



N.A.B.A.



NEWSLETTER

NO. 3

SPRING EDITION

1973

2ND ANNUAL NATIONAL CONVENTION

St. Louis, Mo.

August 3, 4 & 5, 1973

BEL AIR - EAST

4TH + WASHINGTON

TOURS!

SPEAKERS!

DINNER ON RIVERBOAT!

BUY - TRADE - SELL SESSION!!!

N.A.B.A. NATIONAL CONVENTION

As everybody knows by now, our 2nd Annual National Convention is just around the corner. This long awaited event begins Friday, August 3. Our headquarters will be the Bel-Air East located at 4th & Washington Streets in downtown St. Louis, Missouri. This convention is what the majority of the members look forward to for the year. You will meet fellow members from across the states. Just imagine conversing with people you have read about in our Newsletters or corresponded with, touring highlights associated with historic St. Louis brewing, dining on a river boat on the old Mississippi River. Then topping all of this off with a fabulous Buy, Sell & Trade Session on Sunday afternoon. How could you beat this for a weekend of fun and enjoyment for breweriana enthusiasts across the nation!!

Maybe you have had a chance to talk to a member who attended our 1st Convention in Milwaukee last year. I know you'll want to join them in St. Louis for an even bigger and better convention in '73. So be sure to hold the dates August 3rd through 5th open and get your reservations in now!

BOCK TALK

From our President

"BUYER BEWARE" - This age old adage seems to be coming true in the brewery advertising field. As of late, many good reproductions have been issued by brewery companies. They are a form of modern advertising, produced to create a feeling of the good old days.

Somewhere along the way they cease to become modern advertising and end up at antique shows and flea markets as rare old items. Many show promoters are attempting to curtail this type of deception, but they are not always aware of the repro's.

At a recent show, two of our newer members who might be classified as beginners, were more or less taken. One was sold a repro ad from a St. Louis brewery. This ad was said to be old, by the dealer. The second was sold a mug from a St. Paul brewery that never existed.

As we have most of the advertising show promoters, dealers, major collectors, and authors on the subject as members of N.A.B.A., it is up to us to help keep the repro's and fakes out of the shows. Our first step is to inform the membership of the new repro's as Dick Hinds has done in this issue. The second step is up to each member to speak up and question what they feel may be a repro.

It is up to us to come up with some ideas. How about thinking about it for awhile and then put the ideas down on paper and send it to me.

Let's change the slogan to "SELLER BEWARE!!"

John A. Murray
President, N.A.B.A.

MORE ON ELECTIONS

CARL HOSE

Enclosed in this month's newsletter each member received a ballot. Hopefully you will take time to fill it out and return it to the address at the end of this column.

Each office is listed below, followed by the name of the person running. Needless to say, if you have a different preference it can easily be substituted. These were merely the names that I had at the printing of this newsletter.

PRESIDENT: JOHN MURRAY
VICE PRESIDENT: HERB HAYDOCK
TREASURER: PAUL HAUDRICH
RECORDING SECRETARY: JACK MUZIO
CORRESPONDING SECRETARY: ..ROBERT GOTTSCHALK
EDITOR NABA NEWSLETTER: .. DICK HINDS

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

NOTE: While discussing the election of Officers, I would like to announce we have accepted the resignation of Dick Bucht as our present Treasurer. His position has been temporarily filled by the appointment of Paul Haudrich as Treasurer.

N.A.B.A. MEMBERSHIP DIRECTORY

W. R. MORTIMEYER

W. R. Mortimeyer, of Cuba, Mo., is currently compiling a list of all members of the N.A.B.A. to put into a directory. He has had great response to his efforts.

He hopes to have this directory ready to mail to all members by the St. Charles, Ill. Antique Advertising Show. Hoping this directory, along with the organization, will bring collectors together with mutual benefits to all.

1972 CONVENTION COMMEMORATIVE MUGS

HERB HAYDOCK

The mugs commemorating our 1st Annual Convention held in Milwaukee, Wisconsin, August 4-5-6, 1972 were quite sometime "a'Brewing", but as the following quote will testify, were worth the wait.

"The mugs have arrived safely. You did a tremendous job as they look great. I know that they are going to be a nice item to have in the future."
Douglas A. Baken, Archivist, Anheuser-Busch, Inc.

The mugs have all been sent with the exception of one, and with that one was a book of pictures of the convention; the order was inadvertently misplaced. Will the member who did not receive his mug and pictures by now please accept my apology, write and the items will be sent on their way.

A bit about the design of the mug - the wreath of wheat and hops was lifted from an old corner sign from our collection. It was put out of the CENTERVILLE BREWING CO., Cleveland, Wisconsin. It is a reverse-on-glass, not lighted and of the 1800 era.

There are still a limited number of mugs available at \$7.00 each. This includes the mailer, postage and insurance. The profit on the mugs is, of course, turned over to N.A.B.A. Send your orders to Herbert A. Haydock, 1660 2nd Ave. S., Wisconsin Rapids, Wisconsin 54494, along with a check or money order.

EXPRESSION OF SYMPATHY

BERNARD ERF - EDITOR, BREWERY DIGEST. We regretfully announce the death of fellow N.A.B.A. Member, Bernard Erf. Bernie, of the Chicago area, died at his home unexpectedly last month. He was Co-owner of the Siebel Publishing Company, Publisher of trade journals for the brewing industry. He had just recently accepted being the main speaker at our N.A.B.A. Convention this year, which we were all looking forward to.

We would like to express our deepest sympathy to Bernie's widow, Sonia and family. His death is certainly a great loss to the brewing industry and all of us.

ADVERTISING SHOWS

The Semi-Annual Advertising Show held the end of March at Indianapolis was a smashing success again, which is another tribute to Niel Wood, N.A.B.A. Member. All beer collectors I talked with at the show were able to acquire some "goodies" for their collection. There was a wide variety of beer items to be found, from the metal beer openers to some of the finest beer trays and signs I have seen.

Also, while on the subject of shows, Niel has planned another Advertising Show to be held in the Chicago area June 30 and July 1. This show will be held at the Pheasant Run Resort located about 35 miles west of downtown Chicago. Anyone interested should watch for ads in the Antique or Tri-State Traders or contact L-W Promotions, Box 69, Gas City, Indiana 46933.

Would like to announce the 2nd Annual Southern California Advertising Show to be held July 20, 21 and 22 at the Disneyland Hotel located in Anaheim, California. Further information pertaining to the show can be obtained by writing Don Henry, N.A.B.A. Member, C & D Promotions, P.O. Box 4489, Downey, California 90241, or check your Antique Trader for ads.

The dates have been set for the 4th Semi-Annual Advertising Show at Indianapolis September 22 & 23. This will be followed the next weekend by N.A.B.A. Member, Hubert Bellman's 2nd Semi-Annual Advertising Show at Gaithersburg, Maryland. More on these shows in our next Newsletter.

I would strongly urge all N.A.B.A. members located in the surrounding areas of any of these shows to plan to attend. You won't want to miss these shows, and you're certain to find some items to add to your collection.

REPRODUCTIONS DICK HINDS

I am sure that at one time or another most collectors have come across a beautiful print only to find it is a reproduction. Most of the dealers will inform potential customers that a certain item they have for sale is a reproduction, but unfortunately this is not always the case, and in some instances a person purchases a reproduced print which they believe to be old. This is an irritating factor for many collectors and certainly does not help enhance our field of collecting.

REPRODUCTIONS (continued)

The reproductions that I have been made aware of are as follows:

1. (1) set of Anhauser Busch Budweiser Girl Prints. These are paper prints varying in size, and are very colorful. Some dealers have framed the prints in old frames which makes them look even older. They have been reproduced to the extent of the Lithograph company mark at the bottom of the print.
2. Set of round Falstaff metal signs approximately 24" in diameter. This is a series of signs that depict "old man Falstaff" in various scenes. The old ones are highly collectable and can still be found. One way to tell the reproductions is that it does not carry the lithograph company's name around the edge or the Lemp name.
3. Centlievre Brewing Co., Ft. Wayne, Indiana Prints. These are paper prints; one picturing the factory and one picturing the railroad car scene. This reproduction I have not seen, but hear they are a little smaller than the original prints. The old factory print, of which many were found, I have in my collection and it is approximately 44" x 29". Maybe this will assist in determining the reproduction from the original.
4. The Ranier Beer Calendars. Again, I haven't seen this, but beware!

If you see any of the above items for sale and are entertaining the thought of purchasing it for old, a little further investigation would be in order. We do not mean to knock the reproductions, as they are very presentable signs to display. I only hate the idea of someone purchasing them with the thought they are old.

If any N.A.B.A. members are aware of other beer reproductions, I would appreciate your letting me know so it can be published in our Newsletter periodically. This is one phase of what our Association is all about--helping others.

MEMBERSHIP DRIVE

Would like to stress upon you the importance of increasing the membership in our Association along with retaining all members presently enrolled. The larger the total membership, the more activities and projects we can accomplish. The Association has just started to get off the ground and you can be assured the future will be filled with greater accomplishments.

The Association started out last year with approximately 40 members. Our membership now numbers over 100, so you can see how we are growing. Let's help it continue to grow! We encourage all present members to renew their membership for next year, and while doing so let's see if each of you can bring in at least one new member. Nothing would be better than to double the membership by the St. Louis Convention!

Annual dues will be increased effective August, 1973 from \$5.00 to \$7.50 per year. So this is further incentive to get your renewal in now and bring in new members. Get on the bandwagon! Sign up your hometown trading friends. Let's be over 200 strong when the St. Louis Convention rolls around.

Anyone needing membership forms please feel free to contact your Newsletter Editor or any Officer in the Association. We will be more than happy to satisfy your needs.

MEMBERSHIP DRIVE (continued)

While talking about the Membership Drive we would like to welcome the following new member into our Association:

Daniel Mathews
P.O. Box 521
New Carlisle, Ind. 46552

Changes of address: Ray Klug
369 Akron Road
Wadsworth, Ohio 44281

Martin Landey
75 Cambridge Pkwy.
Cambridge, Ma. 02142

EDITOR'S NOTE

At this time I would like to introduce myself, Dick Hinds, your new Newsletter Editor, who really digs this Brewiana collecting! As this is my first attempt in compiling anything close to a Newsletter, I hope you fellow N.A.B.A. members will bear with me. In my opinion an Association's Newsletter should encompass as much information as possible pertaining to us, a small group of people which I think will grow and grow, trying to preserve a little bit of American history of which the brewing industry played a major part.

Since we are like one large family, this Newsletter is ours. You know, this is "our thing". In compiling our paper we should get as many people involved as possible. With this in mind, I would like to request the following.

First, I would really appreciate suggestions pro and con regarding this issue of the Newsletter. As I am only one person I am sure other members' ideas will help make this Newsletter one the Association will be proud of. You know the old saying, "two heads are better than one". Maybe we should start a wanted and sell section. Let me know your ideas on this, and any additional recommendations for improvement.

Second and Most Important - How about some articles about your local breweries?

This is a must! Many human interest stories can be associated with breweries. Maybe a small brewery from a small town and how it grew. Maybe a rundown on the breweries located in your town at the turn of the century or before. Many people I have talked with want to know a little history of brewing in my city. I know I enjoy reading articles like this. Let me here about your home town or city. Would enjoy nothing better than reading your article while I relax in my easy chair sipping a cold glass of "good old Cincy brew".

Thank you.

Dick Hinds
Editor, N.A.B.A. Newsletter
313 Poplar Avenue
Cincinnati, Ohio 45215