

National Association Breweriana

Advertising

Newsletter



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

VOL. NO. 18

SPRING EDITION 1977

Advertising A \$10 Million Fox



National Association Breweriana Advertising

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OnTheCover

THE
BEVO
FOX



. Bevo Fox (continued)

■ "Why are there animals on the corners of the bottling plant? What do those animals mean? What's the story behind the foxes or bears or whatever on that building?"

These are typical questions frequently asked by people visiting the Anheuser-Busch plant in St. Louis.

The custodian of the company's historical files had the correct answer to all these questions and referred to a small book published in 1917 for the information.

It was in 1916 that August A. Busch, Sr., introduced a new beverage called Bevo. Mr. Busch felt that the nation soon would have "wartime prohibition" in order to save grain for food for the country and the allies during World War I. He also saw the gathering strength of the "drys" and the introduction of Bevo was one measure he instituted to keep the business going should prohibition become the law of the land.

Bevo, a non-alcoholic drink, was introduced and quickly caught on. To keep the supply available for the public, Mr. Busch approved the expenditure of \$10-million for what is still the largest single bottling plant in the world.

A fox, called the Bevo Fox, was made a part of every bottle label. A replica of this fox was made a part of the architecture of the new bottling plant and the following is why this came about.

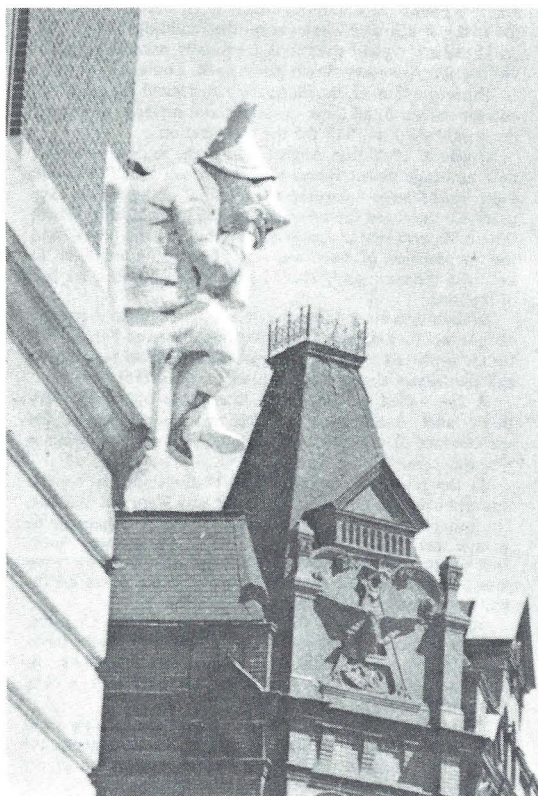
In the fairy tales told children at the time the booklet was published, a familiar character was Reynard the fox. He found a warm spot in the hearts of children because he always was clever and interesting. He always was funny and wherever he appeared, he proved that he knew what was good to eat and drink. (That's why the foxes on the building are shown with food and drink.)

Reynard represented the brains of the animal kingdom. Bevo was the result of much thought and research. Bevo, it was hoped, would become just as dear to the family as the harmless pranks of the interesting fox and that is why Reynard was chosen to represent Bevo.

Unfortunately, Bevo the beverage had a relatively short life. Sales fell to virtually nothing by 1923, because the public had become accustomed to the sweet taste of the mixers used with the bootleg liquor of the prohibition era. Bevo had a slightly bitter taste and the public turned from it and sales fell off. Production of Bevo continued until 1929 in the hope that it would make a comeback but it never did.

The Bevo Fox remained on the corners of the bottling plant and today he is the frequent cause of interesting conversation about a bygone era. ■

..... Bevo Fox (continued)



Four Bevo Foxes, 10' tall and representing good food and drink, adorn the corners of the massive Bottling Plant.

Courtesy of Anheuser-Busch, Inc.

Profile

Glenn C. Kuebler
Wilmington, Delaware



A LABOR OF LOVE

"....I thought our fellow NABA members might enjoy seeing the above photograph of a scaled-up reproduction of an old metal beer advertising sign done in needlepoint handicraft. My wife, Iris, labored over five months (on and off to rest the weary eyes and fingers) to create this colorful breweriana sign. The sign now adorns my office wall in the headquarters of Hercules Incorporated in Wilmington, Delaware.

The original Kuebler Brewing & Malting Co. sign is painted on brass, is 6-1/2" by 14", and was made by Townsend, Hostetter & Co. in Chicago circa 1892. This specific sign was obtained from the granddaughter of a Sandusky, Ohio saloon-keeper with whom Jacob Kuebler, the brewery founder, lived with soon after arriving in Sandusky...circa 1867.

The needlepoint sign is 12" by 23" and consists of over 55,000 individual stitches.

I am currently engaged in researching the history of the breweries listed on the following page, as well as the Kuebler family history. I am also building a collection of any and all advertising and other brewery-related items.

My research has thus far uncovered the following background information...

In 1867, Jacob and August Kuebeler founded the Kuebeler Brewing Company in Sandusky, Ohio. In 1892, they incorporated as The Jacob Kuebeler Brewing and Malting Company. In 1895, they merged with the Stang Brewery to become The Kuebeler-Stang Brewing Co.

The Kuebeler Brewery was located on west Tiffin Avenue and the Stang Brewery was located on Madison St. between King and Broadway. The "Crystal Rock" beer brand was started by Stang and used up until 1960 - 1961. In 1898, Kuebeler-Stang merged with seven other breweries in Cleveland, Ohio to become The Cleveland & Sandusky Brewing Company.

Both the Kuebeler and Stang plants operated up until 1920 when prohibition started. In 1933, after prohibition ended, only the Stang plant was in operation. It did operate during prohibition bottling soda pop and near-beer. In about 1935, the Stang plant supposedly closed because of union problems. The Cleveland & Sandusky Brewing Co. continued to operate in one remaining brewery in Cleveland and they finally went out of business in 1960 or 1961. Their beer brands were: Gold Bond, Crystal Rock, Our Brewmaster's Special, and Old Timers Ale.

My great grandfather, Karl Wilhelm Kuebeler, was the older brother of Jacob and August. Karl was a farmer out by Castalia, Ohio. My grandfather and father had a farm on Heywood Road, where I grew up. I would like to obtain, purchase or make copies of any correspondence, papers, documents, records, photographs, signs, labels, etc. connected with these breweries or the Kuebeler Family.

I have secondary interest in the following Cleveland, Ohio Breweries:

Baehr	C.E. Gehring	Schlather
Bohemian	Oppman	Stoppel
Cleveland	Phoenix	Kuebeler Co. Easton
Columbia	Star	

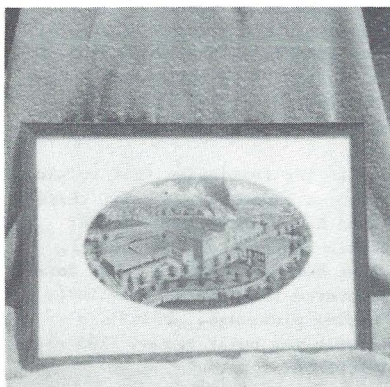
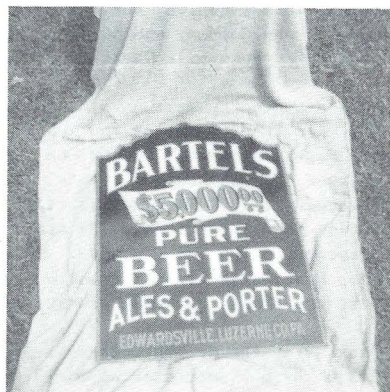
Anyone desiring to correspond on history, information and other data that would be of interest for my Family collection, should write to:....."

Glenn C. Kuebeler
2410 Dacia Drive
Wilmington, Delaware 19810
Home Phone: 302-475-6023

Thanks, Glenn, for sharing your family's brewing history with us.....Ed.

BARTELS BREWING CO.

Edwardsville, Pa.



The above pictures were submitted by Mike Bartels, Findlay Ohio. and represent some very early advertising. Donald Bull's Register lists the brewery closing in 1905. What's the relation Mike? Thanks for sending the pictures. Ed.

Arizona's History of Brewing

Brewing in Arizona began in the earliest days of the Territory. While the amount of brewing before 1900 remained well below other territories and states in the region, there were reported five brewers in 1871: In Prescott, Jackson and Company and Raible & Sheerer; in Tucson, Sayles & Smith and Levin & Company; in Wickenburg, A.H. Peeples.

According to the Arizona pioneer historian, James M. Barney, "Abe Peeples" for whom Peeples Valley in Yavapai County was named, was the first owner of the Magnolia Brewery and Saloon in Wickenburg, and was the first producer of beer in that area. Phoenix, as a town, barely existed in 1871. Prescott preceded it as a Territorial capitol, and even in 1868 had two breweries: the Pacific and the Arizona. By April of 1872, fast-growing Phoenix had its first brewery owned by M. Cavaness. Matt Cavaness, who hauled ore from the Silver King Mine, aside from brewing and saloonkeeping, also conducted, with his partner, Frank Cosgrove, a wagon and blacksmith shop behind the brewery.

Soon after the German brewers began to operate in Phoenix; the United States Brewery was started in 1878 by Gustav Becher and A.H. Sayles, making beer and porter. C.A. Luke and J. Thalheimer ran the Arcade Brewery, called "the only brick brewery in the Territory and the coolest place in town". The building to house the saloon was one thing; behind it was the brick brewing shed, 22 x 24 ft. Luke and Thalheimer made lager beer, and according to newspaper accounts, it was the largest brewery in the Arizona Territory. The beer was brewed with malt shipped from San Francisco, and 100 gallons a day were produced. The shipment of malt was so expensive that a malt house was built, which was still there in 1884. By 1890 the Arcade Brewery and all other Phoenix breweries were out of business.

One of Phoenix's specialties would drive one to the conclusion that bottled beer was once particularly popular in that town: a sidewalk was built there out of empty beer bottles. In 1911 the Arizona Republican reported that workmen who were digging a trench for a gas main in front of the Goldberg Bros. store on First Street uncovered the "beer bottle" sidewalk. The foreman of the work gang was certain they had uncovered the cultural artifacts of a forgotten people who had knowledge of making glassware. Oldtimers quashed the theory by recalling that the sidewalk was built around 1885 with beer bottles contributed by people from all parts of town.

Bisbee, one of those towns that sprouted wherever there were miners, reportedly had an adobe brewery in 1880, started by Al Sieber, famed Indian scout. Sieber drew his customers from Tombstone and the garrison at Fort Huachuca. The brewery was in a gulch, and thereby created the name for Bisbee's historic "Brewery Gulch". The Brewery Gulch Gazette reported that soldiers at Fort Huachuca who protected southern Arizona from Indian raids preferred beer over hard liquor. Al Sieber sold his little brewery to the Dubacher brothers, Harry and Frank, and they continued to make beer until it could be brought into the camp by railroad from El Paso and the midwest in the "nineties".

In Globe, the St. Louis Brewery on North Broad Street was owned and operated by German born Charles Banker. Banker's big problem was ice, and he solved this by going 8,000 feet into the Pinal mountains where he dammed up small streams which formed small lakes. In winter, he sawed the ice into blocks and stored it in an ice house. Banker Street in Globe is named in his honor, and Icehouse Canyon is named for the ravine in which he built his lakes.

Payson, too, had its brewery in the 1880's and 1890's. The Payson Brewery was owned and operated by Ernest F. Pieper. In Tombstone the Golden Eagle Brewery was operated by Wehrfritz and Tribolet, and \$6.00 would buy 10 gallons of beer. The Crystal Palace Bar now occupies the breweries' site at Allen & Fifth Streets in Tombstone. At the turn of the century, the Prescott Brewing Company, the Arizona Brewing Company in Prescott, with their Benedictine Brew, and Hugo Dorn's Park Brewing Company in Tucson were all flourishing in the production and sale of malt beverages.

While the remains of the Territory's early breweries are hardly visible, an adobe building, The Brewery, still stands in the Gila Valley between Safford and Solomonville on the old Willcox-Globe road. This was owned and operated by Barnaby Palm and Alex Levin.

Today there is one brewery...The National Brewing Company in Phoenix. They brew Colt-45, A-1, Dutch Treat, Tuborg, Carling Black Label and Van Lager.

The above research was compiled by Charles H. Newton,
Arizona representative of U.S.Brewers Association, Inc.

NABA Notes

The regular Spring meeting of the Board of Directors of NABA was held at the Indianapolis Advertising Show in March. Several items of importance to all members were discussed.

First was the issue of beer cans and bottles at NABA sanctioned functions. There has been considerable discussion, to say the least, concerning the ban we have had in effect for the last year and a half on cans and bottles. As a result of the protests raised at the Convention in Allentown last year the Directors decided at the Fall meeting to conduct a poll via the Newsletter to get an idea how the members as a whole felt about the issue.

The question posed was whether cans and bottles should be accepted on a limited basis or banned altogether.

The vote was 89 for limited display and 77 against any acceptance.

Now 166 votes out of a membership of 441 hardly constitutes a majority, but on the basis of this poll, the Directors voted at the March meeting to allow the limited display of cans and bottles at our events.

Many suggestions concerning the limitations to be placed accompanied the ballots. However, limiting to just cones, flats, blobs, or whatever, is merely more of the same type of restriction which caused the uproar. So the definition accepted was the one on the "ballot", i.e., "not the majority or dominant part of a display." This restriction will be enforced.

Now if one considers the type of collectors present at our functions, the restriction is really almost superfluous. Our conventions are not open to the public, and most of our can and bottle collectors are advanced collectors. Bringing a car load of current cans or common bottles would be basically a waste of time. So let's all abide by the spirit of the ruling.

The second item of importance concerns the election of replacements for two of our Directors who are retiring this year. As you know, our Directors are elected for a two year term, with three elected one year and two the next. The two retiring this year are Paul Haudrich and Tom Killeen.

At the Convention last year, we decided to use a nominating committee to present names of candidates to the membership. So at the March meeting Tom and Paul were appointed co-chairmen of this committee. They have both served NABA well in several posts, and understand well the qualifications and qualities necessary.

If you would like to serve as a director or would like to recommend someone else as a candidate, please make this known in writing to one of the following:

Mr. Paul Haudrich
14860 Carrollton Dr.
Bridgeton, MO 63044

Mr. Tom Killeen
460 Algonquin Place
Webster Groves, MO 63119

They will contact those nominated and prepare a slate of recommendations and the ballot will appear in the next issue of the Newsletter, with the results announced at the Convention in Milwaukee in August.

I would like to point out that these jobs are not just titles. A quorum is required for conducting any business, and our meetings are generally held at the Indy Ad Shows in March and September, so keep this in mind.

Also a word about NABA dues.

We were late collecting our dues last year, but will do better this year. Our membership year runs from August 1 to July 31, and if you are due to re-up you will probably be contacted soon. Please pay on the first notice, as postage is already one of our largest expenses.

If you joined before January 1, 1977, you must renew for the year beginning August 1, 1977. If you joined since January 1, 1977, you are paid up through July 31, 1978.

Dues are currently \$10.00 per year and must be paid before you can attend the Convention.

William D. Ross
President, N.A.B.A.

book reviews

THE BREWERIES OF BROOKLYN, by Will Anderson, Limited edition of 1000 copies, softbound, 160 pages, \$12.95 postpaid.

America's most prolific author on the breweriana scene is at it again, and getting better. In *The Breweries of Brooklyn* Will covers the history of that city's brewing establishments from 1822 to 1976, telling the fascinating histories of the breweries in a manner calculated to interest rather than to bore. Hundreds of photographs of every form of breweriana from Brooklyn breweries, as well as of the breweries themselves from their days of glory to the disrepair of the present, enliven the book and make it one you will return to again and again.

Even if you have no particular interest in Brooklyn breweries specifically, if you are interested in brewery history you will find the stories of the Brooklyn brewers informative and interesting, for their problems were similar to those faced by all brewers everywhere, and their fate was the fate of most such establishments. This is a limited edition of only 1000 copies, each numbered and signed by the author. Order direct from:

Will Anderson
Box 352
Croton Falls, N.Y. 10519

* * * * *

Ballantine House Opens

The first floor of the Ballantine House in Newark, N. J. has been restored and opened to the public as a showcase for the Newark Museum's decorative arts collection.

Designed by architect George Edward Harney, the house was built in 1884 for John H. Ballantine, the brewery company president. Listed in the National Register of Historic Places, it is an eclectic blend of Renaissance and Romansque styles.

The preservation project began with exterior restoration in 1974 under capital projects funds from the city of Newark. Interior restoration was started early in 1976 and involved removal of fluorescent light fixtures and other features added between 1920 and 1975, when the house served as office space.

Original furniture, presented to the museum by the Ballantine family, is on display, arranged according to documentary photographs from 1885. Original building specifications and drawings are also part of the museum's collection, along with specifications from the New York City firm that furnished and decorated the house.

(Information taken from Feb. "Preservation News"..submitted by J.Murray)

..... something to think about



Eastern Coast Breweriana Association

President	Will Anderson
Vice-President	Bernie Wallace
Secretary	Jay Herbein
Treasurer	Dave M. Lang
Membership Secretary	Nellie Winterfield
Newsletter Editor	August Helms

Possum Ridge Road
Newtown, Conn. 06470
March 4, 1977

Editor, N.A.B.A. Newsletter

Dear Ken,

I am shocked at the statement about E.C.B.A. contained in the N.A.B.A. Winter, 1977 Newsletter. E.C.B.A. (Eastern Coast Breweriana Association) was never formed, as you state, "to preserve the history of the brewing industry through collectors of brewery advertising." Our slogan is "Through Breweriana the history of the brewing industry will be preserved." The key word is Breweriana. We consider, have always considered, and will always consider, that all Breweriana (be it trays, cans, lithographs, bottles or whatever) is collectible and meaningful, and therefore appropriate for E.C.B.A. trade sessions. Moreover, this stress on all Breweriana has led to a richness at our trade sessions that I, at least, feel is not enjoyed by any other club or association. We have not "practically been taken over by can collectors." Possibly an advertising-only-purist would feel that we had; but just as certainly a collector of cans might well feel that we had been taken over by advertising collectors. The point is that we've been "taken over" by both groups; and we like it that way and intend to keep it that way.

Will Anderson

Will Anderson
President, Eastern Coast
Breweriana Association

Editors Note:

My slip is really showing, Will. I should have checked out the statements in Article 7 before printing them.

Ken Hauck

Old Neon Beer Advertisements Go Down The Hatch In Illinois

Those electric and neon beer signs outside taverns and liquors stores in Illinois appear to be going the way of free saloon lunches and the nickel draft beer.

Recently the Illinois Senate's Insurance and Licensed Activities Committee voted 8 to 1 for a bill to prohibit brewers and distributors from furnishing such signs after July 1, 1978. The bill would not affect billboards or tavern signs that lack brand identification. Nor would liquor or wine signs be affected under the bill, which is expected to be approved. The sponsor is Senator Sam Vadalbene, (Dem) Edwardsville. So far, he has met no resistance. In fact, the brewing industry and the wholesalers support the measure. They want to get out of the sign business, say backers of the bill.

For the record, the industry says that ridding the state of tavern beer signs would make Illinois more sightly and save energy. "If we took down all the outdoor beer signs"..it is estimated there are 15,000 of them... "we could save 6000 barrels of oil a year," says Al Fritsch, executive director for the Associated Beer Distributors of Illinois. Besides, the Illinois Liquor Control Commission ruled last Nov. that beer distributors were violating a 1945 statute when they erected bar signs, because most of the signs were worth more than the \$ 125 maximum imposed by the law. The commission said no more signs could be put up.

Vadalbene's bill would be the final nail in the coffin for the twinkling signs urging Illinoisans to slake their thirst with Bubweiser, Stag, Falstaff, Schlitz, Old Milwaukee, Pabst, Foxhead 400, Meister Brau, Miller's, and what have you. Similar laws have already been enacted in Iowa, Indiana, and Michigan, said Fritsch. But the Illinois bill has something of a grandfather clause. Tavern owners may keep their outdoor signs if they remove all beer trademark material and pay the wholesaler a token sum, Vadalbene says. From the breweries standpoint, the new law cannot come too soon, Fritsch says.

A survey of the industry showed that costs for signs had risen dramatically, he said. The signs have become an overdone and abused merchandising practice, he said. " I really believe it might bolster the industry's image a bit,"..Fritsch continued. Vadalbene's bill would not allow inside advertising and neon signs in windows.

(Article from recent edition St. Louis Post Dispatch, Ed.)

(L)

ANHEUSER-BUSCH Brewing Association.

Brewery and General Office

—AT—

EIGHTH

AND

Pestalozzi Sts.



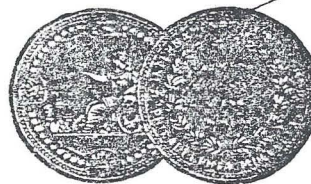
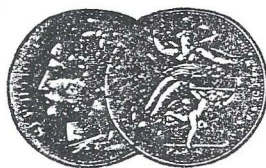
David Nicholson,

General Agt.

—FOR—

St. Louis.

All orders sent by wire or Telephone to Brewery Office, at Eighth and Pestalozzi Streets, will be filled without delay.



Also orders for the wholesale trade left at our Depot, at Faust's Fulton Market office, on Fifth and Elm Streets, will be called for daily.

No orders from the retail trade can be filled from the Brewery.



Shipments of Beer and Ice made in our own Refrigerator Cars to any part of the United States.

Brewery Raffle

..... Old California Breweries

C	R	O	C	S	I	C	N	A	R	F	N	A	S	A	R	O	H	C	N	A
T	E	L	E	L	A	P	L	A	G	E	R	S	T	N	I	Y	O	H	A	E
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AZTEC

MONARCH

BURGERMEISTER

CALIFORNIA

SACRAMENTO

SAN FRANCISCO

FRESNO

ANCHOR

ENTERPRISE

MAIER

BALBOA

REGAL PALE

ACME

YOSEMITE

LUCKY LAGER

GENERAL

BUFFALO

LOS ANGELES

Hidden Breweries above appear Forward, Backward, Up, Down or diagonally. Find each and box it in....Good Luck!

BUY ~ SELL ~ TRADE

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

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

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

STILL TRADING OBSOLETE NEUWEILLER 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 & wood legs, SASE for photo, price. Judie Pieper, 142 W. Laflin Ave., Waukesha, Wis. 53186 (414) 544-6136.

MINIATURE BEERS WANTED - Will buy or trade; especially need minatures from smaller breweries. Larry Martinson, 133 Wilson Way, Forest City, Iowa 50436 (515) 582-3573.

WANTED by eager new member: Absolutely any kind of items from MINNESOTA BREWERIES, especially "Grain Belt". Also, "Olympia", Carl W. Faust, R.R.9, Box 202, Brainerd, Minn. 56401.

WANTED: ITEMS FROM THE FAUERBACH BREWING CO., Madison, Wi., Richard J. Krah, 9913 W. Beloit Rd., Milwaukee, Wis. 53227.

HAVE MINT GIRL IN THE MOON MILLER TRAYS plus many current & other old trays to trade only for other beer trays. Earl Lauer, 1711 Benton Ave., Eau Claire, Wis. 54701.

COORS BEER GLASSES C1910-1920 Tulip shaped extra heavy, 7" H., Gold leaf lip & emblem, Mint \$10.00. Harvey Miller, 61 Amsterdam, Teaneck, N.J. 07666

FOR SALE - OLD TOPPER SNAPPY ALE CONE TOP Mint \$10.00; Grade 2 or better \$8.00 plus postage. Al Winterfield, 961 Clintonville Rd., Wallingford, Conn. 06492.

STROH'S BEER TRAY WANTED in excellent condition. Please send picture (if possible) & price. Gerry Matthes, Apt. 8FE, 145 E. 35 St., New York City, N.Y. 10016.

COORS BREWERIANA WANTED: Trays, bottles, openers, advertising, etc. or any other Colorado breweriana. Wm. Frederick, 2692 S. Federal, Denver, Colorado 80219

WANTED: Trays, coasters, foam scrapers. Buy-Sell-Trade. Harry Richards 3358 N. 45th St. Milwaukee, Wisc. 53216

BUY ~ SELL ~ TRADE

SCHLITZ BREWERY ITEMS WANTED: Old Advertising signs, bottles, cans, and misc. Please describe and price. Charlie Lange, 4157 N. 79th St. Milwaukee, Wisc. 53222

WISCONSIN BEER & WHISKEY advertising wanted. Pre-Prohibition trays, signs, glasses, mugs, bottles. John Lindsay, 6000 N. 99th St. Milwaukee, Wisc. 53225

Wanted: Etched glasses from Wisconsin breweries. Greg Markovic, 2021 S. 77th Street, West Allis, Wisconsin 53219. Phone: 414-543-6397

NEW MEMBER wishes to trade trays. Have good assortment of round metal traders. Send list with values to: Bob Post, 610 27th St., Sioux City, Iowa 51104

I'M LUSTING after "Janice" and "Mildred" in excellent/mint condition. They're stock and I don't care where the Tray is from, although an Illinois Tray would be desirable. John F. Pyrek, Jr. 559 St. John's Street, Elgin, Ill. 60120

WANTED: Beer glasses or mugs from any Brewery, any age or country. Bill Wolfsheimer, 500 Spring Ave., Lutherville, Maryland 21093

WANTED: TO BUY OR TRADE CURRENT BEER GLASSES with breweries advertising on them. Donald W. Natale, Jr. 6511 S. Dahlia Cir. Littleton, Colo. 80121

WOULD like Gambrinus, Cavaliers and Monks on trays in excellent to mint condition. I have traders. John F. Pyrek, Sr. P.O. Box 926, Elgin, Ill. 60120

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.

WANTED: Older advertising items from Eastern Pa. and New Jersey breweries. Have many items for trade or sale. Barry Hunsberger, 434 Cattell St., Easton, Pa. 18042

WANTED: Beer or Brewery labeled mugs. Have locals and other Brewery items to trade. Will Buy, Sell or Trade. Dom Nunciato, 5043 Bradley Lane, Hamburg, N.Y. 14075

TRADE OR SALE: 1/2 L Mug w/ "Otto Huber Brewery New York" and trade mark on Pewter Lid. Goldenrod on front. Leon Beebe, 14 Manor Dr., Route 3, Mt. Airy, Md. 21771

WANTED: Pre-Prohibition beer mugs, embossed glasses and etched California beer glasses. Have some items for trade. Jim Crampton, 404 N. Bedford, La Habra, California 90631

BUY ~ SELL ~ TRADE

WANTED: WISCONSIN BREWERY items i.e., signs, glasses, bottles, coasters, caps, matchbooks and trays. I collect anything from Braumeister by Independent. I have much to trade. John Schmitz, 2735 Burlawn Pkwy, Brookfield, Wisc. 53005

WANTED: WILL TRADE OR BUY BEER TRAYS. Bob Gottschalk, 115 Peachtree Road Penfield, New York 14526

WANTED: Etched/Embossed Pre-Prohibition beer glasses. Goblets preferred. John J. Collins, 1129 Audubon Road, Park Hills, Covington, Ky. 41011



1670 Orchard Avenue, Boulder, Colorado 80302

Phone: 303-443-5916

WANT TO BUY OR TRADE FOR.....

PRE-PROHIBITION COLORADO BEER TRAYS AND SIGNS.

ALSO BOTTLES WITH LABELS. HAVE MANY RARE BEER ITEMS THAT I
CAN USE FOR TRADE.

DICK RALSTON

1670 ORCHARD AVE

BOULDER, COLORADO 80302

WILL TAKE COLLECT CALLS....303-443-5916

John F. Pyrek, Jr.
Breweriana Collector Renown
Member: N.A.B.A.
559 St. John's St.
Elgin, Ill. 60120

- 1)E+ Utica Club Talking Beer Steins "Deeley & Schultz" Phone 312-695-9690
- 2)VG+ Tip Tray Iroquois Buffalo, N. Y. Indian head & headress, pre-pro \$30
- 3)G Iroquois Indian Head & headress in color on white background. 13" \$15
- 4)G Utica Club factory scene, the two color rim variety. 12" \$12
- 5)M 15X20 1/2 Tin Buckeye Beer Sign, "Beer Such as Grandpa Remembers" Pictures Old Man at Table w/ Cello sitting at his feet while waiter brings another round. Full color litho mfg. by American Art Works of Coshecton, Oh. \$40
- 6)M 14" Grain Belt Brass stamped wall plaque depicting tavern scene. \$15
- 7)M Grain Belt portrays famous fountain framed by beer bottles. A buy! \$8
- 8)M Hamm's Man & bear in canoe on northwoods lake in full color. \$8
- 9)G+ G. Heilemann 12X16 oblong engraved silver serving tray, Pre-pro?? \$30
- 10)E+ Blatz Pilsener Beer pre-1954 w/ fancy script, the B in Blatz is a
- 11)E ditto #10 \$15 Wheatstalk. Very colorful in Gold, Black, & Red. \$15
- 12)VG " " \$13 #s 10-12 display very well!
- 13)G Blatz Milwaukee Beer w/ Val Blatz emblem in Red-Blue-Gold 1940's \$10
- 14)E Blatz draft-brewed pictures bottle boy waiter serving a tap. \$15
- 15)E+ " " " can & barrel playing baseball. \$12
- 16)M Blatz features triangle emblem in brown-white-gold. \$5
- 17)VG Lone Star beer emblem in red-white-tan on blue background. \$8
- 18)G ditto #17 \$5
- 19)M Lone Star "Makes the most of Nature's Best" Tan-red-white \$8
- 20)G Lone Star "You deserve the Best...nothing Less" Tan-red-white \$5
- 21)E Lone Star Emblem in maroon on white gold starred background. \$7
- 22)VG Pearl Lager Beer Cascading waters in stream in full color. \$5
- 23)G Standard Tru-age beer pictures Falstaff & Beer Stein, Scranton, Pa. \$15
- 24)VG Piels Elf, "Tastes best of all-because its the driest of all" \$15
- 25)M " " "Less N.F.S. means a drier, more satisfying Flavor!" \$15
- 26)G Stegmaier pictures 3 cartoon chimpanzees & bottle of beer. 1959 \$8
- 27)G Stegmaier Gold Medal Beer "Brewed to the Taste of the Nation" \$8
- 28)G Pabst 12" "What'll you have?" w/ Blue Ribbon Gold-white-blue \$5
- 29)G Pabst 12" Blue Ribbon is the name-make mine the same" People drinking \$5
- 30) VgPabst Blue Ribbon "Finest beer served anywhere" Dk blue-white-light. blue \$5
- 31)M Getzel 1954 sports series 13X18 cardboard foldout, Tarpon & Salmon. \$5 pair
- 32)M Gretz Pictures 1890's Man on high wheel bicycle carrying a growler of
- 33)M ditto #32 \$22 beer w/ a dog running along side. Red-Yellow-Black \$22
- 34)G ditto #'s 32 & 33 \$12
- 35)G Yuengling Premium Beer Pilsener Glass & bottle on Red background. \$15
- 36)E+Mt. Carbon Brewery, Pottsville Pa. Beautifully lettered in Red-wh-blk \$22
- 37)VG Ceers Logo & Lion on red background. "America's Light Beer" \$7
- 38)G Lewis F. Neuweiler's Sons, Old Man w/ bread & tankard of brew. \$15
- 39)VG+ Ortlieb's Red-Yellow-Black-white lettered tray w/ emblem. A beaut! \$15
- 40)E Genesee Brwg Co. Rochester N.Y. "ask for Jenny" w/ picture. 4 colors \$12
- 41)G 1933 dated Tam O'Shanter, Plaid red background w/ Scotsman \$15
- 42)G American Brwg. Co. Rochester, N.Y. Apollo Beer-Tam O'Shanter Ale \$12
- 43)G Krewger Brwg. Co. Newark, N.J. red-white-black \$5
- 44)F Sterling Ale rectangle, several bad spots but 90% is very good. red&gold \$5
- 45)FJax Texas Brags few small dings on face and rim wear otherwise VG \$10
- 46)M we serve Petosi Beer 7X10 red-blue-silver signs. Have several @ \$2 each
- 47)M Miller tip trays 5X6 coachman stepping at red dragon Inn. Several @ \$2 each
- 48)M " " " mallards in flight. Several @ \$2 each
- 49)M " " " lettered in white-yellow-red-black dated 1952 \$2
- 50)E Carlings shows man in full color w/ stein of beer & bread radishes \$5
- 51) 14 tap knobs Schlitz-Bud-Pabst-Miller-Blatz-Schaefer all obsolete \$40
- 52) Labels all obsolete 25 diff. \$3.25 diff. BOCK \$8, 50 diff. \$6, 100 diff. \$12

what's brewing

"...A SHERIFFS SALE of the Horlacher Brewing Co., scheduled for last December, was called off. The Allentown brewery's reprieve from the auction block was announced when the Creditor, American Can Co., confirmed that they were in the process of withdrawing the sale procedure. Horlacher has been in financial trouble with several creditors. E. Jerome Brose, Chairman of the Corporation which took over ownership of the brewery last year, indicated that there had been some hesitancy on the part of the buying public, to use their products for fear of the clouds in their future. He stated that he was dedicated to "win the battle of the small brewery against the giants". The financially distressed brewery, markets....Horlacher Premium, Imperial Pilsner and their new Perfection Beer. Horlacher, the only remaining locally owned & operated brewery in Allentown, Pa., expects production to total about 50,000 barrels this year."

(Thanks to Henry Neubert for passing along this information)

"...BUSCH IS TOP SELLER - AGAIN. Despite a 17.6 per cent decline in number of barrels sold, the result of a three-month strike last year..St. Louis based Anheuser-Busch, Inc., led the field of domestic brewers in 1976. The company estimates that it sold 29,000,000 barrels, down from 35,200,000 barrels sold in 1975. Milwaukee-based Joseph Schlitz Brewing Co., posted a record of 24,162,000 Bbls but the total was only a 4 per cent increase over 1975. ...Miller Brewing Co., Milwaukee based subsidiary of the Philip Morris Co., bumped Pabst Brewing Co., out of third place. It had a 43.1 percent increase in barrels sold to a total of 18,403,228 from 12,862,000 a year ago. Pabst sold 17,087,000 Bbls in 1976, a 9 per cent increase from a year earlier. ...Adolf Coors Brewing Co. of Golden, Colo., retained the fifth spot among the nations brewers. It sold 13,600,000 barrels, an increase of 14.7 per cent from barrels sold in 1975. The brewers ranked sixth through tenth were, Olympia, Stroh, F & M Schafer, G. Heileman, & Carling-National. A spokesman for the National Beer Wholesalers Association, which compiled the figures from state filings & brewers estimates, noted that Falstaff Brewing Co. did not disclose any barrelage figures. However, he said it was clear that Falstaff would not rank among the top ten brewers in the Nation.....now if you're still curious about the next five, they are in order..C. Schmidt & Sons, Genesee Brwg. Co., Pearl Brwg. Co., Ranier Brwg. Co., Lone Star Brwg. Co."

(Source: National Beer Wholesalers Association Research Bureau.)

"...ROLLING OUT THE TUBORG. Carling National Breweries, Inc., began marketing its Tuborg Gold Beer in St. Louis, Phoenix, Tuscon and Albuquerque in January as part of a nationwide "rollout" designed to position it as a leading U.S. premium beer. Originally imported to this country from Denmark, Carling has taken over production in the U.S.

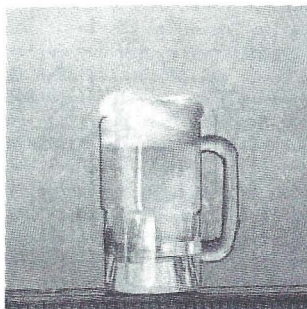
...SUMMER ANTIQUE ADVERTISING SHOW & SALE...July 16th & 17th...at Indiana State Fairgrounds, Indianapolis, Indiana..L-W PROMOTIONS, Box 69, Gas City, Indiana 46933.

WANTED

DEAD or ALIVE

ANY BREWERIANA INFORMATION, LEADING TO THE PUBLICATION IN FUTURE
N.A.B.A. NEWSLETTERS, OF THE FOLLOWING NATURE.....

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HISTORICAL ITEMS
PICTURES FROM YOUR COLLECTION
RECIPES FEATURING BEER
FLEA MARKET FINDS
PICTURES..PICTURES..PICTURES

CONVENTION INFORMATION

BOOK REVIEWS

(Send information to Editor-NABA Newsletter)

FOR NOTICE OF ADDRESS CHANGE

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

Date

Full Name: _____

New Address: _____

Street

City

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New Phone: _____

Area

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1977

NABA CONVENTION

AUGUST 5-6-7

(See Inside Front Cover)

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