

National Association Breweriana

Advertising

Newsletter



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

VOL. NO. 20

CONVENTION EDITION 1977

1977 NABA Convention



Howard Kalt
Chairman

John Murray
NABA Director

MEMBERSHIP RENEWAL

*It is Time to Renew Your
Membership for 1978*

Anyone not paid up by November 1, 1977
will be removed from NABA roster

If you have not sent your dues, please
do so at once. Send \$10.00 to:

GORDON B. DEAN
Willson Memorial Drive
Chassell, Michigan 49916

National Association Breweriana Advertising

Officers

David Mathews.....President
Robert G. Gottschalk.....Vice President
Loren Karacki.....Recording Secretary
Gordon B. Dean.....Corresponding Secretary
Joseph Fury.....Treasurer

Directors

Mike Bartels.....Two Year Term
Bob Chapin.....Two Year Term
Herbert A. Haydock.....Two Year Term
John A. Murray, Jr.....Two Year Term
John F. Pyrek, Jr.....Two Year Term

Committees

Harry B. Richards.....Directory Editor
Kenneth R. Hauck.....Newsletter Editor
Jerry Fitzgerald.....Convention Co-Chairman

THE 1977 N.A.B.A. CONVENTION IN REVIEW

MILWAUKEE, WISC.

The sixth annual N.A.B.A. CONVENTION is now history and for the record was the second convention held in Milwaukee. The Marriott Motel served very well for guests and Brookfield Square Shopping Center just next to the motel was the delight of many visitors. As the beer flowed, so did some rain, but not to stop any of the events. The spirit of collecting and fellowship was hard to beat.

Visitors toured Schlitz, Pabst and Miller Breweries, some in-between downpours of rain when the weather didn't want to cooperate. Taken there by bus, conventioners were able to enjoy the sights of the City of Milwaukee. The Beer Tasting event was an experience for many. The results you will find in another article. Who would you guess was the number one choice?

One hundred and twenty three N.A.B.A. members and eighty six guests attended the Convention. The auction found many breweriana items of great interest and brought smiles to the high bidder and so so to the losers. The top bid was \$700...

The visit to Kalt's Restaurant was just too much breweriana to write about. Howard Kalt, the Convention Chairman, has the largest collection of Breweriana items always open for public viewing at anytime the restaurant is open, in the city of Milwaukee.

To the fellows that won the Tiffany styled Schlitz, Pabst and Miller lamp and also the stained glass plaque of the breweries, your trip will long be remembered.

The Buy - Sell session was overflowing the Ballroom with tables of Breweriana items. Many fine items changed owners. Sorry to say, that ended a lot of fun for visitors and hard work for members of the convention committee. A special thank you to all the members of the Convention Committee for a job well done.

In closing, just a bit of humor....the girl at the Marriott registration desk will remember the convention. Receiving a call at the desk she said.. "send up a half barrel of beer to room 414"...there was a minute of silence. Then she replied..."did you say a half barrel of beer?" It was the Hospitality room of the N.A.B.A. Convention.

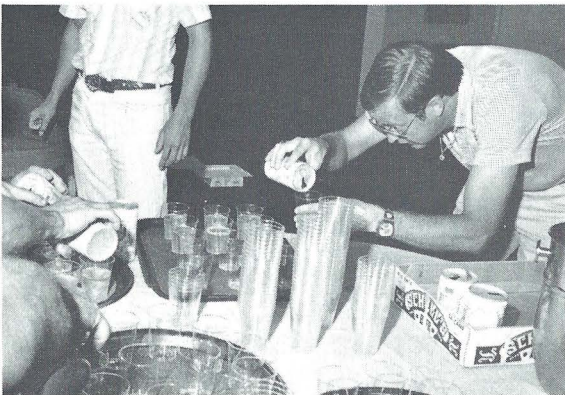
Robert Jaeger
Committee Member



... they came from Texas, Missouri . . everywhere.



Howard Presented with a new "Go Dumping" Shovel



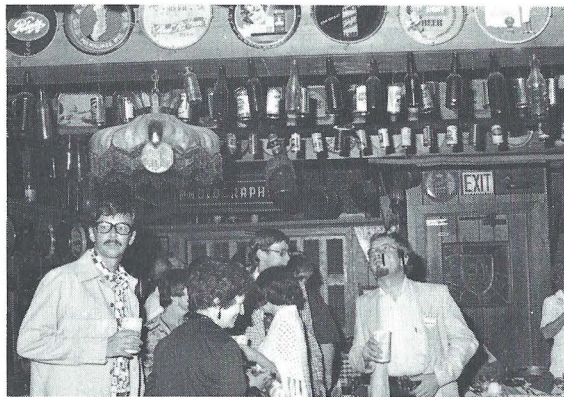
Tending bar for the Tasting Symposium



"Howard's Angels"



Saturday Supper at Kalt's Restaurant



Members studying Kalt's Great Collection



Dining in a Labyrinth of Breweriana



N.A.B.A. Members Gathering at Kalt's



Buffet for Hungry Conventioneers



Sunday Breakfast at the Marriott Inn



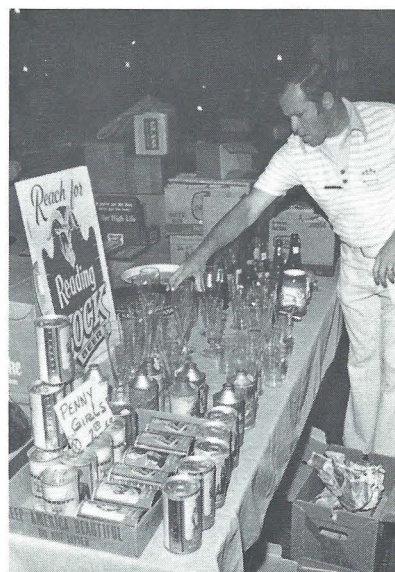
Auctioneer/President Dave Mathews in action



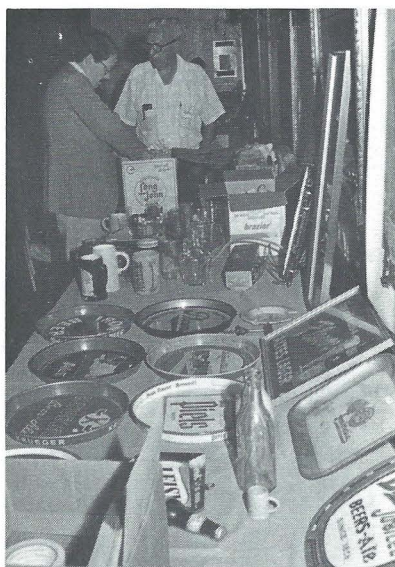
Registration Table . . . Room 414



Arriving for Schlitz Brewery Tour



Setting up for Trade Session



Trade Session Display



Admiring Other Collections

Beer Tasting Symposium

One of the highlights of the Milwaukee convention, was a sit-down Beer Tasting symposium attended by some of the most "astute, knowledgeable, and experienced" in the N.A.B.A. The event was attended by 61 volunteers at the beginning and ended with 36 confirmed suds-lovers who went weaving down the corridors singing the praises of the committee.

Sixteen types of beer were dispensed in 3 oz. cups....along with a mild Brick cheese and unsalted crackers. Judging was based on "Aroma", "Body", and "Taste". Points assigned category were from 0 (Dump it) to 10 (Outstanding). Point beer was slipped in twice as a "ringer" and scored 427 points the first time and 367 points (dead last) the second time.

<u>Rank</u>	<u>Brand</u>	<u>Points</u>
1.	Miller	575
2.	Blatz	529
3.	Rolling Rock	518
4.	Falstaff	517
5.	Olympia	516
6.	Tuborg	497
7.	Rhineland	490
8.	Schell	480
9.	Old Style	465
10.	Walter's	457
11.	Point	427
12.	Leinenkugel	416
13.	Schlitz	411
14.	Pabst	387
15.	Export	373
16.	Point	367

COMMENTS OVERHEARD

Schlitz..."A bad rabbit"...
Don Haydock
Export..."Smells like Ginger Ale"...
Larry Greenhagen
Falstaff..."Tastes worse after every sip..."
Tom Toepfer
Export..."Brewed through a skunk"...
Dave Mathews
Point...."Cough on it"...
Orville Kramer
Blatz...."Perfect"....
Mary Bonesteel
Walter's.."Rusty nail"...
Ken Buss
Pabst...."Tastes skunky"...
R. E. Kay

Robert Flemming
Convention Committee

" WATCHING A GOOD THING "



Going...Going...Gone!....might well have been,
Up...Up...and Away, as the above picture
climbed to \$ 700. A new record for an N.A.B.A.
auction

* * * * *

N.A.B.A. NOTES

BILL ROSS, PRESIDENT OF N.A.B.A., announced his resignation effective July 1, 1977. Bill cited increased business responsibilities that would not allow sufficient time to function properly in the position of President. Bill made major contributions to the organization during his tenure in office and his efforts will be missed. I'm sure we'll see Bill involved in some capacity at the Lexington Convention.

THE DIRECTORS OF N.A.B.A., announced the appointment of David Mathews to fill the unexpired term of President...due to the above noted resignation of Bill Ross. Dave is no stranger to most of us....he's the guy with the mouth-full of marbles directing the auction at the N.A.B.A. conventions. Dave will be a credit to the Presidency and we wish him success. Let's all get behind him and pledge our individual cooperation for the benefit of the organization. Dave, your auctioneering is always one of the convention highlights.

JOHN KRAWCZYK, and his wife Tiger, of New Berlin, Wisc.....deserve a special thanks from the organization for all their help at the Milwaukee Convention. John was the photographer for the whole weekend event and spent most of his personal time capturing the occasion with photos. Tiger helped carrying out the Beer-Tasting event.

A brief presentation was made by Jerry Fitzgerald concerning plans for the convention next year scheduled for the first weekend in August at Lexington, Kentucky.

At the general meeting on August 7, Joe Fury, NABA Treasurer, informed the membership that the auction had grossed \$12,651 of which \$4,736 was for buy back items and \$7,915 for actual sales. The auction generated \$839.00 in commissions for NABA.

Loren Karacki
Recording Secretary

"1978 NABA Officers, Directors, Staff Members"



- BACK ROW: (Left to Right)
Herbert Haydock, Bob Chapin, John Murray, Jim Cumby, John Pyrek,
Joe Fury, Loren Karacki, Mike Bartels
SEATED: (Left to right)
Bob Gottschalk, David Mathews, Gordon Dean, Paul Haudrich,
Ken Hauck

NATIONAL ASSOCIATION BREWERIANA ADVERTISING
1977 BUSINESS MEETING

Minutes of the National Association Breweriana Advertising Board of Directors meeting-Milwaukee, August 6, 1977.

The meeting of the Board of directors of NABA was opened at 7:00 A.M. by NABA President, Dave Matthews. Those in attendance were: Robert Gottschalk, Loren Karacki, Gordon Dean, Joseph Fury, Herbert Haydock, John Murray, John Pyrek, Paul Haudrich, Ken Hauck, Bob Chapin, Mike Bartels, and Jim Cumby.

The Treasurer's report was presented by Joe Fury (see attached). He noted that the balance on hand as of July 31, 1977 was \$1,121. He also noted that the cost of the Newsletter and Directory exceeded income from dues. It was mentioned, however, that dues were now \$10.00 per year, so income from dues would increase. A discussion was also held about the possibility of shifting the membership dateline from July 31 to December 31, but no decision was reached.

The need for formal meeting minutes was discussed. It was agreed that formal minutes should be prepared primarily to reflect votes of the Board of Directors.

Gordon Dean, Chairman of the Membership Committee, stated that there were currently 480 paid members in NABA. During the discussion of new membership, it was pointed out that the present application form contains a statement discouraging bottle or can collecting as part of NABA and that this seemed contrary to the recent membership vote permitting these items at NABA trade sessions. The statement reads "As there are organizations for people who collect bottles and cans, we have taken the stand that bottles and cans are not advertising pieces, but containers." A motion was made by John Murray and seconded by Herb Haydock that this statement be stricken from the application forms. The motion was passed by a vote of two to one with Haydock and Haudrich voting for the motion, Pyrek opposed and Murray abstaining.

No old business was presented for consideration. Under new business, it was unanimously agreed that, in compliance with the bylaws of NABA, the Board of Directors rescind themembership of any person who attends a NABA convention without paying convention fees for the purpose of financial gain or other reasons.

A discussion was held concerning the trading and buying of Breweriana items at the NABA convention before the auction and trade sessions. Murray moved that open trading be allowed at NABA conventions by all duly registered members. The motion was seconded by Haydock and passed unanimously.

It was suggested that each board member be assigned to work on various committees to ensure that NABA interests are pursued between board meetings. In order that this assignment of responsibility can be undertaken by the President of NABA, a motion was unanimously approved that the President of NABA also be appointed Chairman of the Board and thus vested with power of delegation.

Schlitz	1
Millers	3
Olympia	4
Budweiser	5
Coors	5
Michelob	5
Pabst	5
Rolling Rock	6
Point Special	6

If you want to own every book regarding beer, buy this one and you will enjoy it. If you don't have that standard, look at a friend's or suggest that your local library purchase it.



Douglas A. Bakken
Henry Ford Museum and
Greenfield Village

EDITORS NOTE:

"Doug" Bakken who was archivist with Anheuser-Busch, has left the brewery and accepted the position of Director of Ford Archives, Library and Publications, for the Henry Ford Museum in Dearborn, Michigan. The Museum houses the fascinating collection of Ford Memorabilia. The pioneer spirit which built America is recaptured and preserved in the Henry Ford Museum. This unique structure houses extensive collections of Americana, ranging from silver masterpieces by Paul Revere to Mr. Ford's first automobile...the 1896 Quadricycle. Doug was a regular contributor to the NABA Newsletter. Speaking for the Membership, we wish him success in his new venture and will miss his presence in the organization.

book reviews

The Taster's Guide To Beer
Brews & Breweries Of
The World

Michael A. Weiner

Macmillan Publishing Company, Inc.
New York 1977 256 pp.

The above book is part of a seemingly never-ending stream of books devoted to beer published in the past few years. While "taste" is a highly individual "science," Weiner's book is informative and one that would be useful reading for persons interested in the history and lore associated with different breweries.

Weiner defines what is taste, factors affecting it, and proposes a sample beer test. He outlines the "history" of beer in a somewhat sketchy form from "Prehistoric" to the present in eleven pages. He even touches on the topic of beer and health, and while he presents nothing innovative, he does provide an appropriate, convenient summary. He notes the caloric content in various foods, 12 oz. of beer (144) vs. 12 oz. of cola (168), etc., and also has an interesting account of beer ingredients.

The highlight of the book - for most breweriana collectors - is the eight pages of color photographs found between pages 191 - 193 from the renowned collection of John Murray. These illustrations are generally first rate (with one exception) and are representative of the entire brewing industry. Throughout the book, there are other useful illustrations which enhance the publication.

Another interesting segment of the book is devoted to a glossary, and while I am sure the author would not claim it is all inclusive, it is very good. I did note the use of the word "crawler" when old-time industry people have told me it was always called "growler."

Weiner does not have the phrase, "rushing the growler," which is one passed on to the reviewer by industry "folklorists."

Obviously, any book discussing "taste" is going to create controversy, particularly if someone prefers domestic beverages and learns Weiner's viewpoint.

A few of the larger U. S. breweries will not take kindly to the author's rating of their products. Weiner rates brews by giving from one to seven "tankards" for his least or most liked "suds." To save some of you the trouble searching out your brand, here is a sample of the author's domestic ratings (7 is best):



National Association Breweriana Advertising

TREASURER'S REPORT

AUGUST 1, 1976 to JULY 31, 1977

Income:

Dues	\$ 3,108	
Directory Advertising	378	
1976 Convention Mugs	580	
1976 Auction Commission	712	
1976 Convention	660	
Other	<u>218</u>	
Total Income		\$ 5,656

Expenditures:

Committee Expenses	439	
Convention Expenses	21	
Corporate Filing Fee	2	
Emblems	188	
Hospitality Rooms	152	
Election of Officers and Directors	232	
Office Expense	14	
Postage	13	
Printing, Newsletter and Directory	3,353	
1976 Convention Mugs	618	
Stationery	<u>149</u>	
Total Expenditures		\$ 5,181

Excess Expenditures over Receipts	\$ 475
Balance Cash in Bank August 1, 1976	\$ 646
Balance Cash in Bank July 31, 1977	<u><u>\$ 1,121</u></u>

Joe Fury
Treasurer

"NEW MEMBERS AS OF SEPTEMBER 1, 1977"

Terence J. Campbell
2807 Broad Avenue
Altoona, Pa. 16601

Richard R. Lange
1273 Pennsylvania
Desplaines, Ill. 60018

Robert Mayernick
2510 Jones St.
Pueblo, Colorado 81004

Ted Chuk
1308 Pennsylvania Ave.
Joliet, Illinois 60435

Bert Lee, Jr.
14 Sandelwood Drive
Madison, Connecticut 60443

Merrill Moores
809 Holiday Lane
Indianapolis, Indiana 46260

Duane H. Dummer
910 N. Palmatory St.
Horicon, Wisc. 53032

Carl H. Liedtke
520 Capitol Drive
Pewaukee, Wisc. 53072

Larry O'Neal
719 N. Highland Ave.
Rockford, Illinois 61107

Barbara Gaines
4054 Redona Lane
Dayton, Ohio 45416

John Loula
1332 Oak Street
Western Springs, Ill. 60558

William Scarnato
381 North Valley Rd.
Barrington, Ill. 60010

Dave Harris
5400 S. Webster
Kokomo, Indiana 46901

George H. Mace
P.O. Box 468-221 Capitol St.
Wisconsin Dells, Wisc. 53965

Donald Stuart
P.O. Box 387
Huntington, N. Y. 11743

Michael Kramer
538 Central St.
Oshkosh, Wisc. 54901

CHANGES OF ADDRESS

Douglas A. Bakken
Henry Ford Museum
Dearborn, Michigan 48121

Linda Haskins
827 Ave. "L" S.E.
Winter Haven, Fla. 33880

Terry D. Warrick
2534 Pinetree Drive
Trenton, Michigan 48183

Vernon Bauchman
Box 144
Occoquan, Va. 22125

Paul Murin
208 Bonnie Brae
Hinsdale, Ill. 60521

Don Worthen
489 Grant St.
Akron, Ohio 44311

Frederick Brown
319 E. Cortland St.
Avon, Illinois 61415

Frank J. Rokosz
4276 North 500 East
Rolling Prairie, Ind. 46371

Wyatt K. Yon
P.O. Box 1051
Storm Lake, Iowa 50588

ADDITIONS TO 1977 MEMBERSHIP DIRECTORY

Sanford Bernstein
100 Lindberg Ave.
Allentown, Pa. 18103

Henry Haller
4001 Washington St.
Downers Grove, Ill. 60515

Donald Schmitz
1515 Calaveras
San Jose, Ca. 95126

Brian Katen
4831 N. 24th Rd.
Arlington, Va. 22207

A. J. Other
3649 Market St.
St. Louis, Missouri 63110

William S. Taylor
7533 Winzer Road
Hartland, Wisc. 53029

what's brewing

"...FALSTAFF UNVEILS MONEY-SAVING 'RECYCLABLES'....St. Louis has been selected by Falstaff Brewing Corp. to be the first marketing area in which the brewery is offering a new 12-pack bottle package designed to reduce the cost of beer to the consumer and also tackle the nation's litter problem. Under the program, retailers will buy back the new 12 bottle package at 20 cents or 40 cents for an entire case of 24 bottles. To earn the discount, Falstaff customers will be required to return the empties in the original cartons. Another new product innovation is the Falstaff 96, an extra light beer(96 calories vs. 140 in normal beers) introduced in July of this year. "So great was the original demand, we ran out and have had to refuse delivery to some distributors while a new production run was made,"said L.W. Gregg, regional vice-president. Regarding the company's revival of Griesedieck Brothers beer, Gregg said.."We keep adding new distributors daily with the total now at 28". Asked how all these new marketing moves by Falstaff affect previous disclosures that the company has been considering closing down operations of the St. Louis brewery at 1920 Shenandoah ave., Gregg replied: "All I know is that has been under study by top management, but no final decision has yet been made. No one has told me to stop brewing operations. At the moment, demand here has been good. I can only assume that if these marketing plans keep Falstaff sales on the rise and we can become profitable, it may never happen." Production employees of unions at the plant have helped to hold down costs by taking a one-year wage moratorium last year.

"...ANHEUSER-BUSCH AMONG 100. BIGGEST ADVERTISERS....according to the latest issue of Advertising Age. Anheuser-Busch ranked No. 59, spending \$49,000,000 to promote sales of its beers in 1976. Procter & Gamble again took the top spending spot among the advertisers, spending \$445,000,000. The United States government came in 17th on the list by spending \$113,000,000 in 1976.

"...COORS BOTTLE ON THE BACK BURNER....Unless some change is government regulations gives acrylonitrile resin a new lease on life and allows it to be used in the manufacture of beverage bottles, the Adolph Coors Co., Golden Colo., won't be marketing a plastic beer bottle in the near future. " We've gone as far as we can go with the bottle," says William K. Coors, president and chairman. The stretch-blow bottle is actually ready to be marketed and Coors was planning to test it locally over a two year period. Will Coors turn to PET (polyethylene terephthalate) resin? "We have no plans to go the PET route," Bill Coors.

"...MILLER BREWING COMPANY....boasts they are America's fastest growing major brewery and list the following 5 year growth comparison to support their contention:

<u>Year</u>	<u>Total Brewing Industry</u>	<u>Miller Brewing Company</u>
1976	1.8 % Increase	* 43.0 % Increase
1975	2.2 % Increase	41.9 % Increase
1974	5.1 % Increase	31.0 % Increase
1973	5.1 % Increase	28.8 % Increase
1972	3.5 % Increase	4.0 % Increase

* LARGEST one year barrelage increase in the history of brewing industry.

what's brewing (Continued)

".....LOWENBRAU BEER MADE IN U.S. SPARKS LAWSUIT....The Miller Brewing Co., of Milwaukee has been sued by a suburban Evanston man who charged the company falsely promotes the sale of its Lowenbrau beer. The company advertises Lowenbrau as being an imported brand while producing the beer in the United States, the suit charged. John H. Christoffel, 30, of Evanston, Illinois, contended that consumers pay a "premium price" for Lowenbrau in the erroneous belief that the import costs and the superior quality of German beer justify it. He claimed that he and other consumers have been deceived by advertising into thinking they were buying a traditional German brew. Christoffel said he discovered that Lowenbrau was brewed in Miller plants in this country on June 6 when he bought a six-pack of Lowenbrau and read small print saying, "Miller Brewing Co., Milwaukee, Wis.; Ft.Worth, Tex.; Azuma, Calif." The suit was filed in Circuit Court, seeking an injunction against Miller's allegedly "deceitful" advertising practices and requesting a refund for all Lowenbrau consumers. The refund, he said, would cover the difference between Lowenbrau's premium price and domestic Miller brands.



".....OLYMPIA BREWING CO., OLYMPIA, WASH....has accelerated its eastward expansion by appointing 146 distributors to market Olympia Gold light beer. Richard D. Harvey, senior vice-president-marketing, said the expansion extends to selected areas as far south as San Antonio, Tex, as far east as Miami, Fla., and covers a number of large markets including Knoxville, Nashville, Indianapolis, Atlanta, and Detroit Michigan. Introduced in January, Olympia Gold has half the calories of regular Olympia...the only one of some 11 light beers to make that claim. According to Mr. Harvey, all others in the category advertise a third fewer calories than their regular beers. "The light beer segment is the fastest growing part of the beer industry,"he said. "That's where the action is and that's where we want to place our bets in this important move."

".....FALSTAFF BREWING CORP., SAN FRANCISCO, CALIF....has reported its first profit in five years. In the company's annual report to the stockholders, Joseph E. Griesedieck, Jr., president and Paul Kalmanovitz, chairman of the board, reported 1976 net income of \$8,742,819, or \$ 1.30 a share, including an extraordinary item, compared to a loss of \$ 8,569,849 in the previous year. The Falstaff officials reported that the company sold 3,991,000 barrels in 1976 compared to 4,606,000 in 1975. Sales in 1976 totaled \$ 187,791,493, compared to \$ 211,489,915 in 1975.



FALSTAFF

".....OLYMPIA BREWING CO., OLYMPIA, WASH....is sponsoring a new series of annual post-season collegiate football games. Called "Olympia's Challenge Bowl," the program gets underway Saturday, January 14, 1978, at the Kingdome in Seattle, Wash., when a team of top senior football players from the Pacific Conference, (Pac 8) faces a team of seniors from Western Conference (Big Ten) schools. The event will be featured on nationwide television.

BUY ~ SELL ~ TRADE

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

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

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

EIGENBROT BREWERY..."Schiller Beer"...Baltimore, Md. W/GBS TM 13" x 9½", tin
sign, black, red, gold & white. \$13.50 postpaid. Leon Beebe, Route 3, Mt. Airy,
MD 21771

* * * * *

1977 CONVENTION ITEMS FOR SALE

1977 CONVENTION MUGS..... \$ 9.00/ea.

Deadline is November 1, 1977

Mail orders to: Howard Kalt
2856 No. Oakland Ave.
Milwaukee, Wisc. 53211

(Send check with order)

Mugs will have names of all members who attended Convention.

* * * * *

STAINED GLASS LAMPSHADE WITH BREWERY LOGOS.....\$ 275.00/ea

Mail orders to: Wauwatosa Glass Co.
4648 W. State St.
Milwaukee, Wisc. 53208

* * * * *

STAINED GLASS PLAQUE.....\$ 130.00/ea

Mail orders to: Enterprise Art Glass Works
829 W. Michigan St.
Milwaukee, Wisc. 53233

Brewery Baffle

.....Old Illinois Breweries

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

BLUFF CITY

AMBROSIA

DICK BROTHERS

BLUE ISLAND

PILSEN

WHITE EAGLE

CONRAD SEIPP

EMS

VAN MERRITT

KEELEY

CENTRAL

GARDEN CITY

CHICAGO

SCHOTT

BISMARCK

STAR - PEERLESS

JOLIET CITIZENS

PETER FOX

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

COOKING WITH BEER

Beer cookery is as delectable as an icy glass of the brew on a summer's day and just about as old. It is a safe bet that the heady stuff was leavening bread almost as soon as it was slaking thirst. Harold Grossman, author of Guide to Wines, Spirits, and Beers, tells of hieroglyphics showing how to brew beer--and mentions brewing jugs 50 centuries old, which when excavated still contained grains and hops. Bread, like beer, was made by the priests, too, and may have been almost simultaneously discovered, since yeast is common to both.

Unlike wine or hard liquor, beer doesn't add flavor; it enhances the flavor of the food already there. It's the grains and yeast that do it...according to food experts. The alcohol and most of the calories evaporate during the cooking, so even the children can enjoy.

BEER SOUP (German Style)

1-1/2 Quarts beer
2 Cups Water
1/2 Cup Sugar
1 Stick Cinnamon
2 Whole Cloves
Pinch salt
3 Tblspns Flour
3 Egg Yolks
3 Egg Whites, beaten to stiff
3 Slices lemon

Bring to boiling point the beer, water sugar & spices. Mix flour to smooth paste with little water, stir in egg yolks; when smooth, add it to the boiling liquid, stirring constantly. Bring to boiling point again, stir the egg whites in just before serving. Serve with zwieback or sliced and toasted rolls, and half a lemon slice floating on top. Serves 6.

SHRIMP IN BEER

2 lbs. shelled, deveined, raw shrimp
3 Tblespns onion, minced
4 Tblespns butter
1-1/2 Tspns salt
1/4 tspns Tabasco
2 Tblespns flour
1 Cup beer
3 Tblespns lemon juice
1 Bay leaf
2 tspns parsley

Wash and dry shrimp. Saute shrimp and onion in butter for 1 minute on each side. Add salt, Tabasco and flour. Add beer and lemon juice, stirring constantly, to boiling point. Add Bay leaf and cook over low heat five minutes. Discard Bay leaf. Sprinkle with parsley. Serves 6.

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

what's brewing (Continued)

".....C. SCHMIDT & SONS, INC., PHILADELPHIA, PA....has intruduced its Schmidt's Bavarian Beer in the eastern regional market. The draft beer, which had been sold only in the Ohio market, was offered for the first time in the east at the Bavarian Summer Festival, the largest outdoor event of its kind in the nation. Known as America's original "Oktoberfest in July," it is held at the 126-acre Lakewood Park in Barnesville, some 30 miles north of Reading, Pa. It ran from July 1-17 and drew some 200,000 visitors. An opening day highlight was the tapping of the first half-barrel of the Bavarian draft beer.

Entertainment shows at the festival were staged in two "Bier Halles" seating some 5,000 people. Regular performances were given by German bands, Alpine blowers, dances, bell ringers, singers and yodelers. About 40 crafts, including a woodcarver from Oberammergau, demonstrated at a craft center.

If the above description has a ring of familiarity about it, this is the same site the N.A.B.A. members attending the Allentown, Pa., convention in 1976, visited as guests of former member Kermit Dietrich...that included the fabulous Beer Museum.

".....ANHEUSER-BUSCH, INC., ST. LOUIS, MO....board of directors have approved expansion of the company's Williamsburg, Va., brewery that will more than double the plant's capacity. The project will cost in excess of \$200 million. The announcement was made June 23 by August A. Busch III, chairman and president. Plans are to expand the Williamsburg brewery, in operation since 1972, from a present annual capacity of 2.9 million barrels to 7.5 million barrels. The Williamsburg expansion and smaller expansions now under way at other companybreweries will increase the Anheuser-Busch 10-brewery shipping capacity to more than 50 million barrels in 1981, Mr. Busch said. Present annual shipping capacity is 42.5 million barrels.



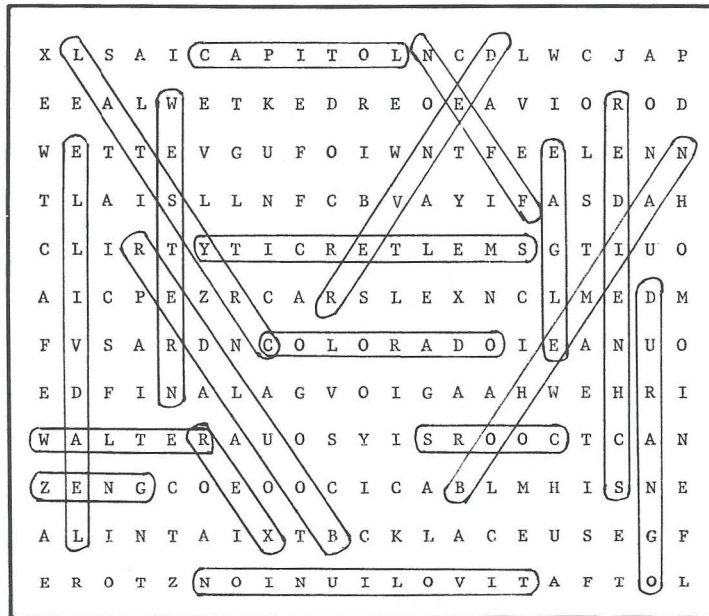
".....UNITED STATES BREWERS ACADEMY....of Mount Vernon, N.Y., will hold its 29th Executive Seminar in Brewing on November 28th to December 9th 1977 at the Sheraton Plaza Hotel in New Rochelle, N.Y. The annual Executive Seminar is an intensive course designed to provide knowledge of the theory and practice of beer production and includes study of the raw materials of beer, malting, brewing, brewery engineering, packaging technology, pollution control, and quality and process control. Suppliers to the brewing industry benefit by updating their knowledge of brewing materials, processes and the state of the industry.

The course is based on the concept of total involvement by the participants with ample time allocated for discussion and exchange of ideas. The 29th Executive Seminar will be the 100th course to be offered by the United States Brewers' Academy. Founded in 1882 by Anton Schwarz, The Academy was the first school in the United States to offer training in brewing.

".....NATIONAL ASSOCIATION OF BREWERIANA ADVERTISING....has selected Lexington, Kentucky to be the site of the 1978 convention. Plans and arrangements are in the early stages, but a good deal of work has already been done by Jerry Fitzgerald who will be a Co-Chairman of the event. More on this in future issues.

Brewery Baffle (Summer Issue Solution)

....Old Colorado Breweries



FOR NOTICE OF ADDRESS CHANGE

Mail to: Gordon B. Dean
Willson Memorial Drive
Chassell, Michigan 49916

Date

Full Name: _____

New Address: _____

Street

City

State

Zip

New Phone: _____
Area Number

SPECIAL OFFER

BEER TRAY

1. FULL COLOR--- NOT A REPRO---BUT ESPECIALLY CREATED FROM AN OLD PHOTOGRAPH FOR THE CARLING-NATIONAL BREWING CO. BELLEVILLE, ILLINOIS PLANT.



2. LIMITED EDITION---ONE TIME PRODUCTION RUN.
3. ISSUED FOR THE 125th ANNIVERSARY OF THE STAG BREWING FACILITY IN CONJUNCTION WITH THE OCTOBER 1976 CELEBRATION.
4. NO LONGER AVAILABLE FROM THE BREWERY AS THEY WERE SOLD OUT BY DECEMBER 1976.
5. MEASURES 16 5/8" x 13 3/4".
6. SUPPLY IS LIMITED---WHEN THEY'RE GONE, THAT'S IT FOR ME.
7. \$12.50 (CHECK OR MONEY ORDER) EACH, POSTPAID OR 3 FOR \$25.00 POSTPAID. LIMIT: 3 PER INDIVIDUAL.
8. TRADES CONSIDERED ONLY IF ACCOMPANIED BY S.A.S.E. AND PHOTOGRAPH OF TRADE ITEMS.

ORDER NOW FROM: JOHN F. PYREK, JR

559 ST. JOHN'S STREET

ELGIN, ILL. 60120

BUY - SELL - TRADE

FOAM SCRAPPERS WANTED: Have Pre-Prohibition mugs from Old Colony Brewing Co., Boston, to trade for scrappers. Make an offer. John Mathot, 40 Pinecrest Rd., Holliston, Ma. 01746

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

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

I'M LUSTING after "Janice" and "Mildred" in excellent condition. They're stock and I don't care where they're from. John F. Pyrek, Jr. 559 St. John St., Elgin, Illinois 60120

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

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

MINIATURE BEERS WANTED: Will buy or trade; especially need miniatures from smaller breweries. Larry Martinson, 133 Wilson Way, Forest City, Iowa 50436

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

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

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 A/B only. Ken Hauck, 4590 Grandcastle Dr. St. Louis, Mo. 63128

HAVE MINT GIRL IN THE MOON MILLER TRAYS plus many current & other older 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

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

BUY - SELL - TRADE

WANTED: PRE-PROHIBITION OREGON BREWERIANA - trays etc. Also want any pictures or other information on Oregon breweries. Charles Weswig, 12150 SW Bowmont, Portland, Oregon 97225

WANTED: WISCONSIN BREWERY items. Signs, glasses, bottles, coasters and trays. I collect anything from Braumeister by Independent. John Schmitz, 2735 Burlawn Pkwy., Brookfield, Wisc. 53005

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

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

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

WANTED: I want to buy the Clydesdale Horses pulling the beer wagon in the round globe. Thomas France, 1501 Irvington Ave., Evansville, Ind. 47712

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. Karkovic, 2021 S. 77th Street, West Allis, Wisconsin 53219. Phone 414-543-6397

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

RARE promotional set of two different beer cans issued Jan. 1975 by Standun, Inc. Attractive labeling. WILL SELL to the highest bid by 11/1/77. Armin Hofsommer, Box 26706, San Jose, Co. 95159

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

IDENTIFICATION NEEDED: Glass schooner or goblet 6" High. Reads "Weber's Weiss Beer". Acid etched letters. Is it Cincinnati, Theresa, Wisc., or ? Charles Robinson, Box 127, Austin, Mn. 55912

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

WANTED: U.S. Beer coasters, labels, paper items, brewers almanacs, blue books, & tin signs. Send price list. Jim Starkman, 144 Butler Dr., Pittsford, N.Y. 14534

Order NABA Items Now!

Official N.A.B.A. Stationery.....	50 Sheets	
	50 Envelopes	\$ 4.00
N.A.B.A. Logo Shields.....	3" Shields	\$ 3.00/ea
	4" Shields	\$ 4.00/ea
Brewery Tokens Catalog.....		\$ 1.25/ea
Newsletters:		
Back Issues.....		\$ 1.25/ea
No. 8Fall '74		
No.10Spring '75		
No.16Summer '76		
No.17Winter '76		
No.18Spring '77		
No.19Summer '77		

*All Items are Postpaid.

Order From: Gordon B. Dean
Willson Memorial Drive
Chassell, Michigan 49916

1978
NABA Convention

AUGUST 4 - 5 - 6

Lexington, Kentucky

**NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING**

4590 Grandcastle Drive
St. Louis, MO 63128

**THIRD
CLASS**