

# National Association Breweriana

## Advertising



## Newsletter

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

VOL. NO. 16

SUMMER EDITION 1976



1976

# NABA CONVENTION

**ANNOUNCING**

**1977**

**CONVENTION**

**AUGUST 5-6-7**

**Milwaukee, Wisconsin**

Howard Kalt  
*Chairman*

THE 1976 N A B A CONVENTION IN REVIEW

ALLENTOWN, PENNA.

Personally, I think everyone who attended the Convention enjoyed themselves. The Convention Committee had its problems, but then things very seldom work out exactly as planned, especially over a long period.

Your committee had an impromptu meeting Thursday night at the George Washington Motor Lodge to find out how our luck was running, and to meet early arrivals. As it turned out, almost everything went according to plan. We were all very sorry the tour of the Yuengling Brewery was cancelled. We were very pleased with the high turnout. I would estimate we had 110 members registered and in attendance, some with their lovely wives and families.

Friday morning, when the registration and hospitality room opened, it was a busy place until it closed after 10 PM. There was much greeting of old and new friends and all around good fellowship.

Friday afternoon many people visited the new and beautiful Schaeffer Lehigh Valley Brewery. A small gathering visited and viewed the local collections of Barbara and Ron Miller and Liz and Jim Luhman.

Friday evenings visit to Alta and Kermit Dietrichs, "World of Breweriana Museum" at Barnesville, Penna. was the "Granddaddy" of hospitality. Our buses were met by Kermit and a German Oompah Band. A splendid buffet was served, consisting of veal parmesean, spaghetti, roast beef, chicken and all the trimmings...plus all the beer you wanted. My wife and I could not attend, but I feel a special "THANK YOU" is due Alta and Kermit. They did it again!

Saturday, another tour of the Schaeffer Brewery was made available to us and a map to Renningers Flea Market for those who wished it. In the afternoon, the NABA auction was held with its many beautiful items. The evening dinner was well attended, complete with local entertainment enjoyed by all.

Sunday consisted of a breakfast and business meeting followed by a full house attendance at the Trade, Buy and Sell session. I hope everyone had a good time and are looking forward to our next convention.

Thank you for a wonderful turnout and a round of applause for the hard working efforts of the dynamite team of Bernie Wallace, Kermit Diedrich, George Yanolka, Herb Ashendorf and David Mathews.

Jim Luhman  
Publicity Chairman  
1976 NABA Convention



Liz & Jim LuHman checking a few of the many Beautiful Trays.

1976 Convention



A fine display of Breweriana Advertising.

1976 Convention



Trays that would enhance anyones collection.

1976 Convention



Great examples the lore of Breweriana.

1976 Convention



Rare pieces in excellent condition.

1976 Convention



Some of the many trays on display.

1976 Convention

NATIONAL ASSOCIATION BREWERIANA ADVERTISING  
1976 BUSINESS MEETING

The annual business meeting of NABA was held on Sunday, August 1 at the George Washington Motor Lodge at Allentown, Pennsylvania. The meeting was called to order by William Ross, NABA President. The financial report was presented by Joe Fury (See Attached.) Mr. Fury also informed the members that at the NABA auction, 157 items were sold at a total cost of \$5,795 and that NABA had realized approximately \$707 in commissions. He added that 37 items were buy back items and that 100 seller/buyer numbers had been issued for this auction.

Bill Ross informed the membership that postage costs had risen considerably in the recent past and now was one of the major expenses of NABA. He said that NABA had applied for a not-for-profit Federal tax status which among other things would reduce the mailing costs for the organization; he added, however, that it would probably be a while before any response would be received.

Mr. Ross next reviewed the results of the last election of officers and directors (See Attached.) He noted that only the top three vote receivers of the six who ran for a two year term of director were elected. He also mentioned that NABA currently had 481 members of whom some 105 were at the convention.

At this point the meeting was opened for discussion from the floor. Various members expressed the opinion that henceforth officers of NABA should be nominated and elected at the annual convention rather than by mail as has been the practice. The opinion was also expressed that the definition as to what constituted breweriana items should be a matter for discussion among the members, rather than being decided upon by the directors. Specifically, the decision to exclude cans and bottles from this year's auction and trade session appeared arbitrary and unfair to many NABA members.

A motion was made that a nomination committee appointed by the directors prepare officer election slates and that the election of officers take place at the annual meeting. The motion was seconded and passed.

Following further objections to the ban on cans and bottles at the NABA convention, Bill Ross indicated that the members needed to better express their opinions to club officers and directors so that their interests could be better represented. He said that most of the correspondence he received consisted of complaints with little constructive value.

Another motion was made and seconded that the club by-laws be amended to allow officers to be considered to be directors of the club. The motion passed by a show of hands.

At the close of the meeting, the opinion was expressed that more time needed to be allocated for the business meeting at the convention next year.

Larry Karachi, Secretary

N. A. B. A.  
TREASURER'S REPORT  
AUGUST 1, 1975 to JULY 31, 1976

Income:	
Dues	\$1,477
Directory Advertising	565
Sale of 1975 Convention Mugs	409
Miscellaneous	<u>5</u>
Total	\$2,456
Expenditures:	
Committee Expense	385
Convention Expense	187
Corporate Filing Fee	2
Hospitality Rooms	443
Membership Date Books	292
Office Expense	19
Postage	739
Printing, Newsletter and Directory	2,379
1975 Convention Mugs	388
1975 Convention Mugs (Refunds)	65
Transfer to Convention Fund	<u>100</u>
Total Expenditures	4,999
Excess Expenditures over Receipts	2,543
Balance Cash in Bank August 1, 1975	3,189
Balance Cash in Bank July 31, 1976	<u>\$ 646</u>

Joe Fury  
Treasurer

# R U S S E L L & P U R K E Y

## CERTIFIED PUBLIC ACCOUNTANTS

WESTGATE PROFESSIONAL BLDG., 2609 W. ANDREW JOHNSON HIGHWAY, MORRISTOWN, TENNESSEE 37814

P. O. BOX 727

TELEPHONE (615) 586-4850

MEMBERS  
AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
TENNESSEE SOCIETY OF CPAs

EDDIE M. RUSSELL, CPA  
ROGER F. PURKEY, CPA

July 28, 1976

National Association Breweriana Advertising  
c/o Mr. William D. Ross  
Morristown, TN 37814

Gentlemen:

We hereby certify that 168 ballots were received in the election of officers and directors of NABA by July 27, 1976.

The following table lists the results of the election. We certify that these results are correct as indicated by our count.

### OFFICERS

William D. Ross, President	128
Robert G. Gottschalk, Vice-president	130
Loren Karachi, Secretary	120
Gordon B. Dean, Corresponding Secretary	119
Joseph Fury, Treasurer	123

### DIRECTORS FOR TWO-YEAR TERM

Herbert A. Haydock	128
John A. Murray, Jr.	128
John F. Pyrek, Jr.	83
W. Ray Mortimeyer	60
Mark D. Jacobs	44
Paul Richmond	41

### DIRECTORS FOR ONE-YEAR TERM

Paul Haudrich	146
Tom Killeen	153

Should you have any questions regarding the above, please do not hesitate to contact our office. We wish you a successful new administrative year.

Respectfully submitted,

*Roger F. Purkey*  
Roger F. Purkey, CPA



## The Repeal of Prohibition

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**T**HEN, in April, 1933, President Franklin D. Roosevelt took the first step toward restoring law and order to the United States through the elimination of the lawlessness of Prohibition, by signing the Cullen Bill increasing the legal alcoholic content of beer from  $\frac{1}{2}$  of 1% to 3.2%. This was the go-ahead signal for brewing operations, and The Pilsen Brewing Company immediately set about repairing the ravages of eleven years' inactivity of their plant. The cost of this rehabilitation was more than the original cost of building the brewery. One reason for this expense was the thoroughness with which the rehabilitation was done. For example, the aging vats were taken apart, and returned to the factory for planing down the mammoth staves, and assuring that, when the first brew was piped into them, the result would be a sweet, clean golden brew.

Once again The Pilsen Brewing Company passed through a period of financial crisis, and once again, that crisis coincided with conditions which made the raising of money a difficult matter. The spring and summer of 1933 was the very depth of the Depression, and few had any idle funds to invest in bonds. A \$100,000.00 bond issue was floated, but of this, only \$55,000.00 worth were sold, despite the fact that they were 7% bonds . . . a splendid return under any conditions.

A soundly operated, capably managed business, however, will weather a serious storm where less sound enterprises fail, and The Pilsen Brewing Company proved again that its plan of organization was a stable one. And it was only a short time before dividends again were being paid, and a surplus again being built up. All of this in the face of vastly increased taxes, the like of

which had not been dreamed of during the years prior to Prohibition.

## The Recent Years

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**F**OLLOWING the resumption of brewing with the repeal of prohibition in October, 1933, The Pilsen Brewing Company again quickly took its place as one of the leading breweries in Chicago, specializing in brewing Yusay Pilsen Beer, a golden, mild and mellow brew, that fulfills the finest traditions of the ancient Bohemian brewers' art. It is a prime favorite, not only in neighborhoods where national origins of the residents provide a natural preference for this type beer, but in the restaurants and homes of the Chicago area, wherever discriminating tastes in beer prevail.

The brand name "Yusay Pilsen Beer" itself has an interesting history. Originally, the brand name used was merely "Pilsen", but the Federal Government objected to this on the grounds that there might be confusion with imported Pilsen Beer if the matter were not clarified on the label. It was therefore suggested that The Pilsen Brewing Company's brew be called "U.S.A. Pilsen Beer", and this name was so used for many years. Later this, too, was not acceptable because "U.S.A." stands for United States of America, and therefore might be construed to be a Government product. Therefore the name "YUSAY" was coined by adding a "Y" before and after USA. Thus a distinctive, easily remembered name was created that did not conflict with any governmental ruling.

Progress has been maintained steadily, with improvements in the plant and additions to facilities to keep pace with changing conditions in the brewing industry.

In 1938 The Pilsen Brewing Company began bottling quarts and half gallons of unpasteurized beer, and in 1940 a new complete bottling department was installed; whereby pasteurized 12 and 32 oz. bottles were put on the market.

In 1947 a larger new garage was constructed to house an expanded fleet of new trucks. In 1948 an addition was built to the bottle shop warehouse. This modern two-story building, designed to meet requirements for a number of years in the future, tripled the storage capacity.

The old coal-fired boiler equipment was replaced in 1949 by a modern oil and gas combination steam generating system and two 125-ton ammonia compressors were installed to modernize the refrigeration system. A series of glass-lined fermenting tanks were installed in 1951.

The spring of 1952 saw the addition of canning equipment to Pilsen Brewing Company's facilities. The newly designed label used on cans of Yusay Pilsen Beer won such instant approval that the same design was used for bottle labels beginning in 1953.

## Today...and the Years to Come

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THE plan of operation remains the same . . . on a co-operative basis . . . although, with the passage of the years changes in stockholders have occurred. Today, many of the stockholders are second or third generation descendents of the men whose faith in the cooperative idea and in the integrity and ability of the founders prompted them to invest their hard-earned savings in the new venture. And, as a result, today not all of the stockholders are operators of taverns or package stores, or owners of property occupied by retail liquor outlets. However, each and every one is a booster for Yusay Pilsen Beer.

The future of The Pilsen Brewing Company looks bright. And, as long as a discriminating public insists upon quality in the beer they drink, its future will continue to be secure. For The Pilsen Brewing Company is founded upon a base that cannot be shaken . . . the brewing of the highest quality beer, a product for which there is a steady and constant demand, and produced and distributed by a method that is of proven economic soundness.

Editors Note..The Register of United States Breweries by Donald Bull, shows Pilsen Brwy. ceased operation in 1962.

### Changes of Address

D. E. Worthen P.O. Box 231 Whittier, California 90608	Joseph Durein 3110 Thompson Ave. Alameda, California 94501
A. F. Schuler Rt. 1 506 Knoll St. Blanchardville, Wisc. 53516	Armin Hofsommer P.O. Box 26706 San Jose, California 95159
William Carlisle 5055 Medhurst Solon, Ohio 44135	T. R. Schweighart 1123 Santa Luisa Dr. Solana Beach, California 92075
Ronald H. Satterlee 10103 Kempwood-Apt. 245 Houston, Texas 77080	Robert Clark Box 82139 Bates City, Missouri 64011

### New Members

Mrs R. C. McNeil Rowley Shore Gloucester, Mass. 01930	George W. Hilton - Professor University of California Dept. of Economics 405 Hilgard Ave. Los Angeles, Calif. 90024
Rex Stark (Dealer) 90-A Second St. # 1-B Framingham, Mass. 01701 617-872-5702	

--- BOOK REVIEWS ---

THE REGISTER OF UNITED STATES BREWERIES 1876-1976

By Friedrich & Bull 318 pages, \$10.95, softbound

I place this book in the top group of Breweriana books, along with Will Anderson's series of books and Jack Muzio's fine one. Don Bull, like the other two, is a NABA member. His colleague and he have written an entirely different type of book. It is a reference book on breweries, containing info on close to 6,000 brewery plants, as well as the dates that name changes took place or the plant closed down. So, the collector has a fund of over 11,000 different companies as an information resource. The collector can find such information as where and when a particular concern was in business and what its capacity was. It is the definitive reference book on breweries.

I am using one book for reference and a second to mark up with notations about my collection. I recommend this for the advanced collector, to keep up-to-date tabs on the collection and to have a portable record handy for trips.

Bob Gottschalk

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BADGER BREWERIES - PAST & PRESENT

By: Wayne L. Kroll 142 Pages, \$ 8.00, Hard Cover

Here is a really great historical book on Past & Present Wisconsin Breweries, and one that was researched for over seven years before being published. Wayne L. Kroll, professional historian and respected member of NABA has made available to Breweriana collectors, a valuable record of the Wisconsin Brewing Industry.

The book begins with a complete listing of all known Badger Breweries, then covers the History of Beer Packaging and finally moves into a fantastic listing of each brewery and its historical beginning.

The book is a must for anyone interested in Brewery Memorabilia and especially for embossed beer bottle collectors. Over 900 illustrations provide for a grand array of beer bottles prior to national prohibition. The embossed design and Brewery name appears with the historical background of each. There are also over 130 rare photos of the early Wisconsin breweries. You really don't have to be from Wisconsin to enjoy this book...there's something in it for each of us.

Ken Hauck

HISTORY OF THE BREWING  
INDUSTRY IN ST. LOUIS, 1804 - 1860

by  
James Lindhurst

Master of Arts Thesis,  
Washington, University, St. Louis,  
June 1939 pp 10-13

"PIONEER BREWERS OF ST. LOUIS, 1804-1840"

The brewing of malt liquors in St. Louis probably began before the Territory of Louisiana was transferred to the United States. The making of beer on a small scale in the homes of the early settlers had been practiced generally in the eastern part of the country, and in all probability was also practiced west of the Mississippi River. Scharf, in his History of St. Louis City and County, states: "Descendants of the old French residents prior to 1800 speak of a fermented liquor made in St. Louis at that early period, and of the existence of at least one primitive place of brewing." This statement indicates that breweries were not unknown even in the earliest days of St. Louis, but records of their actual existence and of their ownership are lacking.

The first brewery in St. Louis of which documentary evidence exists was operated by John Coons. The location or size of his brewery, and the date of its establishment are unknown, but its existence is verified by a very short advertisement which appeared in the Missouri Gazette in the latter part of 1809:

Barley and Hops  
Purchased at John Coon's Brewery and  
at the Printing Office

Further information on this pioneer brewery is lacking, but it seems to have been in existence for at least two years after the time the advertisement was inserted, for in the census of 1811 two breweries in the St. Louis district were enumerated.

The other brewery listed in the census and the one hitherto accepted as the first to be established in St. Louis, was begun in 1810 at Belle Fontaine, just north of the city. The following news item appeared in the Louisiana Gazette of that year:

Our fellow citizens are to be congratulated on the acquisition of a new establishment for making porter and strong beer. Mr. St. Vrain of Belle Fontaine has erected a manufactory and taken into partnership an experienced European brewer, and has commenced business in a handsome style. The lovers of malt will now have an opportunity to foster an undertaking for much wanting in this territory.

This new brewery, which was located on Rocky Branch, was owned by Jacques Marcellin de St. Vrain and Victor Habb; the former had a large estate north of the city near Spanish Lake. Habb was the brewer in charge of the new plant. Although it had only begun operations in April, by the succeeding month it was prepared to furnish beer and porter to prospective customers, and made this fact known by inserting the following advertisement in the local newspapers:

### Table Beer and Porter

Manufactured by St. Vrain and Habb at Belle Fontaine near St. Louis. Those who wish to be supplied will direct their orders to the Brewery or to Edward Hempstead who will always have a quantity in his cellar ready for sale. Customers who want a large supply will please give a timely notice.

The brewery evidently was successful from the beginning, and the proprietors St. Vrain and Habb continued to advertise its products. In June, 1810, the prices charged for beer and porter were announced as follows:

### Table Beer and Porter

The price of Strong Beer will be ten dollars in cash or twelve dollars in produce, five dollars in cash for table beer or six dollars in produce delivered at the Brewery at the following prices:

Wheat at	62 1/2 cents
Barley at	50 cents
Rye at	62 1/2 cents
Corn at	25 cents
Green Hops at	10 cents

Cattle and pork at the market price will also be taken, and three months credit shall be given to the purchaser provided he give an endorsed note to the satisfaction of the Brewers. Those who wish to be supplied will please direct their orders to the Brewery or to Edward Hempstead Esq. who will always have a quantity in his cellar ready for sale. Customers who may want a large supply will please to give timely notice.

Prior to 1840 all the breweries in the United States produced ale and porter, which differed greatly from the lager beer manufactured after that year. Sometimes the beverage was referred to as "strong" beer or "common" beer; at other times as "small" beer. "Strong" beer was the commercial article in most instances, whereas "small" beer was a malt drink produced most frequently in home brewing establishments. This "small" beer varied greatly according to individual recipes. Malt was used in all cases, but the variations of the other ingredients were manifold, some brewers adding bran, others molasses, honey, sugar and spices. The "strong beer" was similar to ale and porter and varied somewhat according to the individual brewer's recipe. It was produced by the top-fermentation process, so called because the yeast, when added to the beverage, would rise to the top. It would then be removed either by skimming or by permitting it to flow over the sides of the container. Lager beer, on the other hand, was made with yeast which sank to the bottom. In appearance and taste ale and porter also differed from lager beer. Ale was a beverage with a definite hop aroma and flavor; porter was a type of ale with a rich heavy foam, sweeter in taste than ale, but with a less pronounced hop aroma and flavor. Ale and porter, similar to that made by the pioneer brewers, are still produced in the United States but on a very small scale.

For five years after the opening of the St. Vrain and Habb brewery no other one was established in St. Louis.

BUY - SELL - TRADE

FOR SALE: North American Wine & Spirits Journal, April 1909. Beer ads & feature article on Bartels Brewery. \$3.00 each, postage paid. Mike Bartels, Box 373, Findlay, Ohio 45840.

WANTED: Etched & embossed beer glasses & beer match safes. James R. Maxwell, 601 Parkview, Bryan, Ohio. 43506.

WANTED: Leisy Brewery Trays, Jack Lina, 7616 Clark Ave., Apt. 4, Cleveland, Ohio. 44102 (216) 651-1184.

Blue Label Beer (Superior, Wis.) 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 Ave., South Milwaukee, Wis. 53172

GLUEK'S BEER ITEMS WANTED: I'm looking for practically any & all Gluek's Beer items, pre & post prohibition. Especially cone & flat top cans, brewery post cards, trays & glasses. All replies answered. Daniel J. Meyers, 8300 W. 30-1/2 St., Apt. 205, St. Louis Park, Minn. 55426.

Wanted: ALL Anheuser-Busch advertising items; such as signs, trays, tap knobs, etc. Include price when writing. Larry Karper, 50 Elmwood Pl., Short Hills, N.J. 07078 (201) 379-3597

WANTED: TRAYS FROM ANY ILLINOIS BREWERY. Send picture & price to Bob Brockmann, 5906 Ridge Ave., Berkeley, Ill. 60163

Wanted: Items from Tacoma Wash. beers (Heidelberg, Columbia, Pacific, Hartz). Also Latin American Breweriana. Bottles esp. wanted. Tom Neville, 2925 Warren Ave., N. Seattle, WA 98109.

WALTER'S FACTORY TRAY for trade on another factory tray. Rim has paint missing, picture near mint. Doris & Bob Beckler, 1201 County Line Rd., Van Dyne, Wis.

Wanted: Any information or breweriana relating to CHRYSTAL BEER CO. of Medford, Oreton (1934-46) needed for research purposes. Contact Dar Elker, P.O. Box 2073, Leucadia, CA 92024.

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.

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 Cato, 10069 Newcastle, El Paso, TX 79924

B U Y - S E L L - T R A D E

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

Wanted: BREWERY CLEAR GLASSES, embossed before 1919 - would like pictures of same if available and prices. John J. Collins, 1129 Audubon Rd., Park Hills, Kentucky 41011 (606) 581-0287.

TRADE FOR WASHINGTON TRAYS: Wayne Brewing Co., Wieland's Indian, Fredricksburg Dutch Boy, Goebel's Dutchman, Anaconda Brewing Co.; Irvin Erickson, 1318 75th, Everett, Wash. 98203.

Trade: Fred Sehring Brewing Co. Beer Mug for Jungs or Citizens Miniature Beer Bottle. Thomas Paul, Lot 71, Greenfield Est., Forest City, Iowa 50436

NEON BEER SIGNS ARE MY COLLECTION. What do you want in TRADE for one from your local brand? John B. Mathot, 40 Pinecrest Rd., Holliston, Mass. 01746

Vienna Art Trays Wanted - Beer Advertisement front or back. Send photo or detailed description and price. Dan Forbes, 98 E. 13th, Arcata, Calif. 95521 (707) 822-0249.

BIATZ LITHOGRAPH - reprint of 1876 Litho showing brewery (black & white). Excellent for framing - 18" x 25". Send \$4.00 to Wayne Kroll, Route 2, Fort Atkinson, Wis. 53358.

Wanted: Information on any items from JACOB KUEBELER, STANG, CLEVELAND & SANDUSKY BREWING CO'S of Ohio. Also, will purchase. Glenn Kuebeler, 2410 Dacia Dr., Wilmington, Del. 19810.

Wanted to trade: Miniature Beer Bottles, have many to trade including several rare ones. Herbert A. Haydock, 1660 2nd Ave. South, Wisconsin Rapids, WI 54494.

WANTED: TAP KNOBS, FOAM SCRAPERS, TRAYS, POST CARDS, CONE TOP CANS, any odds and ends with breweries. Davis Sheffer, 1016 Iris Ave., Baltimore, Md. 21205.

Scottish Cans, 30 different - \$20.00 including complete "girls" set plus free beer coasters and very old beer label. Charles Schofield, 343 West Princes St., Glasgow G9EX, Scotland U.K.

WANTED: BREWERY HISTORIES, DIRECTORIES, HANDBOOKS, 1933-1968 issues of breweries authorized to operate; buy or borrow - Bob Gottschalk, 115 Peachtree Rd., Penfield, N.Y.

Wanted: Anheuser-Busch Michelob Enameled Horn shaped glass...Busch-Lager items. Have many St. Louis coasters to trade for St. Louis only. Also want Pre Prohibition St. Louis label beer bottles. Kenneth R. Hauck, 4590 Grandcastle St. Louis, Missouri 63128.

B U Y - S E L L - T R A D E

Wanted: East Coast Trays & Openers. Special interest in buying Buffalo and Philadelphia items. Dave Simon, 51 Flagler St., E.Brunswick, N.J. 08816

WANTED: OLDER EASTER PA. BEER TRAYS, especially Seitz, Kuebler, Bushkill, Horlacher, Supreme, Viking, Catasauqua, Daeufers, Northampton. Barry Hunsberger, Cedar Ridge Apts. T-29, Blackwood, N.J. 08012.

RECENTLY OPENED A SHOP SPECIALIZING IN OLD ADVERTISING. Interested in buying all types. Davis H. Woods, 901 N.W. 17th, Okla.City, Okla. 73106.

ADVERTISING PITCHERS WANTED - both beer and liquor. Have large assortment of brewery items for trade, or will buy. Write Frank Pierce, 1395 E. 52nd St., Brooklyn, N.Y. 11234

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, South Carolina 29849.

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

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.

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

WANTED: BUFFALO BREWING CO. of Sacramento, Calif. items buy or trade. Newton A. Cope, 1000 Mason St., San Francisco, Cal. 94108 (415) 464-5400.

WANTED: EMBOSSED CALIF. BEERS AND RELATED ITEMS - trays, signs, mugs, etc. Buy, sell, trade. Dave Streit, P.O. Box 143, Felton, Calif. 95018.

THE BEER BOOK, illustrated guide to American Breweriana; 9" x 11", 224 pages, hardcover. Normally \$17.50 - from author \$14.95. Will Anderson, Possum Ridge Rd., Newtown, Conn. 06470.

LET'S TRADE TAP KNOBS - send for my trading list. Herbert A. Haydock, 1660 2nd Ave. South, Wisconsin Rapids, Wis. 54494.

WANT TO BUY & TRADE CURRENT BEER GLASSES with breweries advertising on them. Bill Wolfsheimer, 3609 Kimble Rd., Baltimore, Md. 21218.

EAST BREW NEWS & new list of breweriana for sale. Send two stamps. Need area show dates. Don Sarver, 2430 Alma Rd., Baltimore, Md. 21227.

WANT CHICAGO OR ILL. BEER LABELS & will pay 10¢ apiece. I reserve the right to reject those already in my collection. Mail to John F. Pyrek, Jr., 559 St. John St., Elgin, Ill. 60120

Angersbach Int'l Tours, Inc. 56 TAYLOR AVE. (Hwy 71) MANASQUAN, N. J. 08736 (201) 223-0157

**MALBOCKBIERFEST #2**

**John Ahrens'**

**2nd Annual BREWERIANA COLLECTORS'**

*Tour to Germany*

INCLUDING



**World's LARGEST Beerstore**

**APRIL 29 - MAY 7**

**\$495.-**

INCLUDED

R/T Air - Scheduled Flight  
Hotel Accommodations - twin  
American Breakfasts  
Motor Coach Throughout  
Tour Director  
4 Can Factories  
Plenty of Breweries  
All Taxes

ITINERARY

Heidelberg  
Frankfurt  
Bonn  
Cologne  
Dortmund  
Hannover  
Kassel  
Braunschweig

FOR DETAILS CONTACT:

John Ahrens  
192 Ramblewood Parkway  
Mt. Laurel, N.J. 08054  
(609) - 235 - 2496 (eves.)

ABOUT  
LAST  
YEAR:

"Dear John: 'I've had a few more weeks to save up some money and give the old foot a rest, and I will be ready to go again. I have to go, I had one of the best times of my life. I like it here, and the entire trip was packed with it. I hope we can all do this again.' ... Louise Butler, Stamford, Conn."

# NEW

One of the real problems plaguing breweriana collectors is the shortage of reference material. There are a few good books available on breweriana, such as Will Anderson's excellent review of all aspects of breweriana, The Beer Book. But when it comes to a catalog of a specific subject or books intended specifically for research, there are few. Wayne Kroll's book, Badger Breweries, and Donald Bull's The Register of US Breweries 1876-1976 are notable exceptions. The beer can collectors are doing a good job with their field.

But for many areas of breweriana collecting, let's face it, the potential market is just too limited to justify the expense of publishing a book. So NABA is going to try to help out.

We are going to publish monographs, or booklets, on specific subjects, as supplements to the Newsletter. These will be separately bound, similar to the Directory, and will be free to all members and available for sale to future members who want them. The plan is to provide at least two per year, so over the years members can build up a good reference library.

This idea can succeed only if you, the members and collectors, cooperate. To do it right, each field needs to be researched as well as possible and the information well organized and usable. We have no intention of competing with authors with books in the works. We also have no intention of publishing price guides. Subjects can be a field such as glasses, watch fobs, etc., geographical areas - in short, anything interesting and usable and not available elsewhere. We cannot afford to pay for these works, but authors' rights can be reserved to keep anyone from picking up the work later and using it free.

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And while we're on the subject of books. If you as collectors want knowledgeable authors to write books for you, you've got to provide a market. Several are available now from authors who are NABA members, and they are NABA members because they are collectors, not just to sell books. These books aren't expensive, and contain a wealth of information. Most cost less than a restaurant meal these days, so let's support our authors when they give us a good book.

# IMPORTANT

There has been some confusion over membership renewals. Letters requesting dues were sent to some members who do not need to pay yet.

NABA's membership year officially runs from August 1 through July 31, or for the year between Annual Conventions. Dues for each coming year are due and payable on August 1. If a member is delinquent for two months, his membership may be terminated. A member must be paid up and current to attend a Convention.

In order to assure that a new member gets a fair shake on his first year's membership, anyone joining after January 1st of any year is considered to be paid up until July 31st of the following year.

What this means is that if you joined NABA after January 1, 1976, you are paid in full until July 31, 1977. Since the cutoff date for inclusion in the Membership Directory is December 31, if you are listed (or should be listed) in any section of the 1976 Membership Directory, you should have renewed. If there is any doubt as to your current status, write Mr. Gordon Dean, Membership Chairman.

Due to increased costs, the membership dues will increase to \$10.00 per year January 1, 1977. This will apply to new members joining after that date and to renewals for the year beginning August 1, 1977.

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At the Annual Meeting in Allentown it was announced that NABA was going to go to 3rd Class Mail in order to achieve a really significant reduction in our costs.

(cont. on next page)

Unfortunately, we cannot do this at present. We qualify, and the rates are cheap. But we have been defeated by modernization in the U.S. Postal Service.

Several members have reported that 3rd. Class mail in their areas is taking as long as four to six weeks for delivery. Obviously this is not supposed to be so, but we have had these reports confirmed unofficially by Postal Service employees. The Postal Service is making every effort to rectify the situation, but how long the situation will last is apparently anyone's guess. In the meantime we will continue to use 1st Class for our mailings.

There is a possibility the Newsletter could qualify as 2nd Class (Newspaper) mail, and we are exploring this at present.

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Members should also be aware there are also problems with the mail in shipping packages. These problems are comparatively new. The first problem has been well publicized, and lies with the bulk handling machinery which likes to eat packages or to unwrap them. Our experience has been that for the most part if the items are well packed in sturdy boxes they will survive quite well. The unwrapping is another story. If an address label is ripped off, the package is sent to special workers who open the package to try to determine where the package was headed or where it came from. It is then sent on or returned. So it is good idea to enclose a note in every package giving the sender and addressee. We recently had a rare glass saved from an ignoble end by this simple precaution.

The other major problem is just plain volume, and applies primarily to the East. The United Parcel Service (bless 'em) has been on strike in 13 eastern states for several weeks now, and the U.S. Postal Service is being literally smothered by millions of unexpected packages, and Christmas is yet to come. Delivery times have been increased considerably, but apparently things do eventually get delivered. We know of nothing to suggest except to be particularly sure packages are stout.

EDITORS NOTE....

Were you beginning to think the NABA dropped your name from its mailing list of NEWSLETTERS....not so! We are late with this issue and do apologize and hope to get back on schedule with the next issue.

Sometime ago...the Newsletter carried an article captioned "We're all in this together". Putting a newsletter together, the type of articles and items you want to read and see, takes more than a News Editor. We need to get newsworthy items and pictures from our membership from all sections of the country.

We are planning to do a Collector of the Issue type of feature article in up coming issues. Here is where you can personally participate by sending us a background of your collecting interest and how you got started. If you send along some good sharp black and white closeup pictures we will include them in the issue. (Colored pictures do not reproduce well in black and white publications).

If you come across an article that was interesting enough for you to read concerning Breweriana...clip it and send it...noting the source and we'll do our best to include it in the NEWSLETTER. Enough for now, as the printer is waiting....Thanks for your patience.

Kenneth R. Hauck  
4590 Grandcastle Drive  
St. Louis, Missouri 63128

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FOR NOTICE OF ADDRESS CHANGE

Mail to: Gordon B. Dean  
Sheridan Place  
Houghton, Michigan 49931

\_\_\_\_\_  
Date

Full Name: \_\_\_\_\_

New Address: \_\_\_\_\_

Street

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

New Phone

\_\_\_\_\_  
Area

\_\_\_\_\_  
Number

THE BREWERIES OF BROOKLYN

By: Will Anderson

Forward by: Rudy Schaefer

Whether you've ever been to Brooklyn or not, this brand new book from the author of THE BEER BOOK, is a Breweriana Buff's delight. 160 pages of great photos, (many from the archives of Libraries and Historical Societies) and great reading. Trays, lithographs, cans, calendars, brewery pictures (then & now), etc, etc....they're all here in quantity and quality.

THE BREWERIES OF BROOKLYN has been professionally photographed, professionally typeset, professionally designed and is printed in a Limited Edition. Exactly 1000 copies of this large 8½" x 11" 160 page book have been printed. Each copy will be signed and numbered by the author.

THE BREWERIES OF BROOKLYN is \$12.95 Postpaid, available only from:

Sonja and Will Anderson  
Possum Ridge Road  
Newtown, Conn. 06470

# **1977**


# **NABA CONVENTION**

**AUGUST 5-6-7**

(See Inside Front Cover)

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**NATIONAL ASSOCIATION  
of  
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