

# NABA NEWSLETTER

No. 2 March 1973

## OPEN HOUSE AT INDY DICK HINDS

An N.A.B.A. Open House is planned for Saturday evening, March 31, at the Holiday Inn- Northeast, Pendleton Pike, Indianapolis from 9:30 P.M. til ?. The event will be open to all N.A.B.A. members attending the National Antique Advertising Show in Indianapolis the weekend of March 31 & April 1. We will have a cash bar set-up and tickets will be sold for drinks at a cost of \$1.25 for mixed drinks and 75¢ for beer. Here's hoping all members attending the Advertising Show will plan to attend the Open House. It will provide a good opportunity to meet other members of the Association and discuss breweriana collections. Don't forget the date and time, and let's have a big turnout!

\*\*\*\*\*

## A CALL TO NOMINATIONS CARL HOSE

Regarding all N.A.B.A. members. Nominations and election of officers will be conducted by mail this year. The main reason for this, simply, being, that it should afford more members an opportunity to vote. Hopefully it will also provide a larger list of candidates from which to choose.

Anyone wishing to run for office or desiring to nominate someone else for one of the elected positions, should make it known in writing, stating that person's name and position for which he is to become a candidate. Time, or rather the lack of time, is of increasing importance, so your speed in replying would be appreciated.

Following is list of elected position, and an address to which all correspondence should be directed.

PRESIDENT  
VICE PRESIDENT  
TREASURER  
CORRESPONDING SECRETARY  
RECORDING SECRETARY  
EDITOR NABA NEWSLETTER

Write to: CARL HOSE  
3831 St. Anns Ln.  
St. Louis, Mo. 63121

Cont'd.

## BOCK TALK

... John Murray

A good many people in the last few weeks have asked me "What is N.A.B.A.?" A question that is not easy to answer, for it is now many things to many people.

A look at the membership roll would find a wide cross-section of people with a common bond; brewery advertising. For instance, we have such well known authors in the field as Jack Muzio, Will Anderson, Jim Cope, Tom Polansky, Ray Klug, Ray Mortimeyer, Bill Gaylord, Wayne Kroll and Neil Wood.

From the industry itself we have Bernie Erf, publisher of BREWERS DIGEST, Doug Bakken, archivist of Anheuser-Busch, Inc., and Grace Ellis of the Pabst Brewery. Along with these, we have outstanding antique dealers such as Tauni Brustin (Los Angeles, Calif.), Hilde Buerger (Milwaukee, Wis.), Carl Mantegna (Hickory Hills, Ill.), Bill Rouppas (Toledo, Ohio), Bob Secinst (Wadsworth, Ohio), Paul Van Vactor (Louisville, Ky.), and Lloyd Willoughby (St. Charles, Mo.).

On the top of my personal list has to come the serious collector, the person who is collecting for the fun and beauty of it. Some of the personal collections I have seen are wonderful. Here is a cross-section of the brewery field: Leon Beebe - glasses, Jack Strand - steins, Sam Robbins - tap knobs, Dick Bucht - general, Herb Haydock - trays, Howard Kalt - trays and signs.

Here also would be placed the various people who are working hard

to create interest in this collecting: E.C.B.A. members, Bob Gottschalk, John Pardee, Steve Seidel and Ken Kroger; N.A.B.A. local arrangers in St. Louis, Paul Haudrich, Carl Hose and Tom Killeen. Members like Reino Ojala and Dick Hinds who are always there to help out newcomers such as Ron Zerbs and Ray Zetts who want to learn.

That is what N.A.B.A. is: a concerted effort by over one hundred members to exchange ideas, build collections and enjoy...

Sometime soon sit down with a cold glass of beer and take a look at two new books on the market.

ANTIQUUE ADVERTISING by Ray Klug, (volume II), \$5.95  
L-W Promotions, Box 69, Gas City, Indiana 46933

For a general advertising collector, the pictures in this book, along with the prices should prove interesting. I regret that there are only 30 pictures of brewery items in the 132 pages of this book, but Mr. Klug promises more to come in the next volume. As usual Ray's pictures are clear and he features some excellent pictures of saloons and tobacco stores in this book.

COLLECTABLE OLD ADVERTISING by Jim Cope, (1973 edition),  
\$5.95, Jim Cope, P.O. Box 1417, Orange, Texas 77630

Jim has attempted the Herculean job of listing and pricing one thousand trays and signs. The reader must remember that this is one mans attempt to price merchandise and not the absolute end. Through his grading system in the front of the book, his excellent photographs, and his knowledge of the field, it is a sincere and up to date list.

With a job of this scale, some mistakes are bound to appear (1028 Budweiser tray is not 1914) and I am sure that Jim would like to hear from you if you have additional information for him.

The first pages of the book are quite informative as to major dealers and collectors throughout the country. This should be very helpful to the senior collector. I do wish that Jim had found a different medium to vent his personal feelings about certain dealers and shows.

Overall, for 1973, this has to be the first bright star in the brewery advertising field.

Well worth the investment.

J. Murray



# NATIONAL ASSOCIATION BREWERIANA ADVERTISING

INVITATION TO MEMBERS

## OPEN HOUSE AT INDY

1

HOLIDAY INN - NORTHEAST

SATURDAY MARCH 31, 1973

9:30 P.M. TIL ?

MEET OTHER N.A.B.A. MEMBERS !

---

## 2ND ANNUAL N.A.B.A. CONVENTION

AUGUST 3, 4, 5 1973



BEL AIR - EAST

4TH & WASHINGTON

TOURS • SPEAKERS • DINNER ON SHOWBOAT

BUY-SELL SESSION !