

National Association Breweriana



Advertising

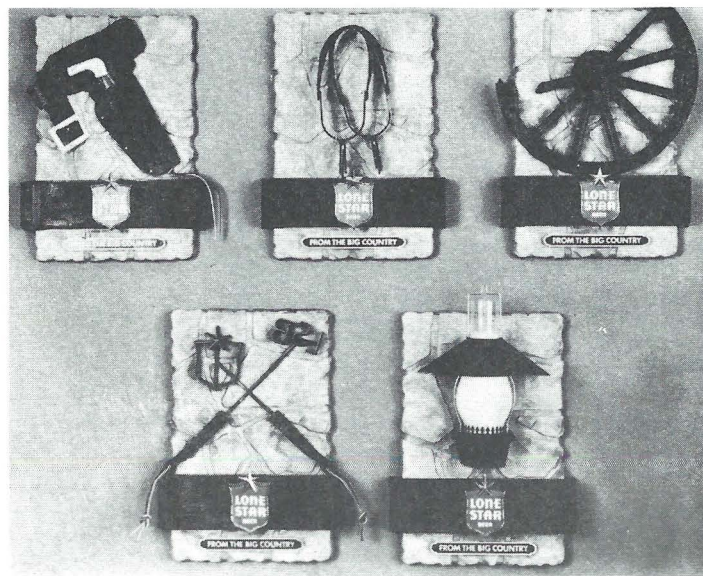
Newsletter

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

VOL. NO. 19

SUMMER EDITION 1977

Best - of - Class



Lone Star Decorator Series.

ATTEND THE 6TH ANNUAL NABA CONVENTION

**AUGUST 5 - 6 - 7, 1977
MARRIOTT INN
MILWAUKEE, WISCONSIN**

FRIDAY:	Registration 10:00 AM Tour of the Schlitz and Pabst Breweries
SATURDAY:	Miller Brewery Tour Auction Dinner at Kalt's Restaurant Hospitality Room
SUNDAY:	Annual Business Meeting Trade Session - Buy - Sell

Howard Kalt
Chairman

National Association Breweriana Advertising

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The 1976 P.O.P.A.I. Contest Winners

The LONE STAR Brewing Co., San Antonio, Texas, and the Jos. Schlitz Brewing Co., Milwaukee, Wisc, shared the big winner's spotlight in the 1976 Point-Of-Purchase Advertising Institute Merchandising Awards Contest.

In this 17th annual contest, brewers competed for Outstanding Merchandising Achievement (O.M.A.) awards in 20 beer categories and for "Best-of-Class" honors which pitted brewery O.M.A. winners against point-of-purchase pieces from many other industries. Lone Star and Schlitz each earned one "Best-of Class" and four beer category awards. Ten other brewers won first-place awards.

Anheuser-Busch, Inc., St. Louis, Mo., took first place in two beer categories and won one "Best-of-Class" award. Blitz-Weinhard Co., Inc., Portland, Ore., and Pabst Brewing Co., each received one "Best-of-Class" award for p.o.p. pieces that also won O.M.A.'s. The Stroh Brewery Co., Detroit, Mich., took first in three beer categories and the F. & M. Schaefer Brewing Co., Maspeth, N.Y., in two. Winning one beer category award each were Carling National Breweries, Inc., Baltimore, Md., Falls City Brewing Co., Louisville, Ky., Miller Brewing Co., Milw, Wis., Olympia Brewing Co., Olympia, Wash., and the Jacob Schmidt Brewing Div. of G. Heileman Brwg Co., LaCrosse, Wis. The five "Best-of-Class" awards represent the brewing industry's best showing since 1973 when brewers won six.

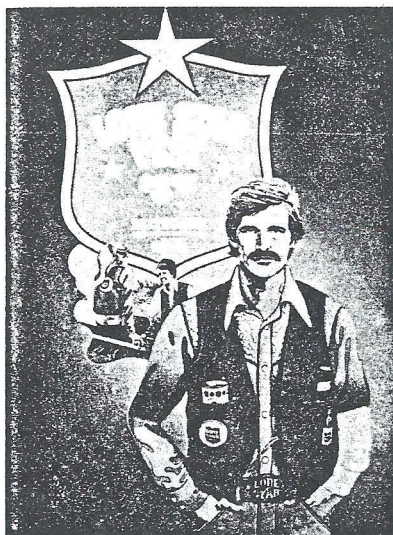
P.O.P.A.I. is a 400-member organization that serves as an industry association for the advertising sign and display field. Its members include creative designers and producers of point-of purchase materials, suppliers to the p.o.p. industry, national advertisers who buy p.o.p. devices and retailers who use them.

Only p.o.p. pieces that are used during the contest award year are entered. Case histories detailing each piece's marketing objectives accompany entries. Evaluation is on a basis of effectiveness in meeting the requirements set forth in case histories, originality of concept and/or ingenuity of execution, excellence of design and engineering and over-all impact in the marketplace. Winners are selected by 25 teams of three judges each. Each team consists of a retailer, an advertiser and an advertising field sales representative. The latter two judge only entries from outside their own industries.

.... Contest Winners (Continued)

The O.M.A. awards are silver-hued statuettes, stylized versions of that ancient and honorable form of point-of-purchase advertising....the cigar store Indian. There are two awards for each winner -- one to the client brewer and one to the p.o.p. firm that produced the winning piece. Awards are presented at annual P.O.P.A.I. contest ceremonies in New York City.

Winning "Best-of-Class" for Lone Star in the wall unit classification, was a five-piece Decorator Series that had two marketing objectives: (1) to position the brand name Lone Star Beer in an area of prominence in on-premise outlets, and (2) to provide retailers with a series of wall decorator plaques that enhance their interiors and relate to Lone Star's advertising theme and "From the Big Country" slogan. The series creates a feeling of nostalgia for the Old West and for contemporary life in the "Big Country" with its use of replicas of a broken wagon wheel, stirrups, bunk-house lantern, branding irons, etc., mounted on Austin Stone backgrounds.



Lone Star Vest and Buckle Stacker.

Lone Star's other O.M.A. winners were the Lone Star Vest and Buckle Stacker and the Lone Star Refrigerator Sign in the permanent indoor clock-with-illumination category. The Stacker promotes the long neck bottle and is keyed to the youth market. The central figure is a youthful "Lone Star type" garbed in an actual vest and belt buckle. An added feature to the buckle is a bottle opener. The Refrigerator Sign, also created by Display Corp-International, is a jumbo beer bottle with a "cold beer" message. Use of simulated neon makes it a strong piece with ready acceptance in Lone Star's primary market which the brewer feels is "younger people who appreciate nostalgia in advertising".

An elegant lady holding the "Schlitz World" won the Best-of-Class designation in the cash register classification and an O.M.A. for the permanent indoor bar and fountain unit beer category. In developing the device, Schlitz sought an innovative display that would continue Schlitz's use of nostalgia in point-of-purchase programs. The Lady is reminiscent of the Columbian Exposition held in Chicago back in 1893 where Schlitz was first represented by a lady holding up its "world".



Schlitz Lady.

.... Contest Winners (Continued)

Schlitz's other O.M.A. statuettes were awarded for a refrigerator Dial-A-Price Board in the permanent indoor "Miscellaneous Unit With Illumination" beer category and a Schlitz Light promotion in the temporary indoor storewide promotion category. Produced by Everbrite Electric Signs, inc., Milwaukee, Wis., the price board device was designed to serve as a functional aid offering convenience to Schlitz field people and retailers. Price changes are made with a twist of the price tapes. Offsetting the price schedule are two logo panels, fluorescent and illuminated, that remind customers of Schlitz brands. Panels are removable to allow for placement of future graphic and copy changes.

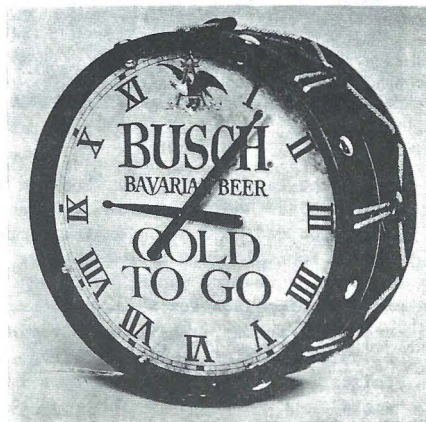
Marketing objective of the Schlitz Light promotional displays was to introduce the brand and establish a quality image; material was to be versatile and fit various types of accounts and to emphasize the new logo, package and product story. Use of embossed foil and fine photography and typography communicate the quality image.

The Michelob American Heritage cash register clock won an O.M.A. and a "Best-of-Class" award for Anheuser-Busch, Inc. in the cash register unit contests. The marketing objective was to produce an innovative cash register unit compatible with existing units in the "American Heritage Suite" -- using existing molds and tooling whenever possible. The Michelob clock features a unique dial type clock face which passes horizontally behind an illuminated window. Bold brand identification is positioned above the clock face. An additional window provides downlighting for cash register key lighting.

The Busch Regimental Drum End Clock won beer category honors for permanent indoor clocks. Produced by Kribs Associates, Inc. St. Louis, Mo., under the direction of Edward F. Schmidt, Anheuser-Busch merchandising director, the Busch clock was designed to furnish tavern owners with a draught beer clock relating to the nation's bicentennial celebration and to be compatible with existing units in Anheuser-Busch's Regimental Drum Suite.

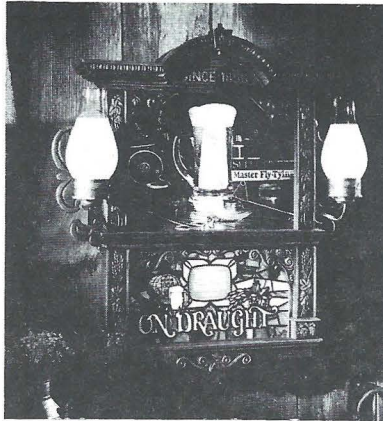


Michelob American Heritage Cash Register Clock.

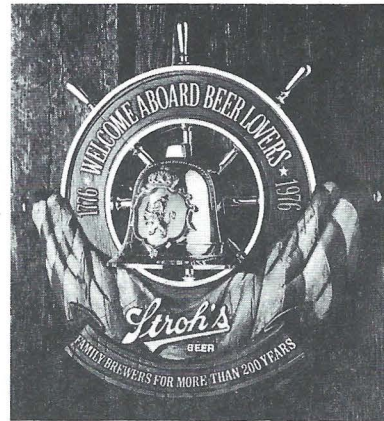


Busch Regimental Drum End Clock.

.... Contest Winners (Continued)



Blitz-Weinhard Draught Display.



Stroh Nautical Wall Display.

The Blitz-Weinhard draught display was developed by Display Corp.-International for Bob Schieman, Blitz-Weinhard marketing services manager. It earned the same number of points as the Lone Star Decorator Series and, like the Lone Star unit, won Best-of-Class honors in the wall unit classification.

The unit was designed to be a dominating display that would project a prestigious image for Blitz draught beer while reflecting its quality and tradition. Its carved and antiqued frame accentuates the feeling of character and quality. Changeable transparencies afford retailers an opportunity for tie-in with other media. The display can also serve as a night light.

The Stroh Brewery Co.'s three O.M.A. awards were earned by a nautical wall display, tops in the "wall unit" beer category; a Cold Beer cooler sign in the permanent indoor sign, with illumination category; and the Christmas Strohman display which scored in the temporary indoor floorstand-pole with motion competition. The nautical wall display was designed to stress the nautical theme and to be sufficiently innovative to win acceptance in establishments with non-nautical environments. Composed of injection molded and vacuum formed styrene, the display offers an aesthetic design for all types of retail outlets. It can also be used to illuminate cash registers occupying back counters and as a night light.

Stroh's Cold Beer cooler sign was the best permanent indoor sign with illumination. The device features two large copy panels flanking the Stroh's crest and logo area. The unit has a wire easel to facilitate standing it on top of a cooler or hanging it on a wall. It also serves as a night light. The sign was produced by Visual Marketing Inc., Chicago, Ill.

.... Contest Winners (Continued)

Best Permanent Indoor Sign
with Illumination.



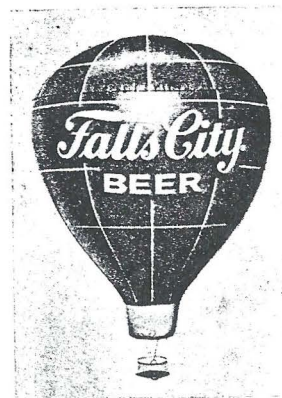
Stroh Cold Beer Cooler Sign.

F. & M. Schaefer Brewing Co.'s O.M.A. Arc-Lite Award Window Unit. Born of Schaefer's need for a fresh innovative unit to replace more expensive neon signs. A aperture bulbs provides light intensification eight times the normal. The copy panel may be removed for rotation of the various labels. The Schaefer Sports Weekly Calendar, was judged best miscellaneous unit in the beer category. The piece is functional for the entire year. The display features a calendar showing the schedule of telecasts of home and away games of the New York Mets and other sports events sponsored by Schaefer.



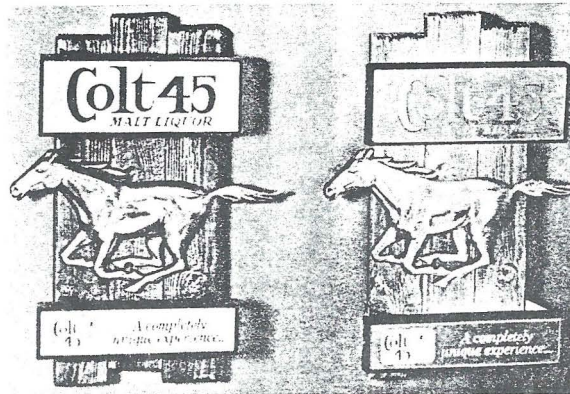
Schaefer Arc-Lite

Beer category winner in the temporary indoor overhead contest was the Falls City Brewing Co., Inflatable Hot Air Balloon whose marketing objective was to coordinate p.o.p. display material in conjunction with an actual hot air balloon used for the brewery's public relations programs. The piece is a replica of the large balloon which is eight stories high.



Falls City Balloon.

.... **Contest Winners** (Continued)



Colt 45 Running Colt Light Sign.

The Colt 45 Running Colt sign won the permanent indoor counter unit with illumination award for Carling National Breweries, Inc. The unit can serve as a hanging wall plaque, window sign, counter unit, or back bar piece.



Jacob Schmidt Animal Series—Deer.

O.M.A. award for permanent bar and fountain units with illumination went to the Animal Series-Deer unit, for Jacob Schmidt Brewing Div. of G. Heileman Brwg. Co. The assignment was for an illuminated display for back bar areas that emphasize Schmidt's "Collector" series of beer cans. The versatile unit has a removable face that can be changed to show other animals in the series. It features fluorescent lighting and simulated stained glass.

(Information was condensed from article in The Brewers DigestEd)

Profile

Gottlieb Heileman Brewery
The LaCrosse Tribune
July 21, 1910

The G. Heileman brewery established in 1858 is the junior of but one existing brewery in LaCrosse, that of the Michel brewing co, which was established in 1857. The organization of this brewing co. at the beginning belongs to the late John Gund as well as to Gottlieb Heileman, the two having started it under the name of "The City Brewery", but in 1872 Mr. Gund withdrew to lay the foundation for the present property of the John Gund Brewing Co. G. Heileman did not long pursue the business which he had so auspiciously begun, passing away in 1878. From that time for a considerable period there was no installed manager, the business being conducted under the direction of Mrs. Heileman, who relied upon Rinehard Whacker as her chief assistant in managing the affairs of the concern.

The Coming Of Mueller

It was not until 1881 that a general manager was elected, Mr. Emil Mueller being promoted to the post at that time. Mr. Mueller has continued in this capacity since that date, and to his business like conduct of the plant and his genius as an advertiser must be credited the building up of the institution to its present proud position of eminence and importance. As an illustration of the growth of the industry under his guidance, it may be cited that in 1881 the brewery was producing between 400 and 500 bbls and that today its annual output is over 100,000 bbls.

A FAMOUS BEVERAGE

Perhaps that which has most widely celebrated the Heileman Brewery, is its "Old Style Lager", a bottled beer which has a snap and flavor all its own. The introduction of the beer over a wide area was due to a unique label selected by Mr. Mueller and copy righted in March 1902, and once introduced the beer continued to sell itself. The label was originally "Old Times Lager", but a controversy arose through the claim of another brewery that it had a copy right upon this name, and two years later it was dropped and the word "Style" substituted for "Times".

PUSHING THE PRODUCT

It was only 4 years ago that Mr. Mueller began a stupendous effort to push "Old Style Lager" in the foreign markets and its growth and popularity has been marvelous. So great is the demand that the city of Chicago alone would consume, if it could get it, the entire output of the brewery. Throughout the northwest it is in great demand, and it is sold in leading hotels, cafes and buffets throughout a wide section and upon the trains of a number of Railroad lines. To illustrate the extent of their bottled beer business it may be cited that the Chicago Agency alone employs 60 people and 32 horses besides gasoline trucks. A recent computation shows that were the output

of the brewery bottled in pint bottles laid end to end, they would form a continuous line 2,160 miles long. The bottles would fill 400,000 cases of 36 bottles each, and the last order for labels was for 5,000,000.

A STUPENDOUS INVESTMENT

The real estate investment of the Heileman Brg. Co., is approximately \$1,250,000. It employs including salesman, agents etc. a total of 285 people. Its payroll in 1900 was \$200,000 and during the last year it shipped 1409 carloads of beer, and immense quantities of dried grain and other by-products. Of material used in the manufacture of beer, it purchased 1285 car loads during the year, and that in 1909 it brewed 100,365 bbls of beer of which 46,000 were bottled. The total sales of beer for last year amounted to \$1,136,586.

MECHANICAL EQUIPMENT

The enginehouse equipment of the Heileman Bry. includes one 100 ton refrig. machine, one 50 ton refrig. machine, driven by 2 Corliss engines, one of 175 hp. capacity. The equipment also includes one 150 kw. alternating generator driven by a 200 hp. machine and a 75 kw. alternating generator driven by a 125 hp. high speed engine. Water for the plant is secured from 2 deep wells which have a combined capacity of 1,750,000 gallons per 24 hours and the pumps are driven by 2 forty hp. electric motors. There are in all 30 electric motors employed in running the various brewing and bottling machinery.

BIOGRAPHICAL

Gottlieb Heileman deceased, was born in Germany Jan. 6, 1824. He emigrated to America in 1852 and for a year resided in Philadelphia, thence he went to Milwaukee and from there to LaCrosse, where he embarked in the brewing business with J. Gund. Mr. E.T. Mueller was married to one of the daughters, Louisa Heileman, in 1881 and took charge at once.

The Gottlieb Heileman Brewing Co. also made a beer called "Golden Leaf" which was discontinued in the 40's. "New Style Lager" was a very short lived product of the near-beer type during prohibition. The Mueller article above and the photos on the next page of full newspaper ads by Heileman are from the collection of Herbert Hanson of LaCrosse, Wisc.

Thanks Herb....and thanks to Reino Ojala for submitting article....Ed

July 21, 1910

July 21, 1910

<p>IT NEEDS NO DANIEL TO INTERPRET THE HANDWRITING ON THE WALL!</p>			
			
<p>EVERYBODY KNOWS THAT</p>	<p>Old Style Lager</p>		
<p>Struggle for all that's good and pure is over. Happiness is perfection. Health and happiness, Comfort and great cheer.</p>			
<p>Bear is the Ideal Drink for Summer</p> <p><small>Wholesome and clean, our long history is the reason why the glass you got the best was ours.</small></p>		<p>It brings the youth to gala dinners. And drives all care away. Do not wait, do not delay, Just order up a case today.</p>	
<p>THE BEST IS</p>	<p>Old Style Lager</p>		<p>PROVE IT FOR YOURSELF</p>
<p>G. HEILEMAN BREWING COMPANY</p>			



Label Registered

Old Style Lager

Originated
in the ... Zythopsary of the ...

G. Heileman Brewing Company.

Old Style Lager ZYTHUM is a Greek
fit for a king.

The above brew is now put up in our special private bottle, and is being distributed in the most
original beer packages that the market knows, here on this coast, and elsewhere. It is a fact, and we
trust it will be a recommendation to you to try it. It is the best beer you can get.

OLD STYLE LAGER is here to stay and soon will be a household word. OLD STYLE LAGER.



From Burlington, the best beer sold the
west is in this!

Brewed in Bremen - 1873 - 1890 - 1891 - 1892 - 1893 - 1894 - 1895 - 1896 - 1897 - 1898 - 1899 - 1900 - 1901 - 1902 - 1903 - 1904 - 1905 - 1906 - 1907 - 1908 - 1909 - 1910 - 1911 - 1912 - 1913 - 1914 - 1915 - 1916 - 1917 - 1918 - 1919 - 1920 - 1921 - 1922 - 1923 - 1924 - 1925 - 1926 - 1927 - 1928 - 1929 - 1930 - 1931 - 1932 - 1933 - 1934 - 1935 - 1936 - 1937 - 1938 - 1939 - 1940 - 1941 - 1942 - 1943 - 1944 - 1945 - 1946 - 1947 - 1948 - 1949 - 1950 - 1951 - 1952 - 1953 - 1954 - 1955 - 1956 - 1957 - 1958 - 1959 - 1960 - 1961 - 1962 - 1963 - 1964 - 1965 - 1966 - 1967 - 1968 - 1969 - 1970 - 1971 - 1972 - 1973 - 1974 - 1975 - 1976 - 1977 - 1978 - 1979 - 1980 - 1981 - 1982 - 1983 - 1984 - 1985 - 1986 - 1987 - 1988 - 1989 - 1990 - 1991 - 1992 - 1993 - 1994 - 1995 - 1996 - 1997 - 1998 - 1999 - 2000 - 2001 - 2002 - 2003 - 2004 - 2005 - 2006 - 2007 - 2008 - 2009 - 2010 - 2011 - 2012 - 2013 - 2014 - 2015 - 2016 - 2017 - 2018 - 2019 - 2020 - 2021 - 2022 - 2023 - 2024 - 2025 - 2026 - 2027 - 2028 - 2029 - 2030 - 2031 - 2032 - 2033 - 2034 - 2035 - 2036 - 2037 - 2038 - 2039 - 2040 - 2041 - 2042 - 2043 - 2044 - 2045 - 2046 - 2047 - 2048 - 2049 - 2050 - 2051 - 2052 - 2053 - 2054 - 2055 - 2056 - 2057 - 2058 - 2059 - 2060 - 2061 - 2062 - 2063 - 2064 - 2065 - 2066 - 2067 - 2068 - 2069 - 2070 - 2071 - 2072 - 2073 - 2074 - 2075 - 2076 - 2077 - 2078 - 2079 - 2080 - 2081 - 2082 - 2083 - 2084 - 2085 - 2086 - 2087 - 2088 - 2089 - 2090 - 2091 - 2092 - 2093 - 2094 - 2095 - 2096 - 2097 - 2098 - 2099 - 2100 - 2101 - 2102 - 2103 - 2104 - 2105 - 2106 - 2107 - 2108 - 2109 - 2110 - 2111 - 2112 - 2113 - 2114 - 2115 - 2116 - 2117 - 2118 - 2119 - 2120 - 2121 - 2122 - 2123 - 2124 - 2125 - 2126 - 2127 - 2128 - 2129 - 2130 - 2131 - 2132 - 2133 - 2134 - 2135 - 2136 - 2137 - 2138 - 2139 - 2140 - 2141 - 2142 - 2143 - 2144 - 2145 - 2146 - 2147 - 2148 - 2149 - 2150 - 2151 - 2152 - 2153 - 2154 - 2155 - 2156 - 2157 - 2158 - 2159 - 2160 - 2161 - 2162 - 2163 - 2164 - 2165 - 2166 - 2167 - 2168 - 2169 - 2170 - 2171 - 2172 - 2173 - 2174 - 2175 - 2176 - 2177 - 2178 - 2179 - 2180 - 2181 - 2182 - 2183 - 2184 - 2185 - 2186 - 2187 - 2188 - 2189 - 2190 - 2191 - 2192 - 2193 - 2194 - 2195 - 2196 - 2197 - 2198 - 2199 - 2200 - 2201 - 2202 - 2203 - 2204 - 2205 - 2206 - 2207 - 2208 - 2209 - 2210 - 2211 - 2212 - 2213 - 2214 - 2215 - 2216 - 2217 - 2218 - 2219 - 2220 - 2221 - 2222 - 2223 - 2224 - 2225 - 2226 - 2227 - 2228 - 2229 - 2230 - 2231 - 2232 - 2233 - 2234 - 2235 - 2236 - 2237 - 2238 - 2239 - 2240 - 2241 - 2242 - 2243 - 2244 - 2245 - 2246 - 2247 - 2248 - 2249 - 2250 - 2251 - 2252 - 2253 - 2254 - 2255 - 2256 - 2257 - 2258 - 2259 - 2260 - 2261 - 2262 - 2263 - 2264 - 2265 - 2266 - 2267 - 2268 - 2269 - 2270 - 2271 - 2272 - 2273 - 2274 - 2275 - 2276 - 2277 - 2278 - 2279 - 2280 - 2281 - 2282 - 2283 - 2284 - 2285 - 2286 - 2287 - 2288 - 2289 - 2290 - 2291 - 2292 - 2293 - 2294 - 2295 - 2296 - 2297 - 2298 - 2299 - 2300 - 2301 - 2302 - 2303 - 2304 - 2305 - 2306 - 2307 - 2308 - 2309 - 2310 - 2311 - 2312 - 2313 - 2314 - 2315 - 2316 - 2317 - 2318 - 2319 - 2320 - 2321 - 2322 - 2323 - 2324 - 2325 - 2326 - 2327 - 2328 - 2329 - 2330 - 2331 - 2332 - 2333 - 2334 - 2335 - 2336 - 2337 - 2338 - 2339 - 2340 - 2341 - 2342 - 2343 - 2344 - 2345 - 2346 - 2347 - 2348 - 2349 - 2350 - 2351 - 2352 - 2353 - 2354 - 2355 - 2356 - 2357 - 2358 - 2359 - 2360 - 2361 - 2362 - 2363 - 2364 - 2365 - 2366 - 2367 - 2368 - 2369 - 2370 - 2371 - 2372 - 2373 - 2374 - 2375 - 2376 - 2377 - 2378 - 2379 - 2380 - 2381 - 2382 - 2383 - 2384 - 2385 - 2386 - 2387 - 2388 - 2389 - 2390 - 2391 - 2392 - 2393 - 2394 - 2395 - 2396 - 2397 - 2398 - 2399 - 2400 - 2401 - 2402 - 2403 - 2404 - 2405 - 2406 - 2407 - 2408 - 2409 - 2410 - 2411 - 2412 - 2413 - 2414 - 2415 - 2416 - 2417 - 2418 - 2419 - 2420 - 2421 - 2422 - 2423 - 2424 - 2425 - 2426 - 2427 - 2428 - 2429 - 2430 - 2431 - 2432 - 2433 - 2434 - 2435 - 2436 - 2437 - 2438 - 2439 - 2440 - 2441 - 2442 - 2443 - 2444 - 2445 - 2446 - 2447 - 2448 - 2449 - 2450 - 2451 - 2452 - 2453 - 2454 - 2455 - 2456 - 2457 - 2458 - 2459 - 2460 - 2461 - 2462 - 2463 - 2464 - 2465 - 2466 - 2467 - 2468 - 2469 - 2470 - 2471 - 2472 - 2473 - 2474 - 2475 - 2476 - 2477 - 2478 - 2479 - 2480 - 2481 - 2482 - 2483 - 2484 - 2485 - 2486 - 2487 - 2488 - 2489 - 2490 - 2491 - 2492 - 2493 - 2494 - 2495 - 2496 - 2497 - 2

History of the Brewing Industry
in St. Louis 1804-1860

James Lindhurst
1939

The closing years of the 1850's witnessed further development in the industry; new plants were erected, and those which had been established previously, continued to expand. C. G. Stifel, who had operated the old City Brewery acquired from the Finney brothers in the forties, built a new and much larger plant at Fourteenth and Howard streets. Its capacity was 350 barrels per day, or 100,000 barrels per year, although it did not by any means produce that amount before 1860. In fact the Census of Industry, 1860, gives its output at 5,500 barrels. In 1859 or 1860, Casper Koehler came to St. Louis and purchased the Excelsior Brewery on South Seventh street, forming a partnership with J. Huber. This brewery had been owned by Charles Hoelzle, who was not a brewer, but under the new owners it was rapidly developed. Other establishments besides those just mentioned were begun in 1859 and 1860. In the latter year five new breweries were erected or in the process of erection.

Development of the brewing industry in communities adjacent to St. Louis also began in the fifties. In Carondelet there was only one small brewery in 1850, but by 1860 there were three. The largest of these concerns, the Great Southern Brewery, was operated by Klausmann and Decker (sometimes spelled Dechere), and was located at the corner of Main and Stein streets. In 1860 it had a plant valued at \$6,000 and produced nearly 3,000 barrels of beer. Jacob Fritz operated the Carondelet Brewery on Second street between Market and Grundy. It was only slightly smaller than the Great Southern, having an annual capacity of 2,500 barrels. The third brewery, valued at \$4,000, was operated by Rudolph Brisselbach. It had an annual production of 2,000 barrels.

The continued development of the industry, increased production, and low price of brewing ingredients led to a demand for lower retail prices of beer. Until 1859 it had always been sold at five cents per glass. But barley prices in that year fell from one dollar to fifty cents per bushel, and in Chicago, Milwaukee, and several other large cities the cost of beer had been reduced to two glasses for five cents. The city newspapers took up the cause and urged a reduction in retail price. They pointed out that the production and retailing of beer was a highly profitable business. The working class, they contended, would be greatly benefitted by a price reduction; five cents a glass was too much for laborers to pay when their prevailing wage was only one dollar per day. That the crusade was successful is indicated by the fact that several saloons and gardens began to sell their products at two glasses for five cents.

Fifty years of brewing in St. Louis had brought about vast changes in the industry. From the first primitive concern established about 1809 the industry had grown to be one of the most important in the city. This growth had brought with it many allied businesses of importance: malting concerns, cooperage shops, and bottle manufacturers. The importation of barley, malt, hops, and other ingredients used in the manufacture of beer reached a large scale by 1860. Beer saloons, caves, and gardens, brought into existence by the brewing industry, were retail units important in the life of the city. The industry provided labor, both directly and indirectly, for many workmen. The development of the breweries prevented the export of capital, which was greatly needed in the growing metropolis, and at the same time provided a market for raw materials such as grain, wood, and coal produced in the vicinity of the city. Although at no time during the first half century did the export of malt liquors from St. Louis breweries reach proportions of any importance, it was the basis for that business after the introduction of artificial refrigeration.

By 1860, forty breweries were in operation. They represented a total capital investment of about \$1,000,000, and produced annually over 200,000 barrels of lager, common beer, and ale, valued at \$1,125,000. Each year they used \$416,000 worth of raw materials in the manufacturing process, and employed approximately 250 workmen. Plants and equipment were quite extensive, though some small operators still continued in business. All of the larger breweries were equipped with steam engines which developed as much as sixty horse power, and only the smallest concerns still depended upon horse and hand power to propel their machinery.

The following is a table of the breweries operating in the city in 1860 with the names of the proprietors, the location of the establishments, and the production of each:

	Barrels Lager Beer	Barrels Common Beer	Barrels Ale
Arsenal-----G. Steinkauler-----	4,000	---	5,000
Carondelet bet. Lynch and Sydney			
Bavarian-----Gottschalk & Co.-----	2,700	---	500
Arsenal bet. Seventh and 2nd Carondelet			
Broadway-----G. G. Zoller & Co.-----	1,800	---	3,000
55 Palm bet. Broadway and Second			
Bellefontaine---Pearson, Smith & Co.-----	2,000	---	2,500
48 M. Commercial			
Busch's-----Fritz, Wainwright & Co.---	8,500	---	6,500
10th bet. Cerre and Gratiot			
Camp Spring-----Joseph Uhrig & Co.-----	9,000	---	5,000
18th and Market			
City-----Chr. G. Stifel-----	5,500	---	600
14th and Howard			

	Barrels Lager Beer	Barrels Common Beer	Barrels Ale
Excelsior-----Chr. Kohler & Co.-----	1,500---	1,000	
7th near Lynch			
Fortuna-----Bergesch, Feric & Co.-----	700---	600	
Franklin bet. 19th and 20th			
Franklin-----Tinker Brothers & Co.-----	1,000---	800---	400
17th near Clark			
Gambrinus-----Anton Jager-----	1,500---	1,000	
Menard bet. Sydney and Victor			
Green Tree-----Joseph Schnaider & Co.-----	4,500---	3,000	
135 South Second			
German-----Eckerle & Weiss-----	2,500---	1,800	
155 Carondelet			
Hickory-----Conrad Elliot-----	500---	500	
8th and Hickory			
Jefferson-----Brunning & Wettekamp-----	2,500---	2,500	
318 Franklin			
Iron Mountain---Adolph Gebhard-----	3,000---	2,300	
Jackson and Lami			
Jackson-----Joseph Steuber-----	900---	600	
Easton near Victor			
Lafayette-----Theodore Brinckwirth-----	2,700---	1,800	
68-70 Carr			
Laclede-----Ch. Stolzh-----	800---	500	
Missouri-----G. Bautenstrauch-----	500---	300	
18th and Morgan			
New Bremen-----Spangler & Smith-----	2,500---	2,000	
Broadway and Magwire			
National-----Fred Wagner-----	2,500---	2,000	
153 South Second			
Oregon-----Stock Brothers-----	3,000---	2,000	
412 South Seventh			
Pacific-----Kuntz & Hoffmeister-----	2,500---	1,500	
16th and Singleton			
Philadelphia---A. Deutelmoser-----	2,500---	1,500	
670 Morgan			
Phoenix-----C. Staehlin-----	9,500---	6,000	
18th and Lafayette			
Pittsburgh-----Coste & Leusler-----	4,000---	4,000	
439-441 Carondelet			
Rock Branch----Charles Zoller-----	3,000---	1,500	
Bellefontaine bet. Dock and Harrison			
Steam-----F. Boyd & Co.-----	2,500---	2,000---	4,000
263-265 North Main			
St. Louis-----E. English-----	3,000---	2,000	
316 South Second			
Southern-----Keitz, Schricker & Co.-----	2,600---	1,500	
Main and Stein			
Schlop-----L. Koch-----	300---	200	
Sidney and Buel			

	Barrels Lager Beer	Barrels Common Beer	Barrels Ale
Schnerr's-----Constantine Schnerr-----	3,500	2,500	
Rosatti and Park			
Schumann's-----Ch. Schumann-----	300	200	
Stumpf's-----William Stumpf & Co.-----	4,000	200	
Ann and Decatur			
Stern-----Ch. Longuemare-----	3,600	3,500	
148 Carondelet			
Union-----Winkelmeyer & Schiffer---	10,000	6,000	
18th and Market			
Wash Street-----Hamm & Hoppe-----	3,500	3,300	
15th and Wash			
Washington-----Ch. Schneider & Co.-----	1,200	750	
Carondelet and Harper			
Western-----A. Lemp-----	4,800	3,500	
37 South Second			
	<u>122,400</u>	<u>85,500</u>	<u>4,500</u>

Article submitted by Douglas A. Bakken for the Newsletter....Thanks Doug! Ed



NOTES

.....On Wisconsin...."Workers and consumers of the 1870's led the development of the product that was to become a hallmark of Milwaukee industry. The zeal of its promoters and the ingenuity they used in advertising, resulted in an increase in sales from about 109,000 barrels in 1870 to nearly two-million barrels 20 years later. Beer, Milwaukee's product of note, became a world traveler at a very early age. One pioneer brewmaster offered a reward of 3,600 bottles to Admiral George Dewey and his men for the capture of Manila in the Spanish-American War. This led to an order of 67 carloads of the product for the Philippines. Nine bottles of the golden brew were even found--unopened--in the stomach of a dead whale."

Thanks to Bob Gottschalk for the article.

.....Harry B. Richards, 3358 No. 45th St., Milwaukee, Wisc. sent a note to the Newsletter Editor, saying that his collection will be available for viewing by any NABA member attending the Milwaukee Convention.....thanks Harry, we all certainly appreciate the kind invitation...Ed

.....Jim Cumby of Miami Shores, Fla., certainly deserves a round of applause for his fine effort in compiling the recently published 1977 Membership Directory. It's a great aid for meeting members with like interests and increasing your collection. The membership really appreciates the Directory, Jim.

NEW MEMBERS AS OF MAY 1, 1977

George Akin
7130 W. Southridge Dr.
Apt. 97
Greenfield, Wisconsin
53220

Harold H. Anderson
730 Division St.
Mukwonago, Wisc. 53149

T. Citadel
Box 8123
Grand Rapids, Mich. 49508

George C. Corson
1733 Bertch
Waterloo, Iowa 50702

Thomas France
1501 Irvington Ave.
Evansville, Ind. 47712

Robert J. Gurske
2318 E. Dayton St.
Madison, Wisc. 53704

Joe Marble
1224 Jackson
Danville, Ill. 61832

Steve Markovic
2021 S. 77th St.
West Allis, Wisc. 53219

Beatrice Meredith
3841 N. 66th St.
Milwaukee, Wisc. 53216

Mike Nettesheim
3250 N. 97th St.
Milwaukee, Wisc. 53222

Lynn Parks
3010 Matlock
St. Louis, Mo. 63031

Ron Petro
1206 Palisades
Rock Springs, Wyo. 82901

Geraldine C. Schwanz
S. 45 W 22339 Quin Rd.
Waukesha, Wisc. 53186

Jim Searle
1011 Mechanic
Pekin, Ill. 61554

Ken C. Settlecase
294 Downing Road
Riverside, Ill. 60546

Bob Strauss
808 Tuxedo Lane
Cary, Ill. 60013

CHANGES OF ADDRESS

Mike Bartels
P.O. Box 373
Findlay, Ohio 45840

Robert Bowes
1765 Montreal
St. Paul, Minn. 55116

Jack Linna
305 Grovewood Dr.
Indianapolis, Ind. 46107

Ronald A. Mahinske
2005 Autumn Ridge Circle
Birmingham, Alabama 35226

Daniel W. Shumway
135 John St.
Ilion, New York 13357

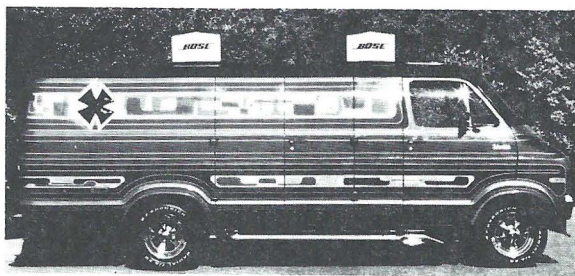
Raymond R. Thorpe
3729 N. Lowell Ave.
Chicago, Ill. 60641

what's brewing

"....TWO NEW BEERS FOR ST. LOUIS...Falstaff Brewing Co. is producing two new beers at its St. Louis plant 1920 Shenandoah St. They are: Griesedieck Bros. Beer which disappeared in the merger 17 years ago of that old St. Louis Brewery when it was acquired by Falstaff. It is being brought back to the St. Louis market June 1st. Buddy Blattner, former major league baseball player and onetime spokesman for Falstaff, will do the commercials for Griesedieck Bros. Beer. Joseph Griesedieck, Jr., president and chief operating officer of Falstaff said the company is also producing "Falstaff 96" a new low calorie beer here with the St. Louis area being one of the first to receive the new product.

"....C. SCHMIDT & SONS, INC...using a 1977 Dodge maxi-van, customized and decorator-furnished to serve as a "saloon on wheels," is traveling college campuses to promote Schmidt's beer and increase its share of the young adult market. The brightly-hued vehicle is part of a campaign underway at eight colleges in the East. Emblazoned on the side panels of the 20-ft. van is the identification "Schmidt's Saloon" in 14-carat gold leaf against a red lacquered background. The exterior panels are vivid in a psychedelic design painted in gold-pearl with horizontal stripes of red, orange and yellow candy lacquers. The interior is comfortably furnished as a smart, stylized beer saloon. It has a solid oak floor and all-wood cabinetry. Furnishings include a wrap-around couch upholstered in tufted red velvet and resting on half wooden kegs and four barrel chairs upholstered in red velvet also. A color TV set is part of the entertainment center which also includes a stereo sound system. Music can be piped externally when the van is stationed at a college campus.

Adding to the interior ambience is soft, indirect lighting from a beam ceiling. The center of attention, however, is a built-in refrigerated draft beer system above which is a cabinet to hold Schmidt's decorated beer glasses. While the speciality van is being used for appearances at the eight targeted colleges, it is also being scheduled for other schools and for various types of public events.



The brightly-hued "Schmidt's Saloon"

"....WOODEN CAN IN FUTURE...Beer drinkers may be hoisting their favorite brew in a wooden can someday. Anheuser-Busch, Inc., is working to develop such a can, but "it's years and years away. The can is in the highly experimental and research stage now," a spokesman said. Prototypes of the can of the future use pressed wood coated with a transparent aluminum film, resembling an ordinary metal can. America's first beer cans produced after World War II were made of heavy, tin-plated steel. They were eventually replaced by thinner metal and aluminum cans. Busch said a wooden can would be cheaper and easier to dispose of.

what's brewing (Continued)

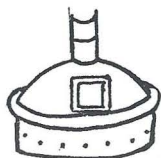
".....OLYMPIA BREWING CO...Olympia, Wash., announced March 24 a 4.8 million dollar settlement of the two-year-old litigation with former distributors of the Theodore Hamm Co. In February, 1975, Olympia acquired certain assets of Hamm, including the Hamm's brand name. There were significant differences between the marketing philosophies of Olympia and Hamm, and Olympia elected not to distribute the brand through many former Hamm's distributors. Approximately 40 of those distributors filed suits claiming, among other things, that the company's action in acquiring the assets of Hamm's and changing the distribution system violated federal antitrust laws.

".....STROH BREWERY CO...Detroit, Mich., has announced that it will no longer advertise on television programs it considers too violent. Peter W. Stroh, president of the company, stated: "As a family-owned and operated business, we deplore the mounting intensity of violence that confronts families each week on television programming. The public has voiced its concern about this problem repeatedly in recent months. We feel it would be an extreme injustice to our customers to support programming that offends them". The brewery has asked its advertising agencies to refrain from buying advertising on programs with excessive violence. The brewery's advertising policy will also extend to that type programming which could be considered in poor taste or less than acceptable quality. Decisions on the acceptability of a program will be based on individual episodes rather than an entire series. Mr. Stroh concluded, "we believe there are more than enough acceptable shows left for us to reach our audience without supporting offensive, violent programming.

".....BUSCH TO UNCAP LOW-CALORIE BEER...In January and February 1977, Anheuser-Busch introduced Natural Light, a less filling low-calorie beer, in test markets in various areas of the country. August A. Busch III, board chairman and president, announced that the Light beer will be introduced nationally in June. Busch said the addition to Anheuser-Busch's product line has been successfully tested in 17 markets throughout the United States. Budweiser in 7-ounce, nonreturnable bottles will become available nationwide in 1977 after successful introduction in parts of the South and East last year. In addition, 1977 will be the first full year of national availability for Michelob in 7 oz. nonreturnable bottles. The company has resumed production of Budweiser in quarter-barrels in order to further broaden on-premise sales opportunities and to penetrate the off-premise market for draught beer. Anheuser-Busch Classic Dark draught beer introduced last year, also has expanded the company's opportunity to reach specific segments of the marketplace while complementing other Anheuser-Busch brands, in on-premise retail establishments. The new beer joins Budweiser, Michelob and Busch beers produced by Anheuser-Busch, the world's leading brewer for 20 consecutive years. The company recently announced a first quarter beer industry sales volume record of 8,019,000 barrels.



what's



brewing

(Continued)

".....OLYMPIA GOLD LIGHT BEER...In a statement released April 14, Leopold F. Schmidt, president, Olympia Brewing Co., Olympia Wash., described as "totally without merit" a lawsuit brought by a competitor seeking to restrain the company from marketing is Olympia Gold Light Beer as a "light beer". In a suit filed in U. S. District Court April 11 and served on Olympia April 13, Miller Brewing Co., Milwaukee, Wisc., is asking for a permanent injunction to prohibit Olympia from using the "light beer" designation. The suit also asks for damages in an unspecified amount. Olympia Gold light beer was introduced in January of this year as a product with half the calories of the company's regular beer. According to the Olympia statement, other light beers currently on the market...including Miller's are advertised as having a third fewer calories than their regular beers. Pacific Lithograph Co., developed the "Poster Offer" display for Olympia Brewing Co., point-of-purchase manager. Winner in the temporary indoor floorstand-pole beer category, the display, which offers a set of genuine old-time posters featuring the Olympia logo, was designed to invite consumer participation, capitalizing on the bicentennial celebration and the nation's continuing interest in antique items.



Olympia Poster display.

".....PITTSBURGH BREWING CO...and its advertising agency, Ketchum, MacLoed & Grove, Inc., have joined forces to tell the beer drinkers of the Pennsylvania tri-state area that "Good Things Don't Change." This is the theme of a new broadcast advertising campaign designed to promote the traditional taste and image of Iron City Beer. It also emphasizes the fact that Iron City has been the number one selling beer in Pennsylvania tri-state area for 21 years. The campaign got under way in March with two 30 second television commercials, "Motorcycle" and "Summer of 45," and is to continue to the end of the year. "Motorcycle" features two brothers reminiscing about an incredible motorcycle ride and the fact that they are still drinking the beer of their youth...Iron City. "Summer of 45" portrays a young soldier's arrival home from World War II. He drank Iron City then and continues to today.

".....10th GREAT MID-ATLANTIC ANTIQUE ADVERTISING SHOW & SALE...Sept. 17th & 18th...Fairgrounds, Gaithersburg, Maryland. Admission \$ 2.00
BELLMAN PROMOTIONS, INC. P.O. Box 1113, Columbus, Maryland 21044

".....SUMMER ANTIQUE ADVERTISING SHOW...July 16th & 17th to be held at Indiana State Fairgrounds, Farmers Bldg, Indianapolis, Indiana...L-W PROMOTIONS
Box 69, Gas City, Indiana 46933 (Show Sold Out)

COOKING WITH BEER

Beer Batter Sandwiches

Try Beer Batter Sandwiches for a quick and delicious change of pace. Easy to prepare, yet special enough to serve company. The ordinary ham and cheese sandwiches are turned into a gourmet's delight when dipped in a beer batter and sauteed till golden brown with a melted swiss and baked ham filling. They're great for the summer, as you don't even have to use the oven.

12 Slices white bread
Mayonnaise or mustard
12 Slices Swiss cheese
6 slices baked ham
(1/8" to 1/4" thick)
3 eggs, slightly beaten
1/4 cup beer
Butter or margarine

Spread 1 side each slice of bread with a small amount of mayonnaise or mustard. Make 6 sandwiches, using 2 slices cheese and 1 slice of ham in each. Trim crusts and filling with sharp knife, cut sandwiches in half. Mix eggs and beer. Dip each sandwich into beer batter and saute over low heat in butter or margarine on both sides until slightly browned, and cheese is slightly melted...Serves 6.

Hot Bud'Tato Salad

Most recipes will work better if the beer is not cold. And don't worry if the beer is flat; the recipe won't care. Some even say flat beer is best for cooking. Always open the beer several minutes in advance, at least, so foam won't be a problem in measuring. Be careful of the seasoning if you're using dark beer; things will taste saltier.

8 cups sliced, cooked potatoes
1 medium onion, minced
1/2 cup pickle relish
1-1/2 teaspoons celery seed
2 teaspoons salt
1/4 teaspoon pepper
1 cup beer
1/3 cup cider vinegar

1/3 cup sugar
2 eggs, slightly beaten
1 tablespoon prepared mustard
1/2 cup salad oil
chopped parsley

Combine potatoes, onion, relish, celery seed, 1 teaspoon salt and pepper. Heat beer and vinegar to boiling. Turn off flame; stir in sugar and remaining salt. Pour slowly into eggs, stirring constantly. Mix in mustard. Slowly beat in oil. Pour over potato mixture and gently combine. Place in frying pan and heat piping hot. Taste for seasoning. Garnish with parsley. Makes 8 to 10 servings. Also good the second day, served cold.

If you have a favorite recipe using beer, send it and we'll use it in a future Newsletter

Brewery Baffle

.... Old Colorado Breweries

X	L	S	A	I	C	A	P	I	T	O	L	N	C	D	L	W	C	J	A	P
E	E	A	L	W	E	T	K	E	D	R	E	O	E	A	V	I	O	R	O	D
W	E	T	T	E	V	G	U	F	O	I	W	N	T	F	E	E	L	E	N	N
T	L	A	I	S	L	L	N	F	C	B	V	A	Y	I	F	A	S	D	A	H
C	L	I	R	T	Y	T	I	C	R	E	T	L	E	M	S	G	T	I	U	O
A	I	C	P	E	Z	R	C	A	R	S	L	E	X	N	C	L	M	E	D	M
F	V	S	A	R	D	N	C	O	L	O	R	A	D	O	I	E	A	N	U	O
E	D	F	I	N	A	L	A	G	V	O	I	G	A	A	H	W	E	H	R	I
W	A	L	T	E	R	A	U	O	S	Y	I	S	R	O	O	C	T	C	A	N
Z	E	N	G	C	O	E	O	O	C	I	C	A	B	L	M	H	I	S	N	E
A	L	I	N	T	A	I	X	T	B	C	K	L	A	C	E	U	S	E	G	F
E	R	O	T	Z	N	O	I	N	U	I	L	O	V	I	T	A	F	T	O	L

DENVER

COORS

TIVOLI UNION

WALTER

BOHEMIAN

SCHNEIDER

REX

DURANGO

SMELTER CITY

ZENG

BOULDER

CRYSTAL

NEFF

EAGLE

COLORADO

LEADVILLE

WESTERN

CAPITOL

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 \$22.00, 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

FOAM SCRAPERS WANTED: Have a couple of pre-prohibition mugs from Old Colony Brewing Company - Boston to trade for scrapers. Make an offer. Have other traders or will buy. John Mathot, 40 Pinecrest Rd., Holliston, Ma. 01746

WANTED TO BUY: U.S. Beer coasters, labels, paper items, brewers almanacs, blue books and tin signs. Any edition of Brewers Almanac or blue book wanted. Please send list and price to Jim Starkman, 144 Butler Dr., Pittsford, N.Y. 14534

WANTED TO BUY, SELL OR TRADE: Current to older beer glasses with brewery names, also some electric signs and openers. Alwin Rodemeyer, Latimer, Iowa 50452

COLORADO BREWERIANA WANTED: All items from Coors, Zangs, Neefs, Tivoli-Union, Walters, Ph. Schneider, etc. Buy or trade. Bill Frederick, 5118 So. Osceola, Littleton, Co. 80123

MEET YOUR CANDIDATES

The nominating committee presents the following slate of candidates for the office of Director -- two positions are open and the term is two years.

Mike Bartels---Findlay, Ohio

Mike is an avid collector of Bartels Brewing Co. items and has contributed several fine pictures of early Bartels advertising for the Newsletter. He regularly attends the Indy shows. Mike has been a NABA member for three years.

Bob Chapin--Wales, Wisconsin

Bob has kept up a good interest in NABA since attending the first convention in Milwaukee. He has attended all conventions, except one. Bob is a regular at the Indy shows and is presently carrying out an assignment as NABA representative for the 1977 Convention.

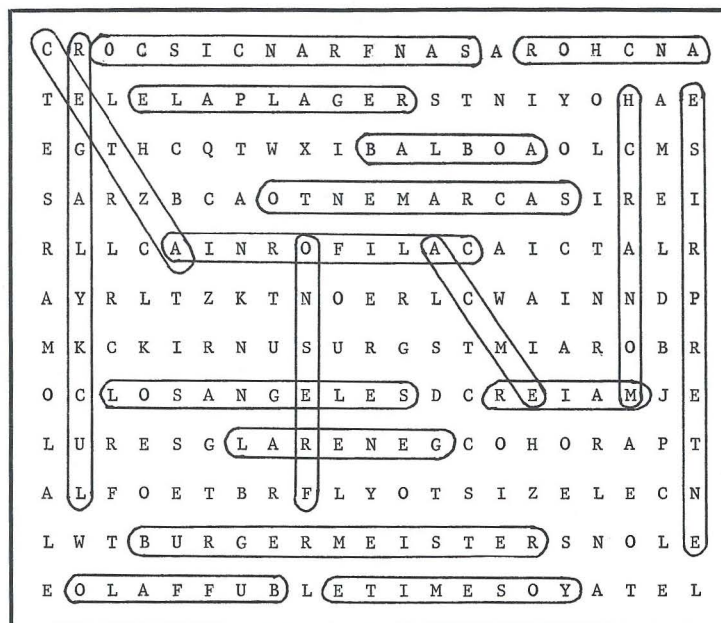
David Mathews---New Carlisle, Indiana

Dave is our enthusiastic and hard working Convention auctioneer. He has been a big factor in the success of the auction. Dave attends the Indy shows and now has a permanent table there.

A ballot has been enclosed in this Newsletter for you to use in voting.

Brewery Baffle (Spring Issue Solution)

..... Old California Breweries



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



SHOW YOUR COLORS NABA STATIONERY is NOW AVAILABLE

This is the official N.A.B.A. stationery, with both the letterhead and envelopes bearing the N.A.B.A. crest in yellow, green and black, exactly as it appears on all N.A.B.A. publications, and stating,

"MEMBER OF NATIONAL ASSOCIATION BREWERIANA ADVERTISING"

Be proud of the fact that you belong to the largest organization of Breweriana collectors. When corresponding with fellow collectors, dealers, research librarians, etc., use this stationery bearing the N.A.B.A. crest.

Fine quality bond paper, and available at cost to N.A.B.A. members:

50 Sheets of stationery and
50 Matching envelopes

\$4.00 postpaid

Make checks payable to N.A.B.A., and send orders to

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

1977

NABA CONVENTION

AUGUST 5-6-7
(See Inside Front Cover)

**NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING**

4590 Grandcastle Drive
St. Louis, MO 63128

**FIRST
CLASS**