

National Association Breweriana

Advertising



Newsletter

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

VOL. NO. 17

WINTER EDITION 1977

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Attend The

6th ANNUAL

N A B A

CONVENTION

AUGUST 5-6-7, 1977

Milwaukee, Wisconsin

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Kenneth R. Hauck Newsletter Editor
Howard J. Kalt Convention Chairman

OnTheCover

Louis Obert Brewing Company
1876 - 1936
St. Louis, Missouri

When Richard Wagner produced his great opera of medieval German legend, "Tannhauser", I doubt if he ever imagined the same name would appear on a brand of lager beer brewed in St. Louis in 1876.

The Tannhauser metal picture on this issue's cover is one of the finest and most colorful pieces of Breweriana ever produced anywhere in the United States. I know of only four which are in safekeeping hands of collectors, and are now 74 years old. The picture depicts the goddess Venus plying her magic spell on one of the legendary Knight Minstrels in her wierd and supernatural grotto, where she holds court and preys upon the souls of men. In the lower portion the Louis Obert brewery is pictured as it was in 1902, and located at Twelfth & Lynch Streets in St. Louis. To the left of the brewery is pictured their cork stoppered label bottle, which was secured by a wire from the neck, & had to be broken by an ice pick at the time of consumption. Also pictured are go-withs...an etched beer glass and the necessary corkscrew.

A black and white print was used here to afford a better cover picture for the printer of the newsletter, but does a real injustice to the tin when its vivid colors can't be seen. The artist and manufacturer of the picture are unknown.

Louis Obert, founder of the brewery, came from Baden, Germany, learned the brewing & malting art in New Orleans, and settled in St. Louis in 1866. Withdrawing his total savings, he bought into the struggling Arsenal Brewery which was owned by Mathew Weiss, and located on Twelfth & Lynch Streets. In spite of new money, the Arsenal Brewery failed, and Louis Obert had to obtain a loan, which was co-signed by Joseph Pulitzer, founder of the St. Louis Post-Dispatch.

Obert subsequently bought out Weiss's interest in 1881, and the Louis Obert Brewery became firmly established until Prohibition. The brewery possessed the proud distinction of being one of the three independent brewing organizations in St. Louis, which maintained individuality in the days of merger and consolidation prevailing in the nineties. The only other individually owned breweries following mergers and absorptions involved in the St. Louis Brewing Association were the Anheuser-Busch plant and the Lemp plant.

Harry Obert and Louis Obert, grandsons of the founder, were interviewed by the Post-Dispatch in 1974, and the following is from that interview. They talked of their robust and dynamic grandfather..."All the brewers were friendly with each other then. They were not jealous competitors. If one brewery ran out of yeast, another brewery would loan them their culture. That's the way the brewers got along."

"Both Grandfather and Adolphus Busch used an eagle in their trademark. At one time Adolphus wanted to buy the rights to it, but Grandfather said 'you use it and I use it, so what's the difference? You use the A-B (his initials) and I use the L-O.' Neither had it registered."

Louis Obert passed away in 1916, just three years before the Volstead Act brought the death knell to so many breweries. The Obert family, which had also invested in real estate, now found itself in a real financial dilemma, and began selling off most of its property, including an eight-acre amusement park which was known as West End Heights, located at the corner of Clayton Road & McCausland Avenue. An exclusive restaurant stands on the site today.

The brewery was reopened in 1933 with Louis Obert, Jr. as president, Charles Obert as secretary, and William Obert as brewmaster, all sons of the founder. W.T. Brooking, an investor, had placed new funds in the concern, and had become vice president of the operation. The brewery used this new capital to provide up-to-date equipment in its facilities that now occupied a space of nearly a city block, and which increased its annual capacity to about 100,000 barrels. They confined their production to the original trademark of the Obert institution..."Tannhauser...whose reputation was jealously guarded and supported by this long established brewing family.

The brewery closed its doors just three years later, in 1936 - bankrupt. The property was torn down in 1937.

The brewery is gone now, but "Tannhauser" will live on for future generations through memorabilia from a fine piece of advertising art left to us by an artist unknown.

Profile

..... JACK MUZIO

Santa Rosa, CA.



With a lovely lady over each shoulder and one on his lap,
no wonder Jack is smiling.

"....I started collecting trays about 1963. At that time not too many people were interested in tin items, only bottles. Bottles were more important to my wife and I at that time.)

Trays would be acquired for \$ 1.00 to around \$ 5.00, with the average being \$ 3.50. Most were usually in excellent condition, while some needed help on occasion.

When, in 1966, I had a major illness which put us in a bind, Gloria, my wife, sold the bulk of her figural bottle collection and a few months later I sold most of my bitters bottle collection. But, none of the trays or tins were sold.

As time passed, I gradually added to my collection which included Western and Eastern trays and small signs. As each summer came and went, attending Fleas and Sales, I managed to add at least six trays to my collection. Prices continued to climb on the King of lithographed items. For example, a Ranier tray that I had paid \$ 3.75 eight years before, suddenly became \$ 45.00. Needless to say, my collecting slowed a bit.

Early in 1971, I got an idea about putting out a book on trays. I did not want just a picture book, but one with a decent history of how these marvelous pieces of lithography were manufactured. I had been doing a little research the previous year, but started in earnest. I did a market research and found there was a need for an all color book of a not-too-technical nature. The book was published in 1971 in the Fall. It has been available ever since.

I have continued to add to my collection, but have narrowed it down to Western trays and small signs. There are a couple of exceptions. I have an Anheuser-Busch tray that is 16" d. showing a well dressed couple pouring a bottle a beer into a silver chafing dish. At the bottom of the tray it says, "SAY WHEN",..... that kind of tray I can't give up.

My wife and I have an antique shop in beautiful Sonoma, California. It is in the heart of the wine country, but my heart belongs to the hops. Between teaching Anthropology and helping at the shop, my time is pretty much occupied. However, on occasion a beautiful tray comes my way. Just recently, my wife bought for my collection at a local farm auction, a beautiful 24" tray from the Ruhstaller Brewery, once located in Sacramento, California. It is in excellent condition, so, things do have a way of coming around.

To the collector I would say, don't ever give up. That tray, bottle, opener, can or other Breweria is just around the corner.....happig hunting!....."

Jack Muzio

..... from the Muzio Collection



Wall To Wall Trays In Jack's Home



Los Angeles Brewing Co. — Malto The \$10,000 Beer



Rare Trays From Early San Francisco Breweries

..... Muzio Collection (Continued)



DUSSELDORFER
Grand Prize - St. Louis Worlds Fair 1904



CHAMPAGNE VELVET



JERSEY - CREAM



SEATTLE BREWING & MALTING CO.

..... Muzio Collection (Continued)



F. RUHSTELLERS GILT EDGE LAGER



THE BURGER BREWING COMPANY

BREWERIANA COLLECTING IN CANADA

Received the following letter and pictures from Larry Sherk, NABA member from Toronto, Canada. Larry has an extensive collection of Canadian trays and was kind enough to send us information and pictures of the old Copeland Brewing Co. - Toronto. Thanks Larry!

..."Have never seen a Copeland tray, so don't know if any were ever made. I wouldn't be surprised if there were Pre-Prohibition ones, as I keep seeing trays occasionally that I don't have.

I have approximately 60 Ontario, Quebec labels from 20 different breweries which I acquired about a year ago. Have dated them by Company names at the period 1899 - 1900.

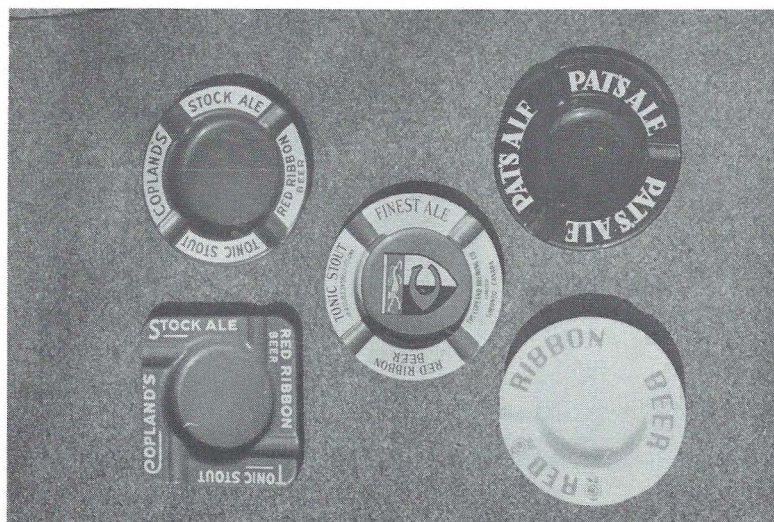
I don't know how much late information you have on Copelands Brewing Co. My records aren't complete. It was taken over by Simon Pure of Buffalo about 1928-29, having been closed since 1919 when Prohibition came into effect in Ontario. W.J.Simon is listed as pres. in 1930. On June 17, 1946, Copeland was purchased by John Labatt Ltd of London, Ontario. This was their first expansion outside of London, Ontario, by what is now Canada's largest brewery.

By 1947 it was being operated as their Toronto Branch. Labatts opened a new brewery in Toronto in 1970 and although I am not sure, I presume the Copeland plant was phased out then. It has since been torn down and the site is now occupied by the new plant of the Toronto Sun newspaper opened in 1975.

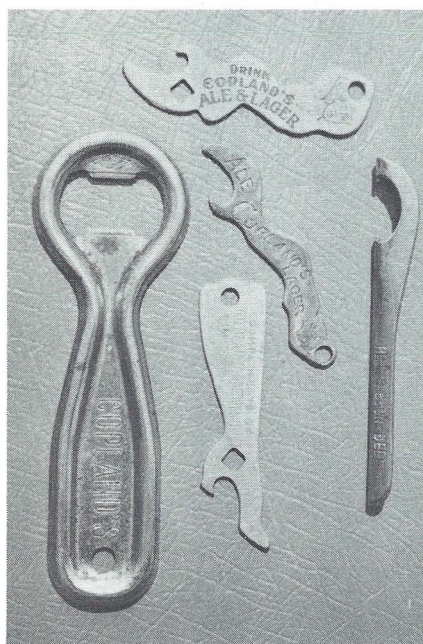
My collection includes 115 Canadian trays out a presently known potential of 160, about a hundred miscellaneous items such as lithographs, mirrors, clocks etc. I also have 110 ash trays and over 225 openers. As far as I know, it is by far the largest integrated collection of Canadian Breweriana.."

L.C. Sherk
P.O. Box 191, Stn. G
Toronto, Ontario M4M3G7
Canada

COPELAND BREWING CO. (Continued)



Copeland ash trays, late 30's early 40's



Openers with ladies . . . same as American



Early Copeland labels . . . about 1899



Close up of Canadian "Budweiser" label



Canadian Clocks 1934 - 1940

New Members as of December 15th, 1976....joining since
October 1, 1976.

Frank Milligan
2601 Prairie Avenue
Evanston, Ill. 60201

Michael P. Gerth
1620 Hillandale
LaHabra, CAL 90631

Lois J. Ott
910 Summit
Waukesha, Wisc. 53186

Elroy E. Ubl
510 S. State St.
New Ulm, Minn. 56073

David R. Osborne
5990 Contreras Rd
Oxford, Ohio 45056

Rex Stark
90-A Second St. #1-B
Framingham, Mass. 01701

Gus Edling
1445 E. 10th St.
Salem, Ohio 44460

Linda Malkin
163 Shepherd Lane
Roslyn Heights, N.Y. 11577

Raymond Patten
287 Rocky Fork Drive
Gahanna, Ohio 43230

Al Bernstein
6117 N. Hoyne
Chicago, Ill. 60659

Robert Jirik
828 S. Spring
LaGrange, Ill. 60525

Angelo J. Piccone
49 Oliver Street
Rochester, N. Y. 14607

Frank Kody
4222 W. 55th Street
Chicago, Ill. 60632

William Linsenbigler
D-8 Linden Apts.
Pottstown, Penn. 19464

Norman F. Jay
839 James Court
Wheaton, Ill. 60187

Frank B. Knight
704 S. Ave. "C"
Kermit, Texas 79745

Gary D. See
542 Georgia Lane
West Chester, Pa. 19380

Clarence Steichmann
249 Lindy Lane East
Ingleside, Ill. 60041

Bruce F. Marks
9829 S. 51st Street
Oak Lawn, Ill. 60453

Roger Kvetko
3821 W. San Miguel
Phoenix, Az. 85019

Walter E. Colditz
1741 W. State St.
Phoenix, Az. 85021

Lynn Geyer Jr.
1605 North 7th St.
Phoenix, Az. 85007

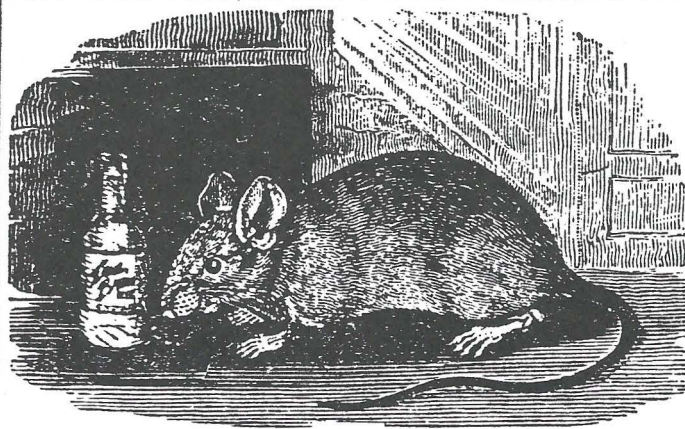
Dom Nunciato
5043 Bradley Lane
Hamburg, New York 14075

Thomas F. Labeska
725 Trumbull Avenue
Lawrenceville, N. J. 08648

John M. Kunkle
607 N. Courtland St.
E. Stroudsburg, Pa. 18301

John T. Lindsay
6000 N. 99th St.
Milwaukee, Wisc. 53225

Joe Kortuem
Aubinger Str. 38
8032 Lochham
Bavaria, West Germany



HEY, HOW DID THIS MOUSE EVER GET INTO MY BOTTLE OF TRUE BREW BEER?

by Joan Greguski

True Brew Beer Co.
Racine, NY

Sirs:

Congratulations on your unusual new product, Pickled Mouse in Beer. You are certainly destined to revolutionize the beer industry if this item catches on with the beer-buying public. As a matter of fact, that's why I'm writing to you.

I've been buying your beer for a number of years and have never run into any of the usual difficulties like chipped bottle necks, half-empty or dirty bottles. They were the kinds of things that made me give up other brands of beer. I guess that's why I was so startled when I discovered the pickled mouse.

I realize now that there must have been some sort of mix-up in your labeling department, because there's nothing on the label of my bottle to show that it's different from the beer I'm used

to buying. This bothered me because I'm a stickler for honesty, but then I realized that you're probably running some sort of a secret tryout test.

Anyway, I decided to drop you a line and let you know how I feel about your new product. Frankly, I'm not too crazy about it. It has no eye appeal. I do have a friend who has a friend whose grandfather was a live goldfish swallower in college. This may be just the thing for him. When I get a chance to try it on him, I'll let you know how he feels about it.

Best wishes for
continued success,
Homer R. Porter
Lake Front, LA

P.S. Would it be asking too much for you to tell me how you get the whole mouse into the bottle like that? I have it figured that it must be the same principle as getting a hard boiled egg into a milk bottle. Is it?

MR. HOMER R. PORTER
LAKE FRONT, LA

MR. PORTER: URGENT STOP
DO NOT REPEAT DO NOT
GIVE THE BEER WITH THE
MOUSE IN IT TO YOUR
FRIEND OR ANYONE STOP
LETTER FOLLOWS STOP

FRANK P. MILLER,
MANAGER
TRUE BREW BEER CO.

Mr. Homer R. Porter
Lake Front, LA

Dear Mr. Porter:

True Brew Beer Company extends its sincere apologies for the inconveniences it has caused you. True Brew wants you to know that our beer is exactly the same fine quality that it has always been since our founder, John Brew, established the company seventy-seven years ago. We have not begun pickling mice in beer. We have no explanation for this phenomenon. At our breweries cleanliness is next to godliness. This can only have occurred through some dreadful oversight at the inspection site. At any rate, you may rest assured that it will not happen again.

We hope that in the future you will continue to rely on us for all your needs in the beer line. We are sending, under separate cover, as a tribute to your good faith, a case of quart-size True Brew beer.

Again, our sincere apologies,
Frank P. Miller, Manager
True Brew Beer Company

True Brew Beer Co.
Racine, NY

Dear Mr. Miller:

Thanks a lot! Believe me, I never lost faith in True Brew, but I'd sure give a lot a lot to know how you got the mouse into the bottle ... but if you want to keep it a secret, that's fine with me.

Gratefully,
Homer R. Porter
Lake Front, LA

P.S. The case of beer arrived safely. Not one mouse in the bunch.

True Brew Beer Co.
Racine, NY

Dear Mr. Miller:

Enclosed you will find money sufficient to cover the cost of one case of quart-size True Brew Beer (even though it breaks my heart to do this). My conscience would never let me rest easy if I let Homer keep the beer without paying for it. I might as well tell you, I put the mouse in the bottle.

Please do not let on to Homer what I have done. I wanted to turn him against drink and just look at what's happened.

Claudelia Porter

Mrs. Homer Porter
Lake Front, LA

Dear Mrs. Porter:

Your secret is safe with us. But just as a point of curiosity ... how did you get the mouse into the bottle?

My lips are sealed,
Frank P. Miller, Manager
True Brew Beer Company

"Reprinted with permission of the 1977 Old Farmer's Almanac published by Yankee, Inc., Dublin, N. H., copyright 1976"

(..thanks to Mike Bartels, NABA, for the humorous clipping)

book reviews

THE REGISTER OF UNITED STATES BREWERIES 1876 - 1976, VOLUME II,
AN ALPHABETICAL INDEX, by Manfred Friedrich and Donald Bull,
Softbound, 304 pages, \$10.95 postpaid.

With this volume Friedrich & Bull have finished the task begun
with Volume I, namely, to provide the most complete and exhaustive
index possible to all breweries operating in the United States in
the past 100 years. Volume I consisted of two sections, Pre- and
Post-Prohibition, with all breweries arranged by state and city.
Volume II also has the same two major divisions, but within these
divisions the listings are alphabetical to facilitate identification
of a brewery when the location is unknown.

Together these two volumes comprise the best single reference tool
available to Breweriana enthusiasts, with 11,308 listings. No one
even remotely interested in brewery history should be without this
pair of books. Price for Volume II is the same as Volume I, or
\$10.95 postpaid. The set of both volumes is available for \$19.95
postpaid. Order direct from:

Donald Bull
21 Frelma Drive
Trumbull, CT 06611

from the SECRETARY'S desk

1. 1977 Membership cards are being mailed out very soon.
2. There are about 120 members who have not paid their
1977 dues. Am sending out a Final Request this
week stating that renewals not received on or before
January 15, 1977 will be removed from the Membership
Directory.

After January 1, 1977 new Membership and/or past due
renewals will be \$10.00.

Please send your \$7.50 renewal for 1977 to:

Gordon B. Dean
% Dana Trailer Ranch Lot B-8
10712 East Apache Trail
Apache Junction, AZ 85220

(Note: Winter
Address until
4-1-77)

Newsletter #16 was mailed to the membership on Nov. 16th.
This mailing was done from an updated membership roster,
which is complete. Some change of addresses may have
been overlooked and if so, please notify Gordon at once, if
your address is not current on this Newsletter.

IMPORTANT

Please read this notice carefully.

N.A.B.A. has always considered that beer cans and bottles are primarily containers, although of course they have some advertising value. Also, there are many collector's organizations devoted to these items, while N.A.B.A. was founded as an organization devoted to the strictly advertising items. There are obviously some gray areas. It was never intended that collectors of cans and bottles should be excluded from N.A.B.A., and we number among our most active members some leading collectors of both items.

Two years ago, as the numbers of can collectors began to grow by the tens of thousands, the Directors of N.A.B.A. decided to exclude cans and bottles from N.A.B.A. trade sessions and auctions, lest at some time in the future the organization be swamped by an avalanche of cans or bottles and its aim of being a general collectors' club be lost.

No one at that meeting had any idea the decision would so polarize the membership. We now have some can collecting members who consider the exclusion of a \$100.00 can an insult when a \$ 1.50 glass is allowed, and we also have members who adamantly threaten to withdraw when the first can comes through the door.

There was considerable discussion of the question at the Convention meeting in Allentown, and at the Fall Directors meeting it was decided to try to determine the feeling of the general membership by a poll. You now have a chance to make your feelings known.

The Pro and Con sides of the can issue have been published on the following two pages and were felt would give you a better understanding of the two sides.

Please fill out the form enclosed and return it. The results will be considered by the Directors at the March meeting in Indianapolis. You are asked to sign the form only to assure that current members only are being counted. Forms must be received by February 18, 1977.

Bill Ross

AGAINST ADMISSION

POINTS OF PRIME IMPORTANCE

1. Brewery advertising used in vehicles such as signs, knives, post-cards, steins, glasses, trays, pictures, tokens, mirrors, pins, foam scrappers, match safes, coasters, ice picks, tap knobs, calendars, etc. needed a club or association to unite these collectors. It was felt N.A.B.A. would be the organization.
2. N.A.B.A. was conceived for those interested in the collection, preservation and study of American Brewery Advertising. It is strongly felt by some that beer cans are containers (with little advertising value) and accordingly should not be allowed at N.A.B.A. events.
3. Beer can collectors have several major National organizations devoted solely to their field. Can meets are held frequently throughout the country and enjoy great participation.
4. National and International can collecting organizations enjoy membership well in excess of 10,000. It has been recently estimated that there are over 100,000 can collectors in the United States that pursue this field as a hobby. Membership rate increases in their clubs have been phenomenal and it is felt N.A.B.A. would be dominated by can collectors in the not too distant future.
5. If cans were admitted on a "limited" basis...who would police this? How would "limited" be defined? There are many members who spend a lot of their time organizing a convention, working, setting up, running auctions, attending business meetings etc...are they now to be asked to add additional responsibilities and monitor cans at the convention? How much time can we expect members to donate to our convention? Would members who vote to admit cans on a "limited" basis volunteer their time to police each booth for compliance?
6. If cans are allowed at the N.A.B.A. Convention, how soon will it be before the convention is opened to the public instead of just the membership.
7. The E.C.B.A. (East Coast Breweriana Association) was originally formed to preserve for posterity the history of the brewing industry through collectors of brewery advertising. This organization, according to some who are knowledgeable, has practically been taken over by can collectors

Editors note: The above information was gathered from a number of members.

Mail to: Gordon B. Dean (Secretary)
c/o Dana Trailer Ranch Lot B-8
10712 East Apache Trail
Apache Junction, AZ. 85220

☐

I feel that beer cans and bottles should be allowed at N.A.B.A. events on a limited basis. (i.e., not the majority or dominant part of a display.)

☐

I feel that NO cans or bottles should be allowed at N.A.B.A. events.

Signature

Forms must be received by February 18, 1977

Forms must be received by February 18, 1977

Signature _____

☐ M.A.B.A. events.

I feel that NO cans or bottles should be allowed at

majority or dominant part of a display.)

M.A.B.A. events on a limited basis. (i.e., not the

☐ I feel that beer cans and bottles should be allowed at

Apache Junction, AZ, 85220

10712 East Apache Trail

c/o Dana Truller Ranch, Loc B-8

Mail to: Gordon B. Dean (Secretary)

FOR ADMISSION

BOTTLED Up Discontent- A CANDid View

"...I have belonged to the N.A.B.A. since its first year. I collect only St. Louis Breweriana, which includes bottles and cans. Up until this year no one ever told me what I could or could not collect. I was allowed to advertise in the Newsletter for both of these items, as was any other member.

Now after all these years I find bottles and cans were never accepted but only tolerated, even though I would venture to estimate that at least 80% of all members do consider them breweriana. Considering the poll that was taken at Allentown, this is a very conservative estimate.

Promises made in Allentown were apparently forgotten in Indy. By the way, in Allentown only two people voted to keep bottles and cans out. At least six officers and or board members declared their intent to see that the members received what they voted for. Now we find that another vote is to be taken...maybe it is to be the best two out of three. Probably the wise thing to do this time is to print your ballot in braille...that way those in charge of counting ballots who unfortunately could not see the results in Allentown, may feel the results.

I sincerely dislike sounding so bitter, especially since so many of the people involved are or used to be very good friends, but no one likes to be made a fool of and to be led to believe he is naive enough not to know what Breweriana is.

As I stated before, when I joined the N.A.B.A. five years ago, no one questioned what I could or could not collect, and I think it is a little late to suggest that I join another club that may be more oriented towards bottles and cans. I belong to the N.A.B.A. and I don't need another club.

At our convention, we are allowed so much space per member, and what items we desire to use to fill that space should be left to each individual whether it be all glasses, tap knobs, bottles, or all cans.

Whatever the outcome, let it be decided by the majority and not by those few who think they know what is in our best interest..."

Carl Hose

GUIDELINES FOR BUY - SELL - TRADE SECTION

It has been quite some time since we printed our Guidelines for insertion of Ads in the NABA Newsletter. With our increase in membership and to clarify any misunderstanding among our older members, the following rules will apply:

1. Ads will be accepted from N.A.B.A. members only, and are free.
2. Ads may not exceed 25 words including name, address, zip code and phone number.
3. Type or print ads to avoid errors.
4. Be specific...don't try to include your whole collection in 25 words. You'll get better results.
5. Don't sell your item before the ad appears in the Newsletter. Our whole purpose is to give MEMBERS a chance to Buy or Sell.
6. Members are allowed one ad in each quarterly issue.
7. Deadlines for submitting ads:

March 1, 1977
June 1, 1977
Sept. 1, 1977
Dec. 1, 1977

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

8. We feel many of our ads are outdated and we need a general housecleaning. Accordingly, ALL ads will be discontinued after the Winter Issue. Please resubmit your ad for the Spring Issue and also state how many times the ad is to run...(Maximum 4 times) If not stated, ad will be run one time.
9. Send ads to Newsletter Editor:
Ken Hauck
4590 Grandcastle Dr.
St. Louis, Missouri 63128
10. Full page ads are \$ 15.00 per issue at this time.

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

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., Newton, Conn. 06470.

WANT TO BUY & TRADE CURRENT BEER GLASSES with breweries advertising on them. Bill Wolfscheimer, 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

RECENTLY OPENED a shop specializing in old advertising. Interested in buying all types. Davis H. Woods, 901 N.W. 17th., Okla.City, Okla. 73106

POINT B.C. BEER TRAYS: (looks just like the can) for sale or trade. Herbert A. Haydock, 1660 2nd Ave South, Wisconsin Rapids, WI. 54494

FOR SALE: Trays, Tap Knobs and coasters. Send S.A.S.E. for list to Al & Nellie Winterfield, 961 Clintonville Rd., Wallingford,Conn.06492

WANTED: Neuweiler's "Famous Brews" tray - 12" or 13" and Neuweiler tip tray. Excellent condition. Henry Neubert, 15 Stone Haven Drive, Ithaca, N.Y. 14850

WANTED: Etched/embossed beer glasses and beer match safes. Write J. Maxwell, 601 Parkview, Bryan, Ohio 43506

WANTED: Pre-Prohibition St. Louis label beer bottles. Have St.Louis coasters to trade for St.Louis only. Ken Hauck, 4590 Grandcastle, St. Louis, Missouri 63128.

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 CRYSTAL 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.

BLATZ 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 G99EX, 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.

what's brewing

"....G. HEILMAN BREWING CO. announced tentative agreement with Ranier Brewing Co. of Seattle to buy Ranier and one of its units for around \$7 million in cash effective Feb. 15, 1977. The deal, Heileman said, also includes real estate adjoining the Ranier property and related assets. Ranier's capacity is more than one million barrels a year and it will continue to produce its own brand. It had sales of over \$42 million for the fiscal year ended March 31, 1976."
(Submitted to Ed by Steven A. Smierciak - Chicago Sun-Time 11/30/76)

"...ANHEUSER-BUSCH, Inc., the venerable brewing giant, will soon test market a low-calorie brew. Spokesmen for the brewery confirm that a light beer will be test-marketed after Jan. 1, 1977 and that it is already being brewed in the vats on Pestalozzi Street. Miller Brewing Co., which is owned by Phillip Morris, Inc., was the first national brewer to market a low-calorie beer-Lite. This year, Miller may see its sales rise by about 5,000,000 barrels...the biggest one-year increase in the history of the beer industry...topping Anheuser-Busch's record of an increase of almost 4,000,000 barrels in 1974. Busch said that the new beer would not use enzymes. Enzymes are protein substances used by some brewers to speed the conversion of starches into sugars and then into alcohol..."(St.Louis Globe Democrat 11/21/76)

...NATIONAL ANTIQUE ADVERTISING SHOW...March 26 & 27, 1977 to be held at Indiana State Fairgrounds, Indianapolis, Indiana...I-W PROMCTIONS Box 69, Gas City, Indiana 46933

...9th GREAT MID-ATLANTIC ANTIQUE ADVERTISING SHOW & SALE..Feb. 19th & 20th...Fairgrounds, Gaithersburg, Maryland. Admission \$ 2.00
BELLMAN PROMOTIONS, INC. P.O.BOX 1113, Columbus, Maryland 21044.

FOR NOTICE OF ADDRESS CHANGE

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Houghton, Michigan 49931

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1977

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AUGUST 5-6-7

(See Inside Front Cover)

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