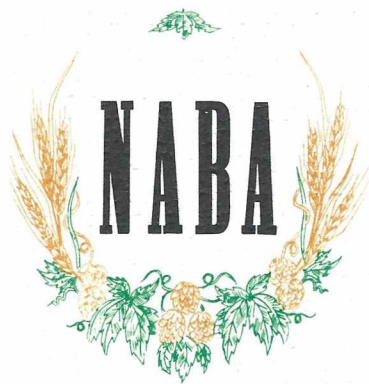


National Association Breweriana

Advertising



Newsletter

*An organization that covers all areas
of brewery advertising.
Founded January 1972*

VOL. NO. 10

WINTER EDITION 1975

HOME BEERMAKING
IS IT LEGAL?

1975 CONVENTION
STEVENS POINT,
WISC.!!

NEW ADDITION
DO YOU KNOW COLUMN!

BOCK TALK

Between Tom Killeen, Helen and myself the directory has been completed. Dick Hinds had the newsletter ready and I had them printed up at the same time. This is why you are receiving them in the same envelope, savings in the mailing cost is a side benefit to the NABA treasury, also. The directory has grown considerably in size to accomodate the three hundred and fifty five members that are listed, also the increase of the ad section. A fast count shows there are one hundred and five different catagories. The largest specialization being Trays (130) and the next , Glasses (95).

We are nearing Show time again, the first big Advertising Show being February 22nd and 23rd with Hubert Bellman at Gaithersburg, Maryland (Fairgrounds). Leon Beebe will again handle the leg work for a NABA get-to-gether at Roy's Place on Saturday night February, 22, members intending to be at the get-to-gether should please contact Leon. I am sure that it will be another success. The next Advertising Show will be with Neil Wood, March 22nd and 23rd at Indianapolis and the NABA get-to-gether will be at at the Holiday Inn #3 on Saturday night March 22. There will be a Board of Directors meeting at the same time and all members are again invited to attend. The third Advertising Show is with Roger Sapp April 19th, 20th, no formal plans have been made, but there will be a NABA get-to-gether and a notice will be out at the Show.

I received a letter from Ken Hauck, that I have not answered as of yet, but the Directory came first. He, as others have been bringing up the question of local chapters. This is one of the subjects that will be brought up at the next Board of Directors meeting as announced above. Any members having thoughts along this line - Please feel free to convey them to any Board member or myself, or better yet bring them up at Indy. and I am sure something will be resolved along this line.

William D. Ross (Bill) has been quite active to say the least and the fruits of his labors are as follows: He has been in communication with an organization that is in the process of putting together a United States Brewery Directory. It is slated for publication early in 1975. It is divided into two parts, pre- and post-prohibition and includes about 320 pages in all, including "various statistical data and tables". I am sure that we as Brew-eriana collectors will be very much interested in a book of this nature and if you are - write Bill and express your intrest. If enough interest is expressed Bill will handle the sales for NABA and copies for members will be available at a reduced rate.

The following page is a copy of the letter that Bill wrote me and I feel that his efforts will be greatly appreciated by Brew-eriana collectors everywhere.

The next page is directed to the Embossed Glass collectors and the information that Bill and the Glass Committee of NABA requires in their attempt to compile the Embossed advertising Beer Glasses Catalog. Take the time to reply to their efforts and you will reap the rewards.

The next and last page is directed to those that want a convention in their area. Looking forward to see you at Indy, if not before - good collecting.

January 22, 1975

Mr. Herb Haydock
1660 2nd Ave., So.
Wisconsin Rapids, Wis. 54494

Dear Herb:

Since we are on the book kick, I thought I'd see if you can work in a little plug for my book. It's finally finished, and as soon as it's copyrighted, providing I can get a copyright issued, it will be printed. I'm going to print up 100 copies and should have them available by the Indianapolis advertising Show in March.

Now what is it? It is an index to the book, One Hundred Years of Brewing. As anyone who had used this book knows, there is more information on American brewers and breweries in this book than in any other, but finding a particular one can be maddening, to say the least. I have listed all the names of brewers and breweries mentioned and listed every reference to each name in the book.

The listing is in two basic parts. One is a straight alphabetical listing of all names (106 pages!), giving the city, state, and every reference to that name, down to the quarter of the page where it appears.

The second part is a sort of gazetteer, with all the same names arranged by state and city. Thus a person wanting to use the book to research the breweries of Chicago can turn to the list for Chicago and have at his fingertips every reference to a Chicago brewery in One Hundred Years of Brewing, no matter where in the book it appears.

This has been a lot of work. As I said before, I plan to print 100 copies at present. I am having it done privately, so if there is any demand I can get more. It will be in a permanent soft binding (not ring binder or loose-leaf!) and it looks like the price will be \$5.95.

This index makes it a much more useful tool for brewery nuts, listing 3882 names, 4921 references, 641 cities and 45 states. It even serves as a fairly good reference to pre-1903 breweries if you don't have the book.

Sincerely,



William D. Ross
P.O. Box 361
Morristown, Tenn. 37814

P.S. I will take mail orders, too.

EMBOSSSED GLASSES

The Glass Committee of the N.A.B.A. is attempting to compile a catalog of embossed advertising beer glasses. If you have ANY embossed glasses we would like to have a description of them. To accomplish this we have prepared a reporting form which makes accurate description quick and easy. To obtain this reporting form please fill in the form below and send to

William D. Ross
P.O. Box 361
Morristown, Tenn. 37814

NAME _____
STREET OR BOX _____
CITY _____
STATE _____ ZIP _____

APPROXIMATE NUMBER OF DIFFERENT GLASSES _____
(To ensure sufficient forms)

If you know of anyone having embossed glasses in his collection who is not a member of N.A.B.A., we would like to have his name and address so we can request his cooperation.

ATTENTION DEALERS AND MEMBERS - who do Shows, Fleamarkets, Etc.

NABA MEMBERSHIP ADVERTISING SIGNS

We are in the process of having new signs made up that most of you have displayed in your booths and have expressed an intrest in having new ones, as the present ones have seen their day. Write Herbert A. Haydock - signs will be issued at the Indy Show, to save postage. If you are not attending this show, so inform me and yours will be mailed. The sogner you reply, the sooner we can have them made up.

ANNUAL CONVENTION
IN YOUR AREA?

Members desiring to have the Annual Convention in their Area should get together, select a Convention Chairman, then compile a package. Some of the necessary ingredients for a successful convention would be:

BREWERY - we don't have to have more than one in the city selected, as we now have the auction which takes up a full day.

CONVENTION HEADQUARTERS - the motel at Minneapolis was a great success with its indoor facilities, in the event of inclement weather, this would be a much appreciated asset.

BANQUET FACILITIES - at the headquarters, for convenience and in the interest of time, that is allotted for the convention.

EASE OF ACCESS AND LOCATION - in relation to the planned events, again in the interest of time.

MEETING ROOMS - also rooms big enough to accomodate our auction and trade-buy session.

The above are some of the more important things to keep in mind. But the most important of all, a strong Convention Chairman. Conventions just don't happen - there is a lot of ground work. There are many necessary tasks that require efficient and willing Convention Committees to carry out the goals of a Convention.

I point out these requirements of a successful convention as facts, not as insurmountable obstacles. The planning and work that goes into a convention can be a most rewarding and gratifying experience. You have to take an active roll in your organization - NABA - and if you are a member it is your NABA.

Members wanting a Convention in their area should form a Committee and select a Convention Chairman to implement and guide your desires for a convention. Then present your package at this year's convention, the membership then can vote on their preference for the convention in 1977.

Herbert A. Haydock
President NABA

BUFFALO BREWERIANA

--Reprinted from the Sacramento Bee.

Buffalo Brewery "advertiques" are many and varied," says collector Duke Jones. "I don't think anyone knows how many there are. The discovery of a formerly unknown piece is what makes this hobby so interesting."

Fellow hobbyist Jim Grenwelge agrees, adding: "Collecting is very haphazard. I never know when something will turn up. I haven't found a collectible item for about three months but someone may call tonight with a tip. You just never know."

Jones and Grenwelge have been gathering Buffalo items for about four years. Jones, originally a collector of stamps and coins, "graduated" to Buffalo collectibles after switching to antique bottles, then narrowed his scope to Sacramento area beers and sodas. He found it impossible to stay solely with beer bottles and expanded his searches to "go-withs"--advertising and promotion items that go with bottles.

Grenwelge's start occurred before he realized it. His father gave him an old handle and several years later Grenwelge decided to see what type of material was beneath the several layers of red paint. Buffalo heads top and bottom and the word "Buffalo" gleamed brightly in brass after the cleaning. He had one icebox handle but felt he should have at least a pair--his collecting had begun.

The pair agree that Buffalo beer was of an extra-ordinarily high quality and that the brewery's promotion department was second to none.

"Buffalo and Ruhstaller," says historian-collector Don Smith, "left no market untouched. Both participated in and supported local functions, celebrations and community projects."

Among items given as promotions were colorful trays and sets of trays (a serving tray accompanied by six to 10 tip trays), signs, plaques, lamps, corkscrews, match safes, glasses, crystal goblets, oak ice boxes (with those brass handles), bottle openers, foam scrapers, cribbage boards, pocket mirrors, clay pipes, calendars, post cards, ballot cards, toothpick holders, childrens' games, street fair pins, pocket knives. The list seemingly is endless.

The Buffalo Brewing Co. was incorporated Nov. 10, 1888 and served its first beer May 10, 1890. Founder Herman Grau of Buffalo, N.Y., also was the company's major stockholder and persuaded many of the city's prominent citizens to invest in the adventure.

The Buffalo and Ruhstaller Breweries merged in 1897 to form the Sacramento Brewing Company but with each retaining its own identity.

In its heyday the company spared little in producing quality beer and quality promotion items. The trays came mainly from Mid-western firms specializing in lithography on tin. This time-consuming process required a separate "pressrun" for each color, and there often was as many as 15 to 20 colors per tray."

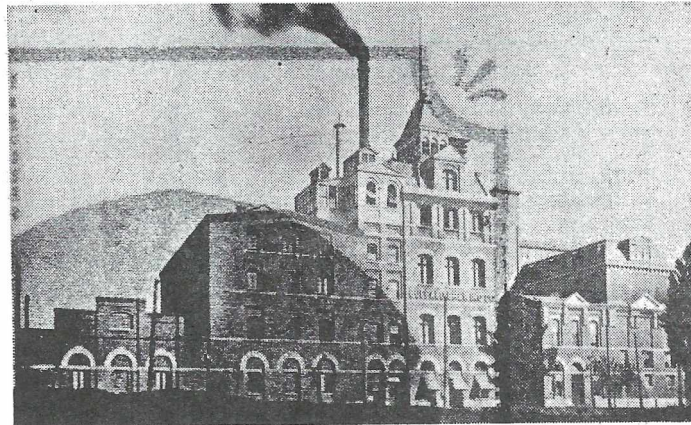
BUFFALO BREWERIANA (continued)

The brewery was ahead of its time with recycling of bottles as early as 1903. A deposit would be charged for a wooden box of bottled beer, and returned upon receipt of the properly marked box and empty bottles.

"Where California Fruits Grow: Resources of Sacramento County," published in 1894 by The Bee, includes the point that "the main buildings (of the Buffalo brewery) are constructed of brick and iron with granite copings, and are of ornamental design, and, next to the State Capitol, form the most prominent group of buildings in the city." The four-story brewery had a capacity of about 75,000 barrels per year giving employment to 100 men. The brewery also provided a "ready market" for barley and hops grown in the county.

Ratification of the 18th amendment in early 1920 caused the firm to alter its production to soft drinks, cider and "beverages" which contained less than one-half of one per cent alcohol. In December 1933, Prohibition was repealed and the brewery was back in full production. However, perhaps due to changed advertising methods, reports Smith, the brewery never attained the status it had once held.

Certificates of dissolution were filed Dec. 21, 1945 and final dissolution of the Buffalo Brewing Company and Buffalo Brewing, Inc., occurred Dec. 15, 1950. The last Buffalo beer, however, had come from the tap several years before.



The Buffalo brewery was located at 21st and Q Streets.

Beer Closing: Walters - Pueblo, Colo. (no news on who is purchasing the "brand names").

UNITED STATES BEER CONSUMPTION

A number of years ago the difference in 1950 and 1968 between the per capita consumption of beer in various regions was reviewed. It was noted that in both years national per capita was 17.0 gallons and that there had been a trend toward equalizing the spread around that figure. Thus, in 1950, the highest region was the Middle Atlantic states with 23 gallons, and the lowest the East South Central with eight gallons, while in 1968 the highest region was the East North Central at 20 gallons and the lowest the East South Central with 11 gallons.

This trend has continued in 1973. While the national average was 20.2 gallons, the highest area was the Mountain States with a figure of 23.1 gallons. The lowest area continues to be the East South Central states which are almost up to 16 gallons by now.

In the years 1968 through 1972, the consumption of beer in this country increased at an average rate of growth of about four per cent. The Mountain states had an average rate of growth of 9.2 per cent, followed by the East South Central with 8.2 per cent. The least growth occurred in the Middle Atlantic States which increased by 1.0 per cent during this time.

In 1973 the Mountain states again had the greatest gain compared with 1972, followed by the South Atlantic at 8.7.

Three areas were below their normal last year, namely, the East South Central, the Mountain and the Pacific, while the West South Central area was on target. All other areas were above their rates and the West North Central States and New England were particularly good.

PER CAPITA CONSUMPTION (Gallons)

W. Germany.....	38.8
Czechoslovakia.....	38.7
Belgium.....	37.6
Australia.....	33.9
Luxemburg.....	33.6
Ireland.....	33.3
Denmark.....	33.1
New Zealand.....	32.0
E. Germany.....	29.8
United Kingdom.....	29.6
Austria.....	29.1
Canada.....	22.3
U.S.A.	20.2

It must be noted, however, that in spite of recent trends and even what may be projected, when one looks at the total beer market in the United States in terms of individual states there has been very little change in the past ten years. In 1964 the ten highest states in consumption represented 62 per cent of all beer consumed in the country and by 1973 this had changed only to the extent that they now represent 57 per cent of the total. In addition there has been only one change in the top ten states during that time. Florida has now replaced Massachusetts in the top ten and, in fact, Florida now ranks eighth in the nation ahead of New Jersey and Wisconsin.

U.S. BEER CONSUMPTION (continued)

The most recent figures from the U.S. Department of Labor, Bureau of Labor Statistics show that since December, 1973, beer prices at retail have increased by about 12 per cent. This figure compares with the others shown and the most notable increase in certainly that of cola soft drinks which have gone up by over 31 per cent.

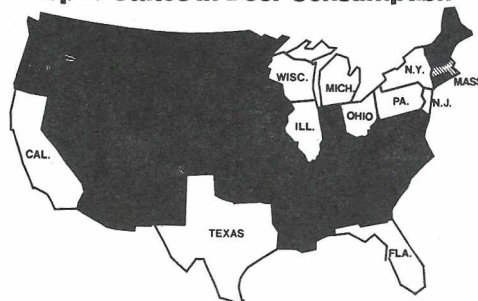
The most recent 12-month history of the brewing industry give some cause for hope, since in the period from October, 1973, through September, 1974, beer sales were up by 6.6 per cent, or nine million barrels, over the comparable previous period. Thus, in projecting a total for the end of 1974, in effect, if the last three months break even with those of 1973, the industry will sell 145 million barrels. If a million barrels is picked up over the last three months, which would average out to a growth of 3.1 per cent for the last quarter, 146 million would be reached. It is possible, of course, that there may be a decline during that period which could put the increase close to four per cent for the year, or 144 million barrels.

It is estimated that the figure will fall somewhere between 145 and 146 million and that a per capita consumption of close to 21 gallons will result this year.

If it does, and the industry thus reached the 21 gallon barrier which has not been accomplished since 1914, there is still a great deal of room for growth and improvement when one considers other countries of the world.

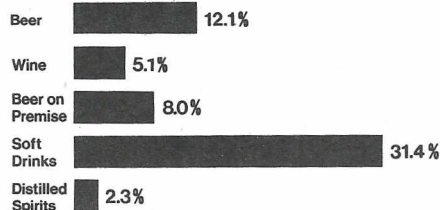
The United States ranked 13th in per capita consumption of beer in 1973, as West Germany's per capita stood at just under 39 gallons.

Top 10 States In Beer Consumption



Price Increases

December 1973 - September 1974



NONDETACHABLE RING OPENER FOR CANS

Continental Can Co., New York, N.Y., recently introduced a new easy opening top for beer and soft drink cans that is safe, convenient and meets two important environmental needs.

The new top, called "Envir-O-Can," has a laminated foil strip with a ring opener that is nondetachable. This "stay with the can" feature will eliminate the litter caused by standard metal tabs which are thoughtlessly tossed aside by users. The laminated litter-free tab is a spin-off of space-age technology since it is the same material Continental developed for the food pouches that went to the moon on Apollo flights.

The new top can be made of either steel or aluminum, and either material can be used on steel or aluminum cans. The fact that steel tops can be applied to aluminum cans opens substantial new opportunities for recycling high-value aluminum cans automatically and economically from municipal garbage by means of magnetic separation.

Other assets claimed for Continental's new top are that it is simple and easy to open, even by children, it is sanitary, safer, consumer accepted, and commercially feasible.

The "Envir-O-Can will help our industry eliminate the problem of ring-pull litter," said Malcolm W. Owings, vice-president of Continental's Beverage Division.

"We attach such importance to the desirability of making a litter-free ring opener widely available that we are willing to license other commercial can makers in the United States to manufacture this new top under reasonable terms," Mr. Owings said.

Consumer acceptance is the key element in the success of a new can top. Continental has conducted consumer research that indicates that the Envir-O-Can is preferred over today's ring-pull end for ease of opening, safety and sanitation.

"The Envir-O-Can made a fine showing," Mr. Owings said, referring to the consumer study, "since it was competing with the ring-pull that everyone knows. In our soft drink consumer test, it was actually preferred over ring-pull on an over-all basis."

Consumers apparently saw the environmental value of Continental's new can top. It was preferred by more than seven to one when a question was asked about which can is better for the environment.

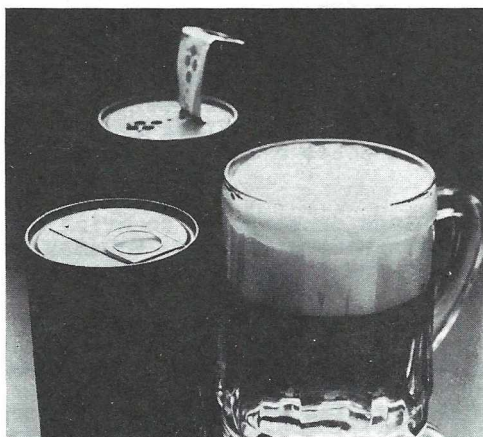
Continental has made initial contacts with some of the major brewers and soft drink producers. A number of these companies are already conducting their own extensive test packaging studies.

"All of these contacts have increased our confidence that this new top will become a major factor in the industry," Mr. Owings said.

The Envir-O-Can has a laminated ring-pull tab made of aluminum foil and polypropylene plastic. The tab covers holes that have been pre-punched into the top, eliminating the need to tear an opening into the top. Continental has applied for patents on the manufacturing process as well as the adhesive used.

NONDETACHABLE RING OPENER FOR CANS (cont'd)

Continental Can Co. will begin commercialization of the Envir-O-Can in 1975.



Cans with non-detachable ring opener.

Pictured is NABA member, Judy Pieper, attending her booth at a recent mall show. This brings us to the thought of the following forthcoming Spring Advertising Shows:

Gaithersburg, Maryland

February 22 & 23

Indianapolis, Indiana

March 22 & 23

St. Louis, Missouri

April 19 & 20

Mark your calendar accordingly and plan to attend as many as possible as this is the most likely place you will find to acquire many desirable items for your collection.



THE SCHLITZ STRATEGY TO BRING A BEER BACK

Only four years ago, Hawaiians were guzzling Primo beer at what seemed to be an unquenchable rate. So loyal were beer drinkers that Primo, made by Jos. Schlitz Brewing Co., held 70% of the market.

Today, Primo finds its market share at a dismal 20%. While it is a simple matter to pinpoint the cause of the beer's sudden fall from popularity, discovering the key to getting Primo back on top is another matter, and one that poses a challenge even to giant Schlitz.

"One of the most difficult things on earth is to bring back a beer that has lost market," observes Stewart R. McCombs, president of Star/McCombs, the Honolulu advertising agency that handled Primo during its days of glory.

In a carefully orchestrated program blending advertising, promotion, product, and packaging, Schlitz is now well into its efforts to revitalize ailing Primo. The first step came when the giant Milwaukee brewer admitted that it had been a mistake to shift Primo's critical production process to Los Angeles and then ship a dehydrated mixture back to the islands. The dehydrated concoction at first was acceptable but later proved to be a disaster. Suddenly Primo's taste was altered, and Primo imbibers fled to other brands.

Wilhelm C. Janssen, Schlitz vice-president of brewing, explains that the process severely limited the flexibility of changing the taste when it reached the final processing stage in Hawaii.

"We were locked into one flavor," comments Otto H. Wiesneth, brewmaster of the Primo plant, explaining that periodically brewers alter the taste of their beer. And, obviously, Primo's customers didn't like it.

Schlitz went through the usual agency gyrations as Primo sales slid. The company changed agencies twice in four years before it finally came to grips with the fact that the taste was at fault. In November, it opened a \$2.5-million brewhouse in Hawaii and returned to making Primo from scratch.

Schlitz is now faced with the task of getting the message out that Primo is once again a totally Hawaiian creation. Hired to spread the word is the San Francisco office of Cunningham & Walsh, which is peddling the theme, "Taste what's happened to Primo."

To hammer home to Hawaiians that Primo is strictly Hawaiian (other than ownership), the agency is stressing the new brewhouse. One newspaper ad boasts that "We've just opened our new Brewhouse at our Pearl City plant. Start-to-finish Hawaiian beer."

Primo has made other changes, retiring its short, stubby 11-oz. bottle in favor of a slender model that holds 12 oz. Also, after rejecting all proposals to put Primo in cans throughout the brand's banner years, Schlitz has now changed its tune, and a can version is available. Further playing on Hawaiians' loyalty to their islands, labels are appearing in deep blue that are designed to promote Hawaii's sky and ocean.

SCHLITZ STRATEGY TO BRING A BEER BACK (cont'd)

In another promotional effort, Primo held six open houses at its new brewhouse for Hawaiian dignitaries and bar and restaurant owners.

Most agree that Primo has a rough row to hoe in getting back on top, or even near it.

Robert Larkin, director of marketing for Primo, declines to discuss specific sales figures but maintains that one beer is "running ahead of forecasts." Others confirm that Primo is showing surprising strength in the marketplace. "Sales during November and December, the first two months for the new Primo, ran 25% to 30% ahead of the same two months in 1973," says Charles F. Rosenveltdt, manager of a Honolulu wholesale beer company.

The flow of optimism is echoed at the retail level, where some merchants are claiming a sudden return to the old-time favorite, "My sales have increased 117% in the last month," says one local retailer.

Others, though, report mixed results. F. David Wagner, bar manager at Theo's restaurant, says that a lot of the initial purchases were in response to the advertising campaign, and he questions the solidity of repeat business. Wagner says that he ordered five cases when the campaign started and soon afterward ordered 10 cases, "but now I am back to four."

Schlitz is no stranger to seeing Primo bounce around the marketplace. When the company bought Primo in 1964 from Beatrice Foods Co., the beer held only 10% of the market.

Schlitz is obviously dedicated to Primo. It accounts for only 1% of the company's total production. "Thank God we're under the umbrella of Schlitz," comments brewmaster Wiesneth, speculating that Primo could well have gone out of business instead of being rejuvenated.

DO YOU KNOW??

Recently our Corresponding Secretary, Bob Gottschalk, mentioned the idea of a "Do You Know?" column as an addition to our Newsletter. Sounds like a good idea!

For openers, Bob has submitted the following:

DO YOU KNOW? Where is it from? "Huether's Pilsener Beer - Old Tyme Stock Ale - Wuerzburger Beer". This is a beer tray, location of the brewery unknown. It is porcelain and appears to be pre-prohibition. With over 600 trays in my collection, this is the only one I can't identify.

If anyone knows, how about dropping me a line and I will include it in the next issue of the Newsletter. Also, if other members are having trouble pin-pointing an item in their collection, drop me a line and we will pose the question to the members through the "Do You Know?" column.

APPROACHING THE 120th ANNIVERSARY
OF BEER RIOT IN CHICAGO

April 21, 1975 will mark the 120th anniversary of an important and almost forgotten event in Chicago. It was on this date in 1855 that martial law was first declared in Chicago to quell the city's first riot.

Women's rights? No. Race? No. What then? BEER!

At least one man was killed and scores of others were injured critically in a battle between police and several thousand German immigrants protesting the city's closing of saloons on Sunday. The battle occurred on April 21, 1855, outside the courthouse at Clark and Randolph Streets. The seeds of this revolt, known as the Lager Beer Riot, were sown by Mayor Levi B. Boone, a physician and nephew of the Kentucky explorer, when he ordered police to enforce an obscure state law that prohibited taverns from opening on Sunday.

The Germans, hard-working people preferring to spend Sundays in taverns eating bratwurst, dancing, and drinking lager, objected to the mayor's order and resisted when police attempted to eject them from saloons.

As if Sunday closings weren't enough to upset the immigrants, the mayor and the City Council increased the annual liquor tax from \$50 to \$300 and voiced support for the passage of a prohibition bill in the coming June state general election.

The controversy came to a head when Judge Henry L. Rucker failed on April 21, 1855, to decide the constitutionality of the council's action. Demonstrators, pressed tightly around Judge Rucker's and ignoring the poundings of his gavel, stormed into the street where a larger crowd received the news angrily.

The situation exploded when Sheriff James Andrews pulled an agitator, a Frenchman known only as LaRue, by his ankles from a hackney coach before he could utter a word. The crowd pushed forward and was met by policemen wielding clubs. A score of immigrants were arrested and dozens of others were injured by the policemen's lead-filled canes. Newspapers reported that one victim's nose was beaten off and another's "head pounded to a jelly."

The survivors fled to the North Side, armed themselves, and gathered again in Ogden Park. This crowd of 4,000 disregarded ex-mayor Isaac Milliken's plea to return home and marched down Clark Street as far as the swing bridge that had been closed to keep them from downtown.

When the bridge was opened momentarily to permit the northbound traffic to cross, the demonstrators overpowered the bridge tender and crossed the river.

Some 200 policemen and ruffians, who were hastily deputized by the mayor, were stationed in the intersection with rifles lowered and clubs raised. And the battle was renewed.

"Shoot the stars," shouted the rioters. "Kill the police."

120th ANNIVERSARY OF BEER RIOT IN CHICAGO (cont'd)

George W. Hunt, a policeman, was felled by a bullet from the gun of Peter Martens, a German-born shoe repairman. Martens was shot and killed by Sheriff Andrews following a chase around the city square. Hunt's arm had to be amputated.

Twenty more were arrested and hundreds of others were injured in the battle that ended when rioters fled at hearing rumors that the state militia was en route.

The soldiers arrived hours later and positioned two cannons on Clark Street and aimed them toward the bridge. The city remained under martial law for three days.

Those arrested in the melee were freed eventually and the mayor relaxed the enforcement of the Sunday closing law.

When Illinois voters overwhelmingly defeated Mayor Boone's prohibition proposal at the polls two months later, the immigrants staged a huge parade and stamped around the city's square.

More significantly, perhaps than the issue of serving beer on Sundays was the resulting political activism of the immigrants. The Lager Beer Riot organizers succeeded 15 years later in taking control of the mayor's office and city government.

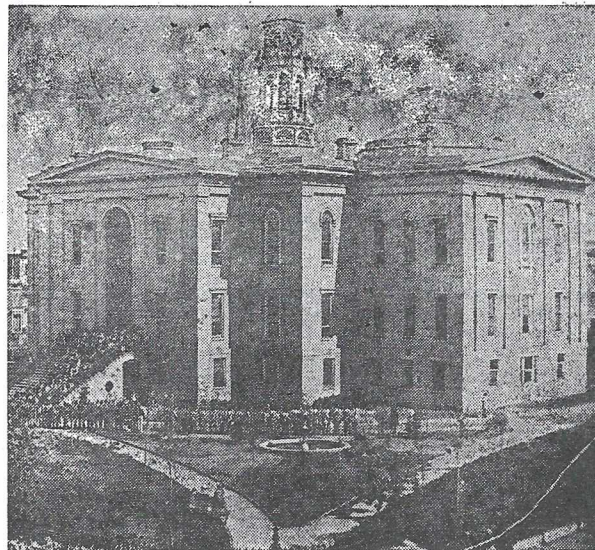


Photo: Courtesy Chicago Historical Society

Thousands protesting outside courthouse because of beer ban.

Beer Closing: Queen City - Cumberland, Md. - Pittsburgh Brewing Co. taking the brand names.

BUY-SELL-TRADE SECTION

New members of the Association may not realize they are entitled to a free 25 word or less ad in each edition of the Newsletter published during the year. In view of this, I would again like to state the rules for submitting your ad:

1. Each ad must be typed, complete with address and ready to insert into the Newsletter. Any ads not complete will not be accepted.
2. As previously stated, each ad should not exceed 25 words including address and phone number if desired.
3. The ad should try to be kept to a particular item or group of items. Example: "WANTED: Embossed Cincinnati Blob Top Beer Bottles" - NOT "WANTED: Embossed Beer Bottles".
4. Anyone submitting an ad selling a particular item must make sure that item is not sold until the Newsletter is published. In this way, all members will have an equal chance of trying to buy.
5. Ads cannot be accumulated. Example: A person might want to submit one 100-word ad during the year instead of the 25-word ad in each of the four Newsletters published annually. This will not be allowed.
6. Deadlines for submitting ads in each Newsletter will be approximately two (2) weeks before planned publication. For the next two (2) editions, this will be as follows:

<u>Planned Publication Date</u>	<u>Deadline Date for Ad</u>
1st week of April	March 15
1st week of July	June 15

Any ads received after deadline date will automatically go into next issue.

7. Only N.A.B.A. members may submit ads.
8. EXAMPLE: WANTED: Budweiser Trays before 1920. John Doe, P.O. Box 10, Watergate, Wash. 10000. Call after 6 - 123-587-6541.

Please mail all ads to your Newsletter Editor: Dick Hinds, 313 Poplar Avenue, Cincinnati, Ohio 45215.

Attend the 4th Annual NABA Convention

August 1 - 2 - 3, 1975

Stevens Point, Wisconsin

ANHEUSER-BUSCH MILESTONE

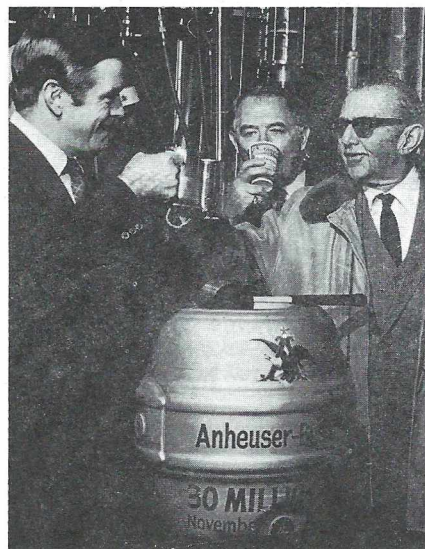
The 30-millionth barrel of beer produced by Anheuser-Busch, Inc., in 1974 was bunged recently by August A. Busch, Jr., chairman and chief executive officer, at the company's brewery in St. Louis, Mo.

The occasion established Anheuser-Busch as the first brewing company in the world to produce 30 million barrels of beer in one year. The record includes the production of Budweiser, Michelob and Busch beers at the company's nine plants.

Mr. Busch commended the company's employees, the more than 950 wholesalers who distribute the company's products, and their retail customers for the important part they played in the combined effort to achieve the 30-million-barrel record. He continued: "In the final analysis, however, it is the consumers who are really responsible for this record and who have contributed most to the company's success. We are grateful for their continued support.

"The unprecedented demand for our products has reaffirmed our commitment to preserving the high quality of our beers. We believe this commitment to quality will increase our strength in the marketplace in the years ahead.

Anheuser-Busch, Inc., St. Louis, Mo., recently became the first brewing company in the world to produce 30 million barrels of beer in one year. Anheuser-Busch president, August A. Busch III (left), and chairman and chief executive officer, August A. Busch, Jr. (right), toast the new record.



Beer Closing: Stegmaier's - Wilkes Barre, Pa. - Gibbons picking up brand names (and dropping their own Bartel's brand).

BEER-LOVING TAHITIANS DRINK BY THE "12-PACK"

The biggest business in Tahiti after tourism isn't copra, pearls or the fishing industry. It's beer, according to local officials.

Tahitians boast of being the biggest beer drinkers per capita on earth. The brewing industry concurs. These storied Southern Pacific islands have a population of only 120,000. Yet, Tahiti supports two booming breweries. Brasserie de Tahiti and Brasserie du Pacifique operate around the clock to slake the Tahitians' monumental thirst.

"In Tahiti all the money goes to the breweries, not to the banks," said the wife of a French official during a party at Papeete's Mountaintop LeBelvedere restaurant. "All the money goes to those two girls--Hinano and Vahine." Hinano is one of the most popular Tahitian names for a girl. It is also the name of the gorgeous white flower of the pandanus tree.

And Hinano is Tahiti's best selling brew, product of 50-year-old Brasserie de Tahiti (Brewery of Tahiti). Its plant is located directly behind Tahiti's famed Notre Dame Cathedral just off Papeete's waterfront in the heart of the Tahitian capital. The label of every bottle of Hinano carries a sketch of a sensuous long-haired Tahitian girl sitting on the beach of a tiny island studded with coconut palms.

Vahine means women in Tahitian. Vahine is the name of the principal beer produced by Brasserie de Pacifique (Brewery of the Pacific). Its label features a stunning Tahitian girl pinning a flower to her long tresses.

Brasserie du Pacifique has two other labels, Manuia (Bottoms Up) and Export 33. The latter is a strong beer brewed especially for the French Foreign Legion (there are 800 members in Tahiti) and for other French military forces in the Polynesian archipelago. (The "33" label also is well known in Vietnam, another country with a long history of French influence, where another French-founded brewery turns out huge quantities).

Brasserie du Pacifique is owned by 100 Tahitian merchants. Brasserie de Tahiti is owned by the Emile Martin family. Brasserie du Pacifique began 10 years ago when brewmaster Wlady Mucha (a Polish-French Tahitian) quit Brasserie de Tahiti and started his own outfit.

Like everything else in Tahiti, beer is dear. It costs 60 francs (75 cents) for a 12-ounce bottle at the store or \$1.25 a bottle in a bar.

"Nowhere in the world do the ingredients for beer come from greater distances than here in Tahiti," according to Christian Hingot, 40, brewmaster at the Pacifique plant. "We import hops from Czechoslovakia, Germany, Belgium and France--11,000 miles on the other side of the world from Tahiti. Out malt barley comes from Australia and France. Our yeast from Switzerland. Our water we get from the mountains. It is very good." Hingot is a Belgian. Before coming to Papeete, he was brewmaster at breweries in Cameron, Gabon and Zaire in Africa.

BEER-LOVING TAHITIANS (continued)

"It is nothing for a Tahitian to brink a dozen bottles of beer in one evening," said Pacifique's director, Chinn Foo. Manuia (bottoms up) is a favorite word with Tahitians. That is why we call our newest beer Manuia."

Brewers from throughout the world come here from time to time to learn why Tahitians drink so much beer," said Calude Briant, director of the Hinano brewery. "They want to learn what our secret is." "Beer is the traditional drink of Tahitians," said Briant. "They drink it at births, weddings, holidays and with most meals. Each weekend Tahitians have tamaaraas (big feasts) during which they consume tremendous amounts of beer."

Samples of Tahitian beer have been sent to breweries all over the world for comparative studies. The analyses of those samples coming back to Papeete say Tahitian beer ranks amount the finest produced anywhere.

IS HOME BEERMAKING LEGAL?

Is it or is it not legal to make beer at home for one's own family consumption? If it is illegal, as some people claim, then why is home beermaking equipment sold in stores, and why are books on how to make beer permitted?

Everyone is confused about the legal status of home brew-including our government. The people charged with "law enforcement" in connection with making beer at home for family consumption are not really bureaucrats at heart, but they are forced into such a position by "interpretations" at the top level in their departments.

The position of the Internal Revenue Service has always been that homebrewing is illegal. But many attorneys are convinced that home beermaking is not actually proscribed by law.. They point out that the statutes pertaining to the subject are fragmentary and contradictory, and that from a practical point of view the failure of the federal government to prosecute a single citizen for home beermaking over a period of more than thirty years means by all legal precedents that they have sat upon their right (if they ever had it) too long to come into court now with any authority.

The IRS is patently in a ridiculous situation. Millions of good Americans are making beer at home and are buying their supplies from good American business houses which stock the necessary ingredients and equipment. The bureaucracy is ignoring the homebrewer by refusing to hale him into court, while applying hidden pressures to "enforce" the "law" by giving retailers of home beermaking equipment a glaring and threatening treatment (in some cases even banning leaflets on how to make home brew), and turning back malt shipped here from England--a sort of harassment without representation.

The following was taken from a letter written by the Assistant Secretary of the United States Treasury in response to a query sent him February, 1968, on this subject.

IS HOME BEERMAKING LEGAL? (continued)

Present law permits the head of a household to produce, free of tax, not over 200 gallons of wine per annum for family use, but there is not similar exemptions for beer or distilled spirits.

Strictly from a revenue point of view, the maximum amount of tax revenue would be collected from alcoholic beverages if wine were treated in the same manner as beer, and tax-free home production of wine were not possible. However, the wine provision probably constitutes a practical approach resulting in the collection of the maximum amount of revenue with a minimum of tax-induced evasion on the part of homeowners.

The 200-gallon wine exemption recognizes the fact that certain ethnic groups of immigrants brought with them the custom of making wine at home. Furthermore, wine is relatively easy to produce from fruits and berries produced on the homeowner's property or purchased from the stock of a grocery store. Under the circumstances, prevention of home wine production, or collection of a tax on home consumption, would require expensive control measures.

On the other hand, beer production is a somewhat more sophisticated process. As a matter of fact "home brew" traditionally is produced from intermediate products (malt and yeast) made by established manufacturers and sold through commercial outlets. The fact that home-produced beer can only be made with any degree of convenience from specialized products produced by a relatively few manufacturers, as contrasted with the fruit and berries used for wine, means that the Treasury Department can effectively control the sale of the beer materials when intended for the production of untaxed beer.

Beer has been continuously subject to Federal tax for slightly over a century. During this period, the Treasury Department always has interpreted the law as requiring that beer may legally be produced only by a person who has qualified as a brewer. While there has been occasional interest in permitting tax-free production of beer in the home, the Congress never has permitted such activity. The Treasury Department has supported the Congressional action as being in the best interest of effective administration of the alcoholic beverage taxes.

In conclusion, the Treasury Department does not take the position that home beermaking is legal or illegal. It does take the position that if it isn't legal, it OUGHT to be. Further, it takes the stand that it will use every ounce of its journalistic power to force an ultimate clarification of the existing situation through federal legislation specifically designed to put home-brewing in the same classification as home winemaking.

NEW MEMBERS

Bruce D. Snavely	102 East End Ave.	Sharon, Pa. 17501
David H. Woods	901 N. W. 17th St.	Oklahoma City, Okla. 73106
Philip Pospychala	1153 Birchwood Ln.	Libertyville, Ill. 60048
Dan Schneider	5024 Queen Ave. No.	Minneapolis, Minn. 55430
Herb Ashendorf	21 Montclair Road	Yonkers, N.Y. 10710
Gilbert Munchel	Hauptstrausse & Perlin	Oldenburg, Ind. 47036
Robert Flemming	W274 N1144 Rolling Ridge	Waukesha, Wis. 53186
William H. Eichlen	465 Winding Way	Dayton, Ohio 45429
Irvin A. Erickson	1318 75th St.	Everett, Wash. 98203
Terry Bertolino	Box 132	South Bristol, Maine 04568
James T. Norwood	2828 Shamrock Dr.	Charlotte, N.C. 28205
Charles Schofield	343 W. Princess St.	Glasgow G49EX, Scotland, U.K.
Eugene F. Iatusek	1729 Mantrose	Chicago, Ill. 60613
Stuart N. Stegall	1143 Crim Road	Summerville, N.J. 08876
Edward Dowling	Box 95	Bedminster, Pa. 18910
Jerry Heilman	Rd. #1	Adamstown, Pa. 19501
Robt. Walmer	15 Springcrest Dr.	Akron, Pa. 17501
Michael G. Page	19 Lisa Lane	Blasdell, N.Y. 14219
W. D. Scott	8156 Gardenvue Ave.	South Gate, Calif. 90280
John Germann	1300 Windgate Ave.	Kenhorst, Reading, Pa. 19607
Dar Elker	P.O. Box 2073	Leucadia, Cal. 92024
Richard Paull	52 Lippincott Rd.	Fox Lake, Ill. 60020
George P. Eckert	34 Myrtle Ave.	Irvington, N.J. 07111
Don Sawochka	221 E. 78th Ave.	Merrillville, Ind. 46410
Harvey S. Miller	122 Walraven Dr.	Teaneck, N.J. 07666

CHANGES OF ADDRESS

Don Worthen	RFD 1, Box 377B	Uhrichsville, Ohio 44683
Rick Fisher	3370 McConnell Rd.	Sharon, Pa. 16146
Al Zerries	18 Prospect Park West	Brooklyn, N.Y. 11215

BUY-SELL-TRADE SECTION

WANT TO BUY AND TRADE - pre-prohibition etched and embossed beer glasses. James Maxwell, 601 Parkview, Bryand, O. (419) 636-3253.

ETCHED & EMBOSSED BEER GLASSES FOR SALE. Send 10¢ stamp for list. John Murray, 475 Old Surrey Rd., Hinsdale, Ill. 60521.

WHOLESALE-RETAIL-BUY-SELL-TRADE. Latest 60-page catalog featuring many collectibles. Beer, soft drinks, etc. Send 50¢ coin or stamps to Palmetto Antiques, Ulmer, S. Carolina 29849.

WANTED TO BUY - Paper label and/or blob Cincinnati beers. Bob Blum, 2437 St. Albans, Cincinnati, Ohio 45237.

BEER CANS WANTED - Will buy or trade for cans or bottles or other beer items. John P. Paul, 809 Depot St., Cincinnati, Ohio 45204.

HAVE BREW 747 PROMOTIONAL SIX-PACK, still full (with novelty items), by United Airlines. Interested in obsolete cans, Midwest trays and beer coasters. Don Kurtz, Box 961, Ogden Dunes, Portabe, Ind. 46368 - (219) 762-1216.

SELL OR TRADE, HAMM'S BEAR BEER DECANTERS, 1972 - \$20.00, 1973 \$13.00. Hamm's Bear salt & pepper shakers \$7.00. \$1.00 postage. Jim Crampton, 437 Catalpa Ave., Brea, Calif.

BEER CANS OVER 10 YEARS OLD WANTED. Buy or trade. A variety of non-dump spouts and obsolete flat tops available for trade. Bob Myer, Box 1002, C.C. Sta., Oakland, Calif. 94604.

BUY-SELL-TRADE - SCHLITZ BOTTLES. Send description and/or clear pictures (will be returned). Other Schlitz items considered. Bryant D. Truitt, P.O. Box 313, Glenview, Ill. 60025.

WANTED - Any kind of advertising items from Anheuser-Busch, trays, bottles, signs, etc., include price when writing. James Gate, 10069 Newcastle, El Paso, Texas 79924.

WANTED - Pre-Prohibition trays in excellent condition featuring brewery scenes or girls. Please include picture (if possible) and price. Marv Cummings, 515 A E. Main, Waterford, Wis. 53185.

WANTED: Items from the following Chicago breweries: Gambrinus, Frank McDermott, Mutual, Roosevelt, Stenson, Superior, & White Eagle. John Pyrek, 559 St. John St., Elgin, Ill. 60120.

TAP KNOBS WANTED - I will buy or trade. Especially want small, round, chrome, insert type. Also buying collections. Dan O'Conner, 48 Park Ave., White Plains, New York 10603.

WANTED - Brewery clear glasses, embossed before 1919, would like pictures of same if available and prices. John J. Collins, 1129 Audubon Rd., Park Hills, Ky. 41011 (606) 581-0287.

WANTED - BUFFALO BREWING CO. of Sacramento, Calif. items buy or trade. Newton A. Cope, 1000 Mason St., San Francisco, Ca. 94108. (415) 474-5400.

WANTED: - Embossed Calif. beers and related items, trays, signs, mugs, etc. Buy, sell, trade. Dave Streit, P.O. 143, Felton, Calif. 95018.

BUY-SELL-TRADE (continued)

WANTED: BEER STEINS, pewter topped with advertising from American breweries. Must be old and in good condition. Albert Schafer, 6255 Caldwell Avenue, Chicago, Illinois 60646.

ROCHESTER, N.Y. BREWERIANA WANTED - Pre-prohibition tin trays, signs, mugs, pocket mirrors, etc. in fine condition. Burton Spiller, 169 Greystone Lane, Rochester, New York 14618.

SCHLITZ BREWERY ITEMS WANTED - Old branch, agent, bottler bottles and plain blob tops, cone top cans, advertising related items. Charlie Lange, 4157 N. 79 St., Milwaukee, Wisc. 53222.

SCOTTISH CANS OFFERED - 60 cans \$30.00. Good variety with "girls" and "pipers" and lots more. Charles Schafeld, 343 West Princes Street, Glasgow G4 JEX, Scotland, U.K. (U.S. Bank Checks are O.K.)

STILL TRADING OBSOLETE NEUWEILER 12 oz. steel can banks, mint, for beer trays, mint only. Send offer to Earl Orth, 806 Flexer Ct., Allentown, Pa. 18103.

TAVERN TABLES - Choice selection of oak tables with beer pockets. Round, square, iron, and wood legs, SAS for photo, price. Judie Pieper, 142 W. Laflin Ave., Waukesha, Wis. 53186 (414) 544-6136.

WANTED - Brewery Histories, directories, handbooks, 1933-1968 issues of breweries authorized to operate; buy or borrow - Bob Gottschalk, 115 Peachtree Rd., Penfield, N.Y. 14526.

WANTED - East coast trays and openers. Special interest in buying Buffalo and Philadelphia items. Dave Simon, 51 Flagler St., E. Brunswick, N.J. 08816.

WANTED - LEISY BREWERY TRAYS, Jack Linna, 7616 Clark Ave., Apt. 4, Cleveland, Ohio 44102 (216) 651-1184.

BLUE LABEL BEER (Superior, Ws.) reverse painted on glass back-bar sign, wood frame, mint, 1941, to trade for old beer tray in like condition. Can make several trades. Wes Mueller, 3333 5th Avenue, South Milwaukee, Wis. 53172.

WANTED: ITEMS FROM BARTELS BREWING CO. Mike Bartels, 205 Howard St., Findlay, Ohio 45840.

WANTED - ITEMS FROM THE YUSAY PILSEN BREWING CO., Chicago. John F. Pyrek, Jr., 1100 Geneva Rd., Apt. 280, St. Charles, Ill. 60174.

WANTED BREWERY POSTCARDS - Buy or Trade - Herbert A. Haydock, 1660 2nd Ave South, Wisconsin Rapids, Wisconsin 54494

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