craftsmen on this list, Kamstra began as a homebrewer, honing recipes and winning awards for what are now Indiana City's flagship beers: the bestselling Yacht Rock, a light Belgian-style wheat with hints of orange peel and coriander, and Shadow Boxer, a coffee-flavored oatmeal stout. Later, Tribute pale ale joined the permanent draws after an enthusiastic reception.

Otherwise, a rotating selection of seasonal picks fills out the menu, which has included the bubbly, German-style Shine and the excellent Dock 7 IPA. Your best bet? Sample sets of four in miniature fishbowls before settling on a pint. Not all varieties hit the mark, but Kamstra and assistant brewer Nick Shadle collaborate and adjust, often experimenting with bourbon-barrel aging (to wit, a bottled take on Shadow Boxer called Haymaker).

For now, Kamstra's ambitions for the seven-barrel operation focus on the taproom, filling growlers and glasses as regulars lounge on the newly hewn deck, and on the 14 taps Indiana City claims at local bars. We think Augustus Hook, the Home Brewing founder whose oil portrait now hangs in the taproom—a gift from his descendants—would approve. - 06



Tow Yard Brewing Company

501 S. Madison Ave
towyardbrewing.com



WHEN SOUTHSIDE native Shawn Cannon envisioned a new craft brewery near downtown, the plan was to set up shop on the grounds of a former tow yard. That deal fell through, and Cannon found another slightly gritty location with an old-school brick exterior and industrial bay doors:

the former Chateau Thomas Winery and its garage. He kept the original name (and all of the street cred that comes with it) but the spread, which includes a deli counter, a deck overlooking the South Street

crawl to Lucas Oil Stadium, and a curving bar area with windows that open onto the production space, has a raffish charm of its own. One night, a customer at the bar pointed to a spot in the middle of the dining room's polished-concrete floor and told his bartender, "I used to park my car right there."

Tow Yard opened in April (2014), relying heavily on local guest taps for the first few months, which allowed head brewer Bradley Zimmerman—an IU grad who started homebrewing in college and spent nearly 10 years honing his skills at breweries in Seattle—to slowly roll out a short list of hoppy, unfiltered "Pacific Northwest-style" craft beers.

Today's head brewer is Tony Fleming, and his lineup includes the Impound IPA (a sharply bitter slow-sipper with all of the piney bite that hopheads have come to expect), the equally potent Horse Power double pale ale, the easy-drinking Goldie Hops (a grassy American-style golden ale), the Who's That? Brown Ale (an award winner), and a shandy called Hook Up Shandler, blended with citrus soda.

The libations are solid, and Tow Yard's location and food take care of the rest. Chef Tommy Thompson's menu includes grilled sandwiches and inventive salads served in big metal mixing bowls. A favorite shared starter, the carnitas oven fries, layers caramelized pork with salty blanco cheese that has been tossed with the house golden ale—proof that beer is one of the most versatile food groups. - 07



Cutters Brewing Company



9973 US 38,
Avon
cuttersbrewing.com

THERE'S NO FORMAL taproom here to speak of, and just finding the place is an adventure that requires a death-defying left turn across traffic on Rockville Road if you're coming from Indy. Still, loyal customers don't seem to mind making the effort to seek out this "hard-working beer" at its source. Co-owners Monte Speicher and Chris Inman started their scrappy one-barrel brewery in 2010 in a Bloomington garage (the name is a B-town stone-cutters reference, and the logo appropriately depicts a figure chiseling limestone). But the operation quickly gained a following, eventually forcing them to upgrade and relocate to Avon in November 2012. The upgraded digs accommodate a 30-barrel-capacity brewing system and a tasting area at the back of a nondescript warehouse. When the beer is this good, there's no need for fancy embellishments. The citrusy Monon Wheat proves a tasty thirst-quencher on sweaty late-summer days. The most popular brew, though, is Floyd's Folly Scottish Ale, a malty tribute to Speicher's grandfather Floyd McCoy, a cutter who was mortally felled by a limestone slab in 1959.

These are high-octane beers. The Empire Imperial Stout is a face-slapping 10 per-cent ABV, with Floyd's Folly and Rye on the Scarecrow IPA trailing close behind at 8 percent. The Lost River Blonde summer ale (4.9 percent) or one of the catch-em-while-you-can seasonals like the smooth Pentagon

Porter (5.4 percent) are smarter choices for session drinking. You really have to like this stuff to go to the trouble of finding the brewery and sampling on-site. Fortunately, Cutters started canning its five flagship beers to serve a surprisingly wide distribution radius that stretches across Indiana and into Ohio and Illinois. And the production facility promises to add pint sales, food-truck visits, and parking-lot cornhole soon. The owners seem to realize that for a beer this good, the current experience at home just isn't cutting it. - 09



534 E. North St.
outliersbrewing.com

FOR ALL HIS SUCCESS as the owner of Brugge Brasserie (famous for its Belgian-style ales), Ted Miller was too savvy a businessman to witness the American-style craft-beer boom here without thinking, Why not me? Outliers, on a once-forgotten block off of Mass Ave, is his answer. For now, the production brewer with a makeshift taproom inside is only open to the public from 4–8 p.m. on Fridays, Saturday from 2 to 6 p.m., and 2–5 p.m. on Sundays. So mostly, you'll enjoy the beers at Brugge and other bars around town.

Blau Machen Pilsner, a happier-than-usual yellow brew with 5.5 ABV, is the best session beer we had at any of the places we visited.

Whitcomb Rye (a malty beer, not one of those increasingly popular rye pale ales) and County Brown (with dry, nutty flavors) carry even less alcohol at 4.5 percent and 4 percent, respectively. All three share a signature, pleasantly light-bodied taste. The only beer here that disappoints is the Buffalo Jacket IPA. Given that IPAs are the bestselling craft variety in the country, and there are dozens of great examples in Indy, a slightly skunky one like this won't stand out (at least not for the right reasons).

If a good beer always whets your appetite, you'll soon have the option of dining at The Owner's Wife, an attached restaurant operated by Recess's Greg Hardesty that is scheduled to open "in the near future."

The eatery and the brewery frequently will produce entrees and beers designed to complement each other, offering a more regular version of the occasional beer-pairing dinners we've been seeing lately. Compared with most pub grub-serving beer places, The Owner's Wife is sure to be an outlier. - 08

622 S. Rangeline Rd,
Carmel
unionbrewingco.com

YOU WOULDN'T KNOW IT from the strip-small storefront, but this cozy nanobrewery situated near the Monon Trail in Carmel is one of the most old-fashioned of its kind in the country. Since opening in 2012, Union Brewing has featured cask-conditioned ales—one of only about a dozen outfits in the U.S. devoted to a method popularized by the Brits.

Cask-conditioning is a process, not a style. Hand-pumped into a glass rather than force-carbonated and pressurized through a tap, these unpasteurized, unfiltered brews have a soft, creamy texture as opposed to the fizzy variety you get at most places. And because it's served at a slightly-higher-than-usual temperature, drinkers who enjoy that kind of thing get a greater range of aromas and flavors. Nathan Doyle, who runs the front of the house at Union, says he and his two partners, Cameron Fila and Jay Snider, were drawn to the approach because they felt it was the best way to showcase beer's "true potential."

That may sound pretentious, but that's not the way the place feels. An outdoor seating area features live music, and on nice evenings, Doyle likes the musicians to end with an acoustic set by the bar's firepit. But it's the beer that's the star of the show, and Union usually offers 10 of them, most of which are cask-conditioned. Often, the menu includes two of the same style—one created in the old way and one not—so customers can taste the difference. Growlers are available for a few beers on tap, but not for the cask-conditioned ales because what little carbonation they have wouldn't survive more than one pour. Doyle says they don't have a regular lineup, although they do rotate through about 50 different house recipes. Picadilly Pale (an ESB) and Honey I'm Late (an American pale ale) are two of the most popular when they're around. The latter, which has the nose of hops without the bitterness, is the beer that got the three friends, then homebrewers, started. The aim was to create something appealing to aficionados yet approachable enough for the uninitiated. Their bar and beer continue in that vein. - 10



Union Brewing Company

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RHODE ISLAND breweriana wanted from Narraganset, Hanely, Providence, Roger Williams, Eagle, Molter's, Consumers, Hand, Rhode Island, Kent, etc. Paying top dollar for pre-Pro lithos and ROG signs and/or unique pieces. Contact Ed Theberge at One Pine Lane, Warren, RI 02885 or ejtheberge@cox.net or 401-245-5037.

rV177

MEMBERS-ONLY Sale!

Breweriana Collector special set of 50 issues: Only One Bundle Available. Bundle includes 50 select past issues of NABA's premier *BC* magazine: don't miss 1996 #93: Breweries of Kenosha; 1998 #102: Beer keg revenue stamps; 2001 #114: Fesenbeier of WV; and many more. \$75 postage paid. gbaley@comcast.net

NABA

WANTED: Latrobe, PA breweriana. Serious collector seeking items from Loyalhanna Brewing Co. and Latrobe Brewing Co. (Rolling Rock), Latrobe, PA. Also collect western PA memorabilia: tap knobs, neons, signs, box lights. Call Jim Mickinak, 724-539-7941 or email 10easyst@comcast.net.

rV181

BACK ISSUES of the BC for sale: Issues 93, 95, 97; 99 & 100; 102; 105 - 132; 135 - 139; 141 - 145; 147 - current. Issues are \$3 each and ten for \$25. Shipping is \$2.50 for one issue and free for 3 or more. Make check payable to NABA and send to 1585 Tiffany Woods Dr, LaPorte, IN 46350-7599

NABA

APPLICATION FOR MEMBERSHIP

PHOTOCOPY, FILL OUT, AND MAIL TO: NABA, 1585 W. Tiffany Woods Dr., LaPorte, IN 46350-7599
OR join online via our secure server, using a credit card or PayPal: See NABABREW.COM and hit the "JOIN" button.
 I wish to join NABA and payment is enclosed. Annual Membership dues are: US \$30, Canada \$35 (US); and overseas \$45 (US); Family +\$5. Please make your check or money order payable to NABA (please type or print legibly!).

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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.

- | | | | | |
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*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.*

Officially Recognized NABA Chapters

Buckeye (NW OH, SE MI)

Contact: John Huff, 7300 Crabb Rd,
Temperance, MI 48182; cadiac500@aol.com

Capital City Chapter

(Washington DC, MD, No. VA)

Contact: Jim Wolf, 9205 Fox Meadow La,
Easton, MD 21601; jwolf@goeaston.net

Chicagoland Breweriana Society

(Chicagoland)

Contact: Ray Capek, 3051 Ridgeland Ave,
Lisle, IL 60532; rbcapek@sbcglobal.net

Craft Brewery Collectibles Chapter

(At Large)

Contact: Dale Miller, 72 Lakeside Dr,
Plymouth, CT 06782;
coasting72@sbcglobal.net

Gambrinus Chapter (Columbus, OH)

Contact: Doug Blegan, 985 Maebelle Way,
Westerville, OH 43081;
dblegan@msconsultants.com

Gateway (MO/IL St. Louis Metro Area)

Contact: Kevin Kious, 908 Daniel Drive,
Collinsville, IL 62234;
whoistheailman@aol.com

Goebel Gang (South Bend, IN)

Contact: James Mahler, 16590 Huron Dr.,
Buchanan, MI 49107; dumper5@sbcglobal.net

Great White North Brewerianists (Canada)

Contact: Phil Mandzuk; philman@mts.net

Hoosier Chapter (IN)

Contact: Mike Walbert, PO Box 6133, South
Bend, IN 46660; mikewalbert@att.net

IBC Chapter (Indiana)

Contact: Mike Pope, 1144 Tuckaway Ridge
Ln, Nashville, IN 47448;
huber1960@sbcglobal.net

Just For Openers (Earth)

Contact: John Stanley, PO Box 51008,
Durham, NC 27717; jfo@mindspring.com

Miami Valley Chapter (Dayton, OH)

Contact: Bob Kates, 2474 Apricot Dr,
Beavercreek, OH 45431; bkates@woh.rr.com

Michigan's Dog-Gone Good Chapter

(Frankenmuth, MI & Detroit area)

Contact: Dave Alsgaard, 577 E Chippewa
River Rd, Midland, MI 48640; 989-631-7239;
dalsgaard@charter.net

Monarch Chapter (Chicagoland, Northern IL)

Contact: Paul Cervanka, 630-379-1522,
cerpaul@aol.com

North Star Chapter (MN, WI, Midwest)

Contact: Brent Kastler; 612-987-8771;
brent@illumineassociates.com

Packer Chapter

(WI & Adjacent States – IA, IL, MI, MN)

Contact: Ken Trembl, 721 E Mission Rd, Green
Bay, WI 54301; barbiken@netzero.net

Patrick Henry Chapter (Kalamazoo, MI)

Contact: Joe Wilson, 3849 Forest Trail,
Allegan MI 49010; 269-355-2715;
upbeers@sbcglobal.net

Port of Potosi (SW WI, Eastern IA, NW IL)

Contact: Larry Bowden, 960 Broadway,
Platteville, WI 53818; listbrew@gmail.com

Queen City Chapter

(Cincinnati, So. OH, No. KY)

Contact: Dave Gausepohl, 8930 Evergreen
Dr, Florence, KY 41042-8713;
859-750-4795; beerdave@fuse.net

Reisch Brew Crew (Central IL)

Contact: Greg Lenaghan, 2507 Huntington
Rd, Springfield, IL 62703;
g.lenaghan@comcast.net

Schultz & Dooley Chapter (New York State)

Contact: Bill Laraway, 627 Kenwood Ave,
Delmar, NY 12054; brew.coll@verizon.net



All advertising materials and inquiries should be
directed to:

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

Advertising Guidelines

CLASSIFIED ADVERTISING

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

DISPLAY ADVERTISING

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

Place any classified or display ad for four
consecutive issues and pay for three
only. We recommend that display ad-
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versions sent via email. With text and
photos, however, we can compose. Over-
sized or undersized ads will be changed
to correctly fit your paid space.

PAYMENT

US funds must accompany order.
Make check payable to NABA.

DEADLINES

Issue	Materials Receipt	Publish Date
Spring	February 20	April
Summer	May 1	June
Fall	August 20	October
Winter	November 20	January

Advertising is accepted only from mem-
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Why Do *WE* Belong to NABA?

It's the "handy" way
to explore more in
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collecting . . .
You get:

- **The Quarterly Magazine:** *The Breweriana Collector* is packed full of great articles and pictures of breweriana and the breweries it came from, as well as features on our interesting members and their extensive collections.
- **The Camaraderie:** Stay connected with your fellow breweriana enthusiasts. Keep current with all the news, great shows, and upcoming events in the hobby—and importantly, our Annual Convention that features great beer, breweriana, buying, trading, selling, and conversation. ***This year, it's being held on Aug 2-6 in Indianapolis.***
- **The Membership:** We have nearly 700 members representing 42 states. NABA members are many of the most knowledgeable about and expert in their areas of collecting – some of them literally "wrote the book" about their passion. It's a great group that serves as a source of knowledge and assistance in your own collecting endeavors.
- **The Virtual Museum:** NABA is building a unique and proprietary resource exclusively for our members. It will be a full, online repository of all kinds and brands of breweriana from Pre-Pro through 1960. NABA's VM is a great source of information about what's out there across so many incredible collections!

All of this for just \$30 a year! Stay connected to breweriana collecting through membership in NABA.

Contact nababrew@comcast.net for more information and like us on FaceBook at National Association of Breweriana Advertising! Visit YOUR hobby website today: nababrew.com

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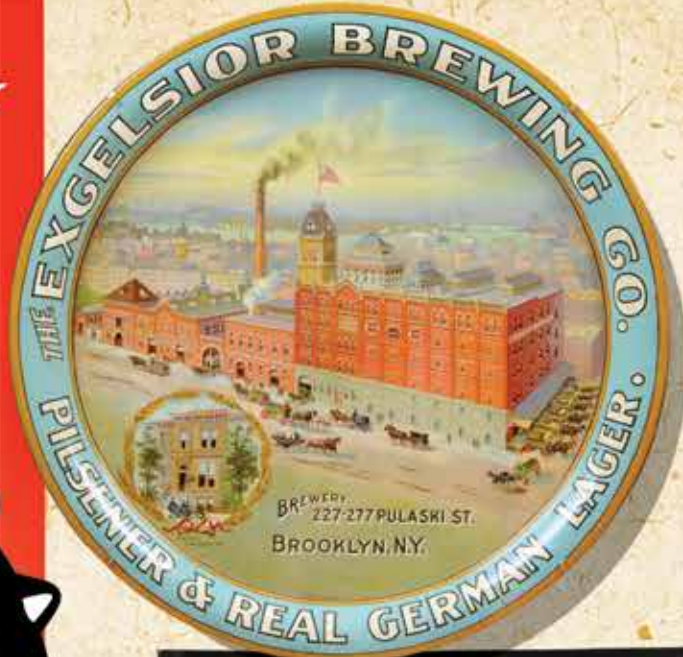
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