

# The Breweriana Collector



JOURNAL  
OF THE  
NATIONAL ASSOCIATION  
OF  
BREWERIANA ADVERTISING

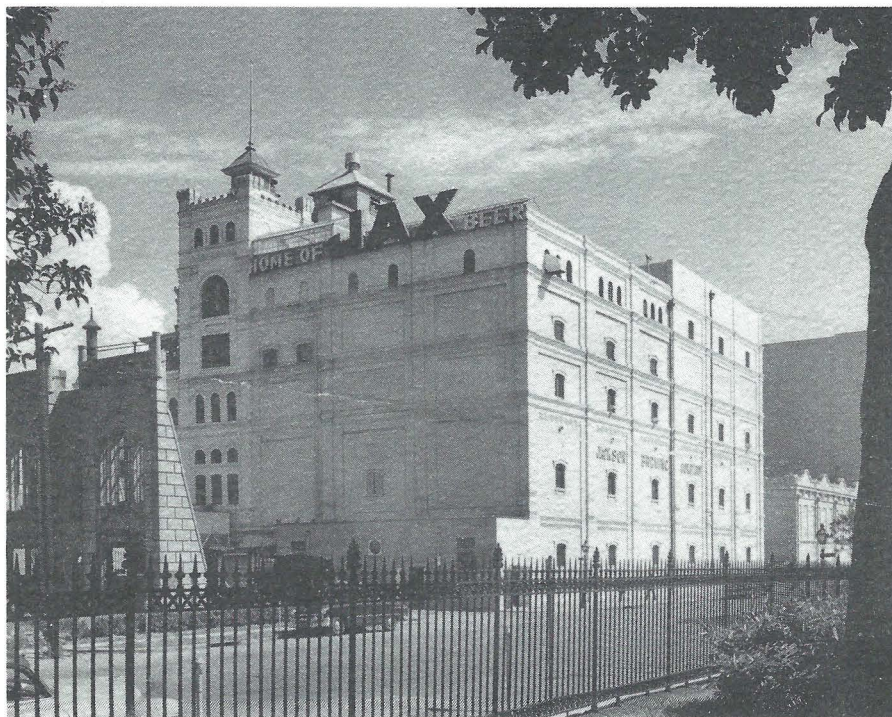
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**JAX GLASSWARE**

# National Association Breweriana Advertising

## Officers:

David P. Mathews	President
Herb Ashendorf	Vice-President
Loren Karacki	Recording Secretary
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Gordon B. Dean	Directory Editor
George W. Hilton	Editor, <u>The Breweriana</u> <u>Collector</u>
Ray Zetts	1982 Convention Chairman

Dues are \$15 per year domestically, \$20 foreign. Please send applications for membership, dues, changes of address and advertising intended for the membership directory to Gordon B. Dean, Willson Memorial Drive, Chassell, MI 49916. Please send manuscripts, correspondence for publication, advertisements for this journal and any other matters concerning The Breweriana Collector to George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024. Advertising rates: full page, \$25; half page, \$20; quarter page, \$10; box, \$5. Advertisements in the Buy-Sell-Trade section (p. 30) are free to members, but are limited to bone fide collecting activity as distinct from members' commercial enterprises. Repetition of free advertisements previously run is dependent upon space availability.

\* \* \*

With this issue Gordon Dean's name appears as Executive Secretary for the last time. From a location which most of us pictured as a snowbank out of an Al Capp cartoon, he carried out the secretarial duties with an efficiency and dispatch that would have been considered a marvel even if he had lived next to the Chicago post office. The President has received about a dozen applications for the position, from whom Gordon's successor will be chosen at the meeting of officers and directors in Indianapolis on March 27. The choice will appear in the spring issue, due in May.

President's Page

I never cease to be amazed by the widespread interest that exists in the collection of breweriana, although a basis exists for widespread appeal. Whenever the National Association Breweriana Advertising (N.A.B.A.) is mentioned in a newspaper or in a journal, we receive a flood of inquiries about breweriana, the hobby, and the club. Just before the holidays, breweriana and the N.A.B.A. were the subjects of a good article in THE TRI-STATE TRADER, a Midwestern antique and collectable newspaper; and recently, mention was given to the hobby and to the club in THE LOS ANGELES TIMES. The response to these articles has been startling, as it always is, and I can report to you that our membership is headed toward a strong average of 1,000. Keep in mind that I do not include in this number those people whose interest is transitory; I am talking about a membership that maintains some constancy.

The N.A.B.A. has grown from an almost provincial group to an organization whose membership stretches from boarder to boarder, from coast to coast, and from this country into Canada on the north, to Australia in the west, and to England and on to Germany in the east. While our membership is essentially in The United States, we are indeed, although modestly, an international group, and it is interesting that people of such a variety of sorts have come together in a hobby that at first seems to have but limited appeal. However, on closer and more sober (no pun intended) examination, the basis for a widespread appeal becomes obvious.

For the reasons that breweriana is such an interesting, exciting, and widespread hobby, and that the N.A.B.A. has become such a significant part of the process, we need to give careful attention to the N.A.B.A. leadership elections and appointments that will take place in 1982.

When I accepted the presidential appointment in 1976, I did so only on a transition basis. Well, that transition has lasted longer than I or anyone else intended, and now is the time for change. We will elect officers this year, President, Vice President, Recording Secretary, and Treasurer, and three seats on the Board of Directors are up for election. In addition, the position of Executive Secretary will be open this year, and the board, in accordance with the decision of Gordon Dean, will make a new appointment in that position.

With respect to the officers and members of the board, the qualifications are few but essential. Of course, they have to be active members in good standing; second, they must understand the seriousness of their responsibility; third, they must be able to attend the annual convention and the spring and fall advertising shows in Indianapolis, where board meetings are held. No compensation is given to officers or board members with respect to remuneration for the work, nor is reimbursement made for travel and lodging expenses to and from the convention and trade shows. That sort of compensation probably will develop at some time in the future, but our situation presently does not allow for that expense. Naturally, the cost of club expenses in the form of stationary, postage, telephone costs, etc. is compensated.

Compensation is paid to the Executive Secretary because of the duty dimensions and time involvement required. The compensation amounts to \$1,200.00 per annum. We are still open for candidate application for this position, and we now have candidates. The appointment to this position is made by the overall Board of Directors (the elected board members and officers) annually. Candidates interested in this position do need to consider the time involvement.



The nominations are now open for (1) President, (2) Vice President, (3) Recording Secretary, (4) Treasurer, and (5) three of the five seats on the Board of Directors. Nominate yourself; nominate whomever you regard highly; but be active and participate. Don't wait until later and make complaints that are unjustified. After you have solicited and received the agreement to serve of an eligible member who meets the qualifications, send your nominations to me at P.O. Box 521, New Carlisle, Indiana, 46552, and I will forward an election authorization form to the candidate.

All nominations and authorization forms must be completed by June 1, 1982. The election will take place in June and July, 1982, and the new officers will take charge of their responsibilities at the convention in Cleveland on July 30 to August 1, 1982.

In connection with the 1982 N.A.B.A. convention scheduled for July 30, 31, and August 1, I do hope that you have marked this on your calendar and that you are planning to attend. N.A.B.A. conventions are happy affairs where are gathered together some of the merriest people and some of the best breweriana on the market. Convention chairman Ray Zetts has worked very hard to make this year's convention another success. Ray will have the convention information to the members in the very near future.

Remember the 1982 spring Indianapolis antique and collectable advertising show scheduled for March 27 and 28 at the Indiana State Fairgrounds, Farmers' Building. The N.A.B.A. will host a hospitality room at the Holiday Inn near the intersection of I465 and Indiana State Road 421, on Friday evening, March 26. Just ask for the N.A.B.A. hospitality room at the desk.

Finally, but not at all least, I want to thank E.C.B.A. member Bud Hundenski for his hard work in making the joint E.C.B.A.-N.A.B.A. trade session last October 10, in Pittsburgh such a success. Bud did almost all of the work, and from the reports that I have heard, the session was quite successful. E.C.B.A. President Augie Helms and N.A.B.A. Vice President Herb Ashendorf are also to be commended for the participation and help that they offered.

Best wishes to you all!

Respectfully yours,

*David P. Mathews*

David P. Mathews, President  
National Association Breweriana Advertising

For more complete information on hospitality arrangements in Indianapolis, please see page 31, the inside rear cover.

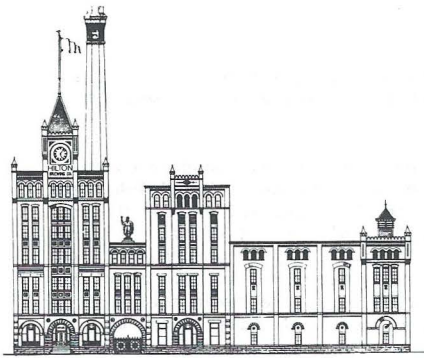
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Steve Daniels announces publication of the Breweriana Bulletin, a news-letter covering all areas of breweriana collecting, including cans and bottles. Initially, the publication will appear nine times annually, but the frequency will be increased to monthly if demand warrants. The news-letter will contain articles in areas of members' interests, together with free advertisements of wants and offers. Subscription is \$10. Write to Breweriana Bulletin, P. O. Box 99, New Bedford, MA 01730.

\* \* \*

Given the nature of the present winter, some member must have had an artifact ruined by the cold. Unfortunately, he proved to be Larry Sherck. He left a piece of back-painted glass in the trunk of his car in Toronto's sub-zero cold, and found that contraction of the paint had caused most of it to come free of the glass, ruining a valuable piece. He suggests the membership be alerted to the danger.





## FERMENTATION

### A Bad Move

Upon assuming the editorship I wondered, as novice editors are wont to do, how I could possibly produce a string of four editorials per year on a subject as limited as beer. Foolish fellow! Little did I know that Schlitz alone would produce enough subjects to force other ideas for editorials into a holding pattern.

In the fall issue's installment of Schlitz' sorry saga, we bade farewell to the firm's home brewery in Milwaukee. At the time it appeared that Schlitz was to be merged with Heileman. On two grounds it seemed unlikely that the Antitrust Division of the Department of Justice would interpose objections to the merger. First, there is a long-standing doctrine that mergers of failing firms will not be opposed. Schlitz has laboriously gotten back into the black, but its history of the past few years would apparently warrant application of this principle. Second, the Reagan administration has explicitly accepted the current line of academic thought which holds that antitrust enforcement has become counterproductive, on the whole impeding efficiency rather than stimulating it. Much of what the Antitrust Division has done in recent decades has been based on the market-structure doctrine, that the government ought to attempt to secure competition by organizing industries into a large number of small firms. Increasingly, academic specialists in such matters have switched to the market-performance doctrine, that the market mechanism ought to determine the structure of an industry on the basis of the economies or diseconomies of scale present, and that the Antitrust Division should limit itself to attacking collusive pricing, predatory acts such as boycotting, and exclusion of entrants from industries. William F. Baxter, Professor of Law at Stanford, one of the leading figures in this conversion of academic thought, was presumably appointed head of the Antitrust Division because the administration accepted the market-performance doctrine. Certainly, other things he has done, such as the recent dismissal of the IBM case, are consistent with that presumption. Yet in the fall of 1981 he announced that the Antitrust Division would oppose the Schlitz-Heileman merger on the ground that it would result in excessive concentration in certain markets -- apparently Chicago. Schlitz and Heileman did what firms usually do under the circumstances, announcing they would give up the proposed merger.

The following is rather technical -- for which apologies -- but important if one is interested in an industry that has had a rapid increase in concentration. The market-structure theory is based on the presumption that any one of a small number of firms in a concentrated industry -- oligopolists -- can produce a monopoly gain by raising price and restricting output, as a monopolist can. Economists have been trying to demonstrate this theoretically for nearly 150 years without success. The French economist Cournot could do so only by assuming that each oligopolist made his calculations on the expectation that his rivals' output would be unchanged

by what he did. Another French economist, Bertrand, attempted (somewhat less successfully) to do so by assuming that the rivals' prices would be unchanged.

The market-performance theory is based on empirical recognition that the Cournot and Bertrand oligopoly theories are nonsense. Would Anheuser-Busch make a decision on price and output in the expectation that Miller would leave its output or prices unchanged? Don't be silly. If the firms make their decisions on price and output independently of one another, we can have a competitive industry with as few as two firms in it. About all you can say for the market-structure theory is that the fewer firms are in an industry, the easier it is for them to collude. Happily, in brewing the leaders of the largest firms give the impression of loathing one another in the most wholesome possible fashion, and nobody worries about collusion. As Donald Norman showed in issue 24, brewing is thought to have become more competitive as the number of firms has fallen.

Accordingly, what Baxter did is very difficult to explain. One suggestion is that he had pledged himself to take a lax approach to vertical mergers, as for example between a brewer and a maltster. The new thinking on these matters also holds that antitrust policy has been misguided in opposing such mergers. Baxter may have felt obligated, by way of contrast, to take a harsher line with a horizontal merger of two brewers.

Actually, the proposed merger was one of the most thoroughly defensible. It would have put Schlitz out of its miseries, which are abundant. It would have given Heileman a string of modern breweries across the sunbelt, where its breweries are few and small. Heileman could have closed some antiquies in the Ohio Valley that must be high-cost operations. Most important, the merger would have given Heileman major national brands so as to rival the larger brewers in national advertising.

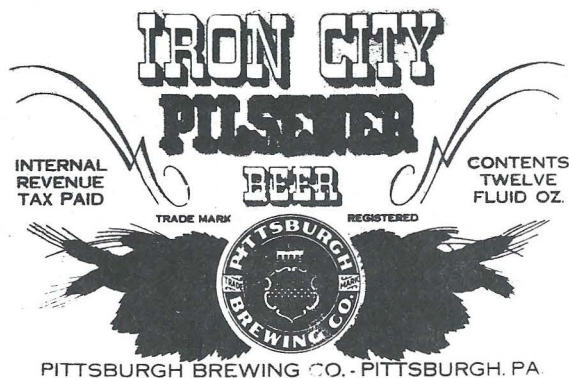
What will now happen to Schlitz? As stated, the firm is back in the black, and may be able to survive as a medium-sized brewer now that the Milwaukee plant is closed. The Old Milwaukee brand has held up quite well, escaping the ruin of Schlitz' taste, carbonation and reputation at various times in recent years. In fact, Old Milwaukee typically outperformed Schlitz in blindfold tests even in Schlitz' good years. It is, of course, Schlitz' beer without an aftertaste, and as such lends itself to repeated drinking very well. A common response to it in blindfold tests is, "I could drink this stuff all day." It can be marketed without trying to restore a lost reputation -- an embarrassing quality of Schlitz' recent advertisements. The company also remains the dominant firm in the malt liquor business. The grand old brewer may yet survive, and we can only wish it well -- a sentiment which, alas, is coming to be The Breweriana Collector's most frequently voiced editorial opinion.

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The present number features another of Charles P. Merrill's careful and exhaustive articles on glassware. The demands on space amount to about half of our usual number of pages, but this is the sort of scholarship we feel most basic to the purpose of the club. Because of the simultaneous appearance of the directory, we are carrying no addresses in this issue. Several of our regular features are shortened or dropped for the issue. With an atypical show of self-effacement, the editor will again postpone his account of beer-touring in Australia, though probably not beyond volume 37.

George W. Hilton, Editor  
Department of Economics, UCLA  
Los Angeles, CA 90024

February 4, 1982



THE JOINT ECBA-NABA TRADE SESSION AT PITTSBURGH

by Herb Ashendorf

The joint trade meet held with the Eastern Coast Breweriana Association in Pittsburgh on October 10 was well attended and extremely successful. I was appointed as NABA representative, minister plenipotentiary and co-chairman of the event for having initiated the idea of a joint venture of the two clubs at a NABA directors' meeting. It had seemed to me foolish for two organizations of overlapping membership with common interest and purpose to have no dialogue. The previous president of ECBA has only recently joined NABA, but the current president did so shortly after taking office. Previously there had been little way of establishing a bond, despite the efforts of Bob Gottschalk, our former vice-president and past president of ECBA. And so a joint meeting came to pass in this marvelous age of computers, men on the moon and probes to Saturn.

Bob Hudenski of ECBA, who proved one of the most capable and qualified administrators one could ever hope to encounter, volunteered his services as chairman -- excuse me, ladies, chairperson. Bud brought not only organizational talent but real enthusiasm to a difficult task. I was able to contribute little to the preparations, living nine hours drive from the site.

The greatly reduced hotel rates that Bud had negotiated brought a large number of early arrivals to the Iron City. A hospitality suite with free beer and such was open the evening before the meet. Free shuttle service was provided for those who wanted to enjoy Iron City's wonderful hospitality. Those who did so came back from the brewery with souvenirs from the gift shop and with euphoric grins. We extend our thanks on behalf of all club members to the Pittsburgh Brewing Company for its generosity.

Friday evening saw considerable room-hopping with frequent stops at the hospitality suite for refueling, and plenty of emergency rations were available in members' rooms. As at our conventions, the rooms were packed with merchandise. Wives and children tended the store while hubby ran around seeking that elusive gem to add to the collection or that great buy to take home for a friend. The quality of merchandise generally exceeded the levels expected at trade meets. Members came from as far away as Kansas, Georgia, Wisconsin and upstate New York. The camaraderie, business and celebration lasted into the wee hours of Saturday morning.

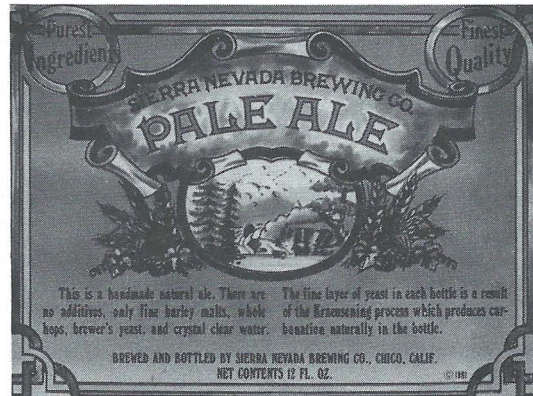


Saturday morning came early, and after clearing up the normal hotel billing errors, we left to open the trading area in the basement of a church. Much to our surprise, some of the more enthusiastic participants had already set up shop and were conducting brisk business among themselves without having paid the \$8.50 fee or \$3.00 guest charge. The hall proved large and spacious, easily accommodating the sixty tables laden with merchandise. There were mind-boggling displays of rare and unusual coasters, glasses, labels, foam scrapers and trays. Once again, there were many happy smiles to be seen on both sides of the tables after transactions. Free beer, soda, coffee and doughnuts were served. The crowd began to disperse about 3:00 PM, many to catch a flight home or to get a jump on city traffic. Many stayed over to enjoy another day in Pittsburgh, which is a very agreeable city. After a final accounting of funds, shaking hands with a few remaining diehards who were determined to empty the last barrel, Elaine and I drove off into the sunset.

#### BREWERIES - ACTIVE

Sierra Nevada Brewing Company, 2539 Gilman Way, Chico, CA 95926.

Paul Camusi and Ken Grossman, two alumni of the University of California, Davis campus, curriculum in viticulture and wine technology, advanced over their training to establish a small brewery in the northern part of California's central valley. Like most of the micro-breweries, this one is in a plain sheetmetal building in a small industrial park. It is unlettered, but happily one's sense of smell is essentially infallible in the final stages of looking for a brewery. The plant, like its counterparts, consists of the usual equipment on a miniature scale. A small laboratory is adjacent. Chris Schleuter, brewster of River City Brewing Company in Sacramento, considers this the best equipped of the micro-breweries. Camusi and Grossman are buying some of the equipment of Tom DeBHKker, who has given up his brewery in Novato (see issue 30, page 23). Sierra Nevada's products are a naturally conditioned pale ale, porter and stout, the same variety as New Albion in Sonoma (see issue 28, page 24). The natural conditioning consists of inserting a small amount of sugar into an unpasteurized bottle of ale. With questionable accuracy, this is described on the label of the pale ale as krausening. The product is excellent, easily worthy of comparison with Bass-Worthington ales produced in like fashion. Labels are given.





A CATALOGUE OF ADVERTISING BEER GLASSES  
JACKSON BREWING CO., NEW ORLEANS, LOUISIANA

1890 - 1974

by Charles P. Merrill

From start to finish, the names of Fabacher and Jackson were entwined in the history of the Jackson Brewing Co.. Started in 1890 adjacent Jackson Square on the Mississippi levee, the brewery never really got started until 1895, when Lawrence Fabacher, Sr. was brought in as President. But from the beginning, Andrew Jackson presided over the whole operation, both on the label of "Jackson Bohemian Brew", the initial product name, and from his vantage place on his horse in the center of Jackson Square.<sup>1</sup> Under the management of Lawrence Fabacher, Sr., and later the whole Fabacher family, The Jackson Brewing Co.<sup>2</sup> grew to be one of the two largest regional brewers in the south. While there was always some JAX advertising, the intensive campaigns commenced in the late 1930's under the leadership of Lawrence B. Fabacher and lasted until the close of the brewery in 1974. Andrew Jackson and his horse, appeared on almost everything, from bottles and cans to signs, glasses and trays. Early in the 1970's, when the television campaigns of the big national breweries were eroding

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1. To be objective, there are two versions to this story. One is that old Andrew, seated astride his rearing charger and waving his hat in the air is extending best wishes to the beer that bears his name. The other version holds that Andy was never much of a beer drinker and is saluting a famous bordello in the adjacent Pontalba Apartments. Take your pick. In New Orleans, either is plausible.

2. Surpassed only by the Pearl Brewing Co. who operated two plants.



The Original Established 1880 Has No Branches

**FABACHER'S**

**RESTAURANT  
OYSTER HOUSE AND  
HOTEL**

*Anthony Fabacher, Prop.*

J. HALL, BOSTON, NEW ORLEANS



the JAX market, the company tried to revive itself with a premium beer called "Fabacher". An intensive ad campaign was launched to sell "Andrew Fabacher", a flashy fictional brewmaster<sup>3</sup>, who, oddly enough bore a strong resemblance to Andrew Jackson. Yet, even the ad writers must have suspected the battle was lost when they hatched the slogan "If they don't have Fabacher . . . . . ask for JAX".<sup>4</sup>

Jackson Brewing Company ceased operation in 1974, although JAX beer is still marketed on a limited local basis by the Pearl Brewing Company. To the best of my knowledge, Pearl has not initiated any new advertising and, for practical purposes, the JAX story was completed in 1974.

The catalogue of JAX beer glasses, mugs and steins that follows is probably only 95% complete and 85% accurate as to dating. I defend publication at this time despite the omissions and inaccuracies. Being only seven years removed from the brewery closing, and residing in the heart of the JAX marketing area, I have nonetheless expended almost two years gathering the material for this article. I might not gather the remaining material in the next ten years, and the catalogue of JAX beer glass logos might never be recorded.

The scarcity classification codes used are entirely subjective, based on several years of observation in the intensive JAX marketing area. Apply with caution.

C = common, meaning buy two, one to display and the other to drink beer from.

UC = uncommon, usually describing the frequency of a specific logo on a certain type glass. This is the frontier of differentiation for the JAX buff.

S = scarce, tough enough to be an asset in any collection, and a good trader.

R = rare, three or fewer known to exist.

#### CERAMIC MUGS

1. "Original Fabachers" mug, barrel shaped, stock number 12. These were decorated in New Orleans; tan mug with burnt orange capital letters, black script over green and tan wheat and hops. Long believed to be early advertising from

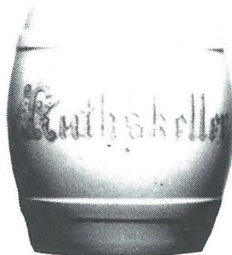
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3. Hereinafter referred to simply as A. J..

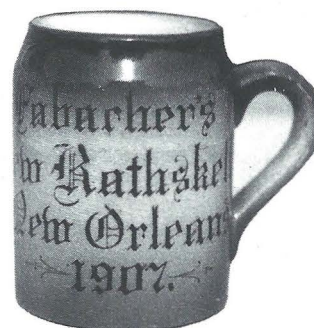
4. See Catalogue #7.



1



2



3



4



6



3 - reverse



5



6a



6a - reverse

the Jackson Brewing Co., members of the Fabacher family claim this mug came from Fabacher's Restaurant, Oyster House and Hotel located at the corner of Royal and Iberville St., New Orleans, owned by Lawrence Fabacher, Sr.. In 1895, Lawrence sold out to Anthony Fabacher and became President of Jackson Brewing Co. 1895 - 1905 S

a. Variation. Same as above but omitting the word "Original". Not Pictured S

2. "Rathskeller"<sup>5</sup> mug, barrel shaped like #1. Red brown script on a tan mug. 1905 - 1921 S

3. Mini-mug match holder - Fabacher Rathskeller, 1907, tan with brown lettering. Picture of monk drinking beer on one side. R. Pictures courtesy of Herbert E. Ramsey, Jr..

4. Mini-mug with foil label, stamped metal lid, made by Bill's Specialty Co., Milwaukee, Wisconsin.<sup>6</sup> 1954 - 1956 S

5. Mug, white with red and gold decoration on both sides. 1958 - 1963 C

a. Variation - Same mug, forest green with red logo on one side only. Numbered on bottom 4424 T-25. Not pictured. R

6. White ceramic mini-mug, red lettering with gold stripe. Mfg. W. C. Bunting Co., Wellesville, Ohio. 1962 - 1966 UC

6a. Variation. Same mug, same manufacturer, commemorating Sugar Bowl, 1966. Missouri vs. Florida S

b. Variation - Sugar Bowl, 1962. Alabama vs. Arkansas, not pictured. S

c. Variation - Sugar Bowl, 1964. Alabama vs. Ole Miss, not pictured. S

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5. This, and #3 following, probably shouldn't be included in a catalogue on JAX, however, until recently it was generally believed they came from the early Jackson Brewery tap room. Actually, both came from the Rathskeller, a cafe at 416 St. Charles St., New Orleans, owned by Peter Fabacher. We presume they served JAX beer and thus qualify for mention.

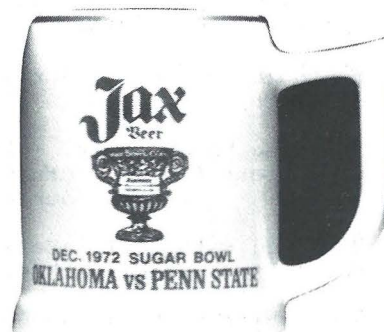
6. See Robert E. Kay, Miniture Beer Bottles and Go-withs, page 118.

7. Logically, there should be a Sugar Bowl mini-mug for 1963 and probably 1970, but my friend and JAX collector par excellence, Alfons Kleindienst of Metairie, Louisiana, has never seen them. If they exist, they have to be RARE!





7



8



9



10

- d. Variation - Sugar Bowl, 1965. LSU vs. Syracuse, not pictured. S
- e. Variation - Sugar Bowl, 1967. Alabama vs. Nebraska, not pictured. S
- f. Variation - Sugar Bowl, 1968. LSU vs. Wyoming, not pictured. S
- g. Variation - Sugar Bowl, 1969. Arkansas vs. Georgia, not pictured. S
- 7. Wide base ceramic mug, white with red lettering and gold stripes. Red Andy Fabacher or Andy Jackson. 1971 - 1973 UC
  - a. Variation. Ceramic mug shaped like #5, but with identical logo as #6, not pictured UC
- 8. White mug, gold trim, Mfg. Buntingware. Commemorating Sugar Bowl Game. December, 1972. Oklahoma vs. Penn State UC
  - a. Same mug. Sugar Bowl, 1971. Air Force vs. Tennessee, not pictured. UC
  - b. Variation. Sugar Bowl, 1972. Oklahoma vs. Penn State. Also displays "JAX - Fabacher Brau", not pictured. UC
  - c. Same mug. Sugar Bowl, 1973. Alabama vs. Notre Dame, not pictured. UC
  - d. Variation. Mug one-third smaller than others in #8, "Welcome Sugar Bowlers" in gold with no team names, 1958 and 1959, not pictured. R
  - e. Variation. Same mug as #8d but with LSU vs. Clemson and "25th Anniversary", 1959. Not pictured. R.
  - f. Variation. Same mug as #8d. but with LSU vs. Ole Miss, 1960, not pictured. R
  - g. Variation. Same mug as #8d. but with Rice vs. Ole Miss, 1961, not pictured. R

#### GLASSES

- 9. Stemmed Pilsner - Red logo with A. J. in circle. I think this is a late 1930's or early 1940's glass based on JAX trays from this era. R
- 10. Stemmed Pilsner - "Drink JAX" in red. "Best Beer in Town" in green. 1946 - 1949. R



10d



10e



11



12



12c



12d



13



- a. Same logo - stemmed tulip. Not pictured. R
- b. Same logo - 8 oz. shell, not pictured. UC
- c. Same logo - 6 oz. shell, not pictured. UC
- 10d. Variation. 7 oz shell - "Drink JAX" in red, balance of writing in green. R
- 10e. Variation. 7 oz. shell - "Drink" in green, balance of writing in red. S
- 11. Schooner - "Drink JAX" in red, script in blue. 1950 - 1952  
S
  - a. Same logo - 8 oz. shell, not pictured. UC
  - b. Same logo - 6 oz. shell, not pictured. UC
  - c. Same logo - 5 oz. barrel, not pictured. C
- 12. Schooner - wreath, Jax and A. J. in red, script in blue. 1952 - 1954 R
  - a. Same logo - 5 oz. barrel, not pictured. C
  - b. Same logo - 5 oz. shell, not pictured. S
  - 12c. Variation. Stemmed tulip, logo all in red, but note A. J. is posed above, not superimposed in JAX. UC
  - 12d. Variation. Schooner, same color arrangement as #12 Schooner but "Best Beer in Town" is in block letters, and A. J. is posed above JAX as in #12c. R
- 13. Schooner - "Preferred Quality" - entire logo in red. 1958 - 1960 S
  - a. Same logo - 8 oz. sham, not pictured. S
  - b. Same logo - 8 oz. shell, not pictured. UC
  - c. Same logo - 6 oz. shell, not pictured. UC

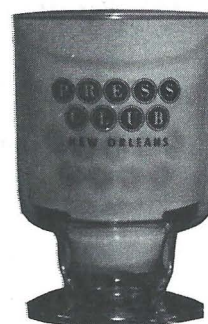
8. The author believes Catalogue #12 logos were transitional; that JAX was experimenting. Prior glasses used several colors while glasses to follow settled primarily on one color, red. Prior glasses did not feature A. J. while Catalogue #12 and those to follow did almost universally, even in the special Fabacher promotion.



14



14f



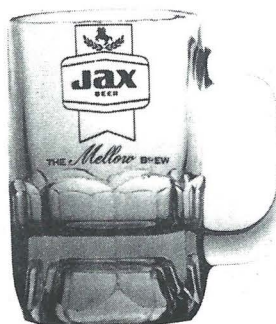
14g



15



16



16c



16d



16e



16f

- d. Same logo - 5 oz. barrel, not pictured. C
- 14. Schooner - "Premium Quality Beer", entire logo in red. 1955 - 1963<sup>9</sup> S
  - a. Same logo - 10 oz. hourglass, not pictured. UC
  - b. Same logo - 8 oz. sham, not pictured. S
  - c. Same logo - 7 oz. shell, not pictured. UC
  - d. Same logo - 5 oz. shell, not pictured. C
  - e. Same logo - 5 oz. barrel, not pictured. C
  - 14f. Variation. Hollow base schooner. UC
  - 14g. Variation. Same as #14f., but with "Press Club, New Orleans" in black on reverse side - obviously a special promotional glass. S
- 15. Glass mug with half handle, all white. 1963 - 1965 UC
- 16. 12 oz. hourglass - "The Mellow Beer", all in red. While "Hello Mellow JAX, Little Darlin'" was an established slogan and advertising ditty from the early 1950's, this logo did not appear on glasses until 1965 to 1968. C
  - a. Same logo - 7 oz. shell, not pictured. UC
  - b. Same logo - 5 oz. barrel, not pictured. UC
  - 16c. Variation. Glass mug, plain red ribbon, outlined only. First of this type to modify ribbon. See #18c. R
  - 16d. Variation. 12 oz. hourglass, no ribbon. S
  - 16e. Variation. Glass mini-mug, red logo<sup>10</sup> C
  - 16f. Variation. Glass mini-mug, same as 16e. but logo in gold and A. J. above JAX. S

---

9. This date range needs some defense. While bottle labels with this logo appeared in 1953, I doubt the logo was used on glasses much before the mid 1950's and was still in use on some dated mugs into the early 1960's. This was the most prolific logo for JAX glasses.

10. See Robert E. Kay, Miniature Beer Bottles and Go-withs, page 116. This is the same piece.





17



17b



18



18c



18e



19

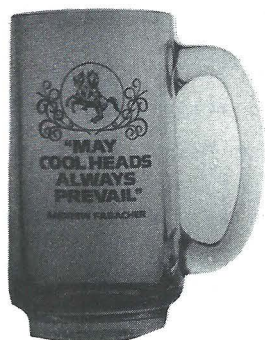


20

17. Schooner - JAX Draft Beer logo in brown. 1965 - 1966 S
  - a. Same logo - 8 oz. sham. Not pictured. C.
  - 17b. Variation. Glass mug, half handle, white, commemorating 65th Anniversary of Jackson Brewing Co. R
18. 7 oz. shell - JAX red ribbon logo, 1971 - 1972 UC
  - a. Same logo - stemmed tulip, logo in gold, not pictured. S
  - b. Same logo - 5 oz. barrel, red logo, not pictured. C
  - 18c. Variation. 5 oz. shell, plain red ribbon. UC
  - d. Variation. 7 oz. shell, same as #18c, not pictured. S
  - 18e. Variation. Tapered mug, "JAX Premium Beer", half ribbon, white logo. S<sup>11</sup>
  - f. Variation. 12 oz. glass mug, same as 18e., not pictured S
19. Hollow base schooner - Kassel<sup>12</sup>, White lions, no writing. 1970 - 1972. S
20. Glass tankard - "JAX - The Fabacher Family Brew", red. 1971 - 1973 C
  - a. Same logo - 10 oz. schooner, not pictured. C
  - b. Same logo - 12 oz. straight sided mug, not pictured. UC
  - c. Same logo - 10 oz. V shaped mug, not pictured. UC
  - d. Same logo - 12 oz. hourglass, not pictured. C
  - e. Same logo - 10 oz. sham, not pictured. C
  - f. Same logo - 6 oz. shell, not pictured. C

11. The "Premium Beer" idea was carried forward in the "Fabacher" promotion. Fabacher was to be the JAX "Premium Beer" - equivalent to the premiums of the competition. The promotion didn't work.

12. Kassel was a forerunner of the generic beer, being sold through grocery chains and drug stores. Pearl Brewing Co. acquired the label in 1972, and is now sold primarily through the Handy-Andy chain.



20i



20j



20k



21



22



22d



- g. Same logo - 8 oz. shell, not pictured. UC
- h. Same logo - 5 oz. barrel, not pictured. C
- 20i. Variation. 10 oz. glass mug - "May Cool Heads Always Prevail" all in red UC.
- 20j. Variation. Schooner - A. J. in circle without writing. Red. R
- 20k. Variation. 8 oz. sham - A. J. in circle without writing. Red. S
- 21. Glass tankard with half handle - "Fabacher Brau" logo in black. 1972. UC
  - a. Same logo - 12 oz. glass mug, not pictured. S
  - b. Same logo - 10 oz. glass mug, not pictured. S
  - c. Same logo - 7 oz. shell, not pictured. UC
- 22. Two handled glass mug - JAX Beer in red, promoting the "Taste you can hold onto". 1972 - 1974. C
  - a. Same logo - 10 oz. sham, not pictured. UC
  - b. Same logo - 7 oz. shell, not pictured. C
  - c. Same logo - 12 oz. glass mug, half handle, not pictured. S.
- 22d. Same logo - Schooner. S

#### ACKNOWLEDGMENT

I received invaluable assistance in compiling this catalogue from Alfons Kleindienst, a new N.A.B.A. member. Al resides in Metairie, Louisiana and collects all JAX Breweriana while being a genuine student of the history of the Jackson Brewing Co.. When in New Orleans, don't fail to give Al a call to see his JAX museum. It is more fun than Bourbon Street!

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CHARLES P. MERRILL

BELLAIRE, TEXAS

Cover photograph: Alfons Kleindienst collection.

## REVIEW

Colour lithograph of Canadian beer trays from the collection of Lawrence W. Sherk (Toronto: Grenville, Ltd., 1981). 24" x 30". Copies available from Lawrence W. Sherk, P. O. Box 191, Station G, Toronto, Ontario M4M 3G7, Canada, for \$4.50 each plus \$1.50 postage, both in U. S. funds.

Grenville, a firm of graphic arts consultants, has issued a poster of a portion of member Larry Sherk's collection of Canadian beer trays as an exercise of its virtuosity in lithography. Let it be said that the effort was a success. All or part of 55 trays are shown, with colors ranging randomly. The variety in greens is particularly notable. Few subjects would have served the firm's purpose better, in fact. The visual effect is little short of dazzling; even your visitors most apathetic toward breweriana won't have to be told your reason for displaying this piece.

One doubts that Grenville was interested in contributing to the documentation of breweriana, but the poster should represent an advance in knowledge for most of us. A few trays from the surviving major brewers are familiar, but most are not. The handsome waiter drifted north of the border to be represented on a Cincinnati Cream tray. An item from Silver Foam is lettered, "Brewed in the Only Monel-Nickel Equipped Brew House in the World." One regrets the innovation wasn't enough for survival. The association of breweries with draft horses knows no national boundaries; Dawes Brewery is represented by a tray of a handsome Percheron.

Partly for artistic quality, partly because the content is mainly unfamiliar, this item is highly recommended.

GWH

## CLARIFICATION

- Q. John B. Mathot, neon sign collector, would like to contact the couple shown in the lower photograph on page 13 of issue 35, resting among a variety of neons. John's address is 40 Pinecrest Road, Holliston, MA 01746.

Serdeczne życzenia Zasłużonemu w Pracy  
Wielebnemu Księdzu

FRANCISZKOWI M. WOJTALEWICZ

zasyla

**BROWAR BIAŁEGO ORŁA**


BROWARNICY WYBORYCH PIW —

CHEVALIER ALLWEIDEN

WHITE EAGLE LAGER CHOPIN MALT TONIC

**WHITE EAGLE BREWING COMPANY**

3735-57 SO. RACINE AVENUE Telefon: Yards 7460 CHICAGO, ILLINOIS



Zarząd:

JAN J. HARACZ, Prezes FERDYNAND GOETZ, Wiceprezes  
FRANCIŚZEK A. BRANDT, Sekretarz i Kasjer

EXECUTIVE SECRETARY'S NOTEBOOK

Breweriana is extremely difficult to find here in Arizona. The (5) residents of this State do a great job in locating this collectible, as evidenced by their respective collections.

A total of 160 New Members joined during 1981, which is the most ever in one year. It still amazes me the number of people joining who have extensive collections of Breweriana and still didn't know we existed. Many thanks to all members who are responsible in getting new members to join our organization. If you need more applications, just let me know and they'll be sent to you promptly.

The New Year started off with 606 members on the roster. So far this year, we have processed a total of seventeen (17) new member applications. It is again possible that the membership could reach 725 by the end of the year.

A total of 75 members were purged in October last year for non payment of dues. This is the yearly average.

The 1982 Directory was finished a few weeks ahead of the normal schedule. Am sure each of you will enjoy the format used to make the contents easy to pick out members of similar interests.

We thank the 400 members who returned the annual questionnaires, as they were very helpful to us in putting the Directory together. For those that didn't return, we used previous information and in some cases, had to modify the number of items collected.

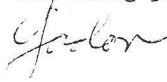
We hope that those of you who placed an ad in the 1982 annual Directory get results. The number of ads this year was the highest number ever.

As most of you know, I have resigned from this position as your Executive Secretary in order to pursue other interests with more vigor. When I offered my services four (4) years ago as Membership Chairman, I never realized at the time we would attain a membership in excess of 600. I believe the total then was 375.

It has been indeed a rewarding experience in handling the affairs of this growing organization. Some of you I have met personally at Conventions, others I have not. It has been a pleasure meeting all of you during these four years and hope we can meet again somewhere U.S.A.

We plan to move to Louisville, Kentucky this summer, as we have had it with the "rough" winters up in Chassell. Right now, we are in Mesa, Arizona enjoying all the clear sky and sunshine. Will return to Michigan in a few months.

Everybody have a real good year and future in collecting Breweriana. It has been lots of fun being part of your hobby.





## WHAT'S BREWING?

The second half of 1981 offered no improvement to most brewers, as a sluggish economy also affected beer sales; even Heileman's growth slowed noticeably. Only A-B and Miller continued their strong growth and played to full houses. Budweiser captured 5 per cent of the Canadian market and kept Labatt from losing points to Molson. Schlitz seems to have got its act together -- or at least its cast of characters -- after several merger candidates were eliminated and Schlitz found itself alone on center stage. Tony Amandola, who headed an ad agency closely tied to A-B until he became president of Pabst, took over the marketing function. Barrel sales have decreased only slightly, and there is new enthusiasm in the Schlitz camp. There was an audible sigh of relief in the industry when Heileman was denied the Schlitz acquisition, but Heileman moved into fourth place anyway, gaining approximately 5 per cent in barrel volume. It has plans to brew Coy International Private Reserve in Arizona. Another label? Heileman is a three-ring circus already!

The same virus that plagued Schlitz also infected Pabst on top of the hill on Juneau Avenue: declining sales and a change of executives. Hardly had Bill Smith arrived as president from Pittsburgh Brewing when investor Irwin Jacobs moved for a proxy fight at the April stockholders' meeting. The fear is that Pabst, like some old cars, may be worth more as parts. Jacobs has the reputation of wielding a very fast financial blowtorch; however, he has been quoted as stressing a very positive approach. He now controls 14 per cent of the stock. Sales last year fell by some 1.3 million barrels and Pabst, like Schlitz a year ago, owns one brewery too many. Newark got a scare, but concessions were obtained from the unions. At the time of writing, the future of the 3-million barrel Peoria plant is being negotiated. My guess is that the Peoria locals, hard hit by a major distillery shut-down, will yield enough to prevent the brewery from closing entirely. One bright performer in this gloomy play is Henry Weinhard's Private Reserve, which is being groomed for a cross country tour from the Blitz boondocks. It is the only super-premium giving Michelob competition on the West Coast.

Coors is planning for better days and a second brewery on the South Fork of the Shenandoah in Virginia. In typical Coors fashion, the environmental engineering is designed to be the latest state of the art. Actual construction will depend on sales, and here the marketing effort still has to jell. In the meantime, there is George Killian's Irish Red Ale being tested in San Francisco. It is not a true ale, being bottom-fermented, but still has many of the ale flavor characteristics. If Killian's Red catches on, look for other ales to read for parts.

A tough decision faced Stroh/Shaefer: how to bring a large salaried staff in line with its competitors. Stroh's barrel sales have been flat for four years, and it will be another year before much can be expected from the Lehigh Valley. In an unprecedented move for this conservative firm, more than 125 salaried employees were terminated to form a more efficient and competitive firm. Consultants were hired to find new jobs for those leaving, but that does not hide the disappointment.

Olympia's volume last year was helped slightly by a Canadian strike, and this year's 6 per cent decrease covers both years. The Artesians are helping, and Hamm's still has many friends. Falstaff may not have a great future, but its present is not bad. With premium beers up to \$10 per case in many markets, Falstaff is in a good position to benefit; several of its plants turn out a decent brew. Genesee continued to post good earnings, but they, too, slowed noticeably in the fall and winter. In addition to the Genesee and Cream Ale brands, there is a new Twelve Horse Ale. A walk-

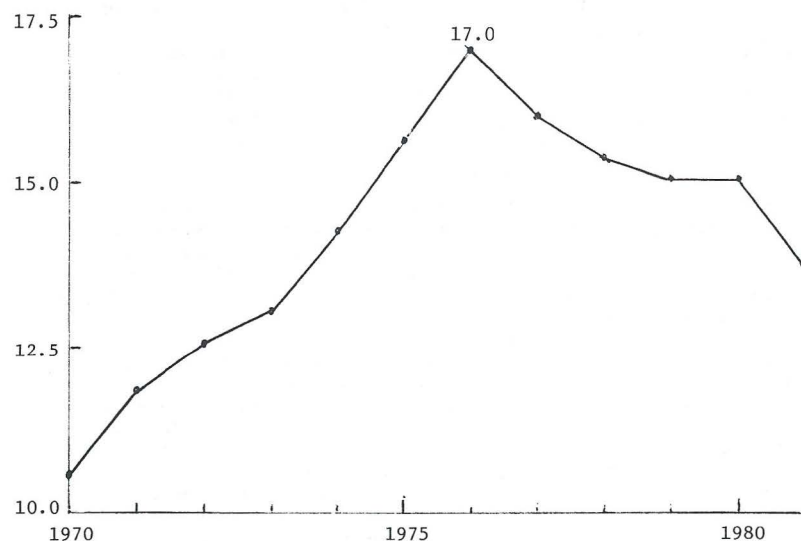
on part that could develop into a cameo performance: not much volume, but something one remembers. Hudepohl, which last fall launched Christian Moerlein in Cincinnati and Hofbrau elsewhere, is brewing a true bock, starring old Ludwig Hudepohl. He will also get his name on the marquee in the fall with a Special Oktoberfest. The 1980s are starting out tough and some brewers are willing to think small.

Peter Blum

Late note: As we go to press, Pabst has announced acquisition of Pittsburgh Brewing Company by stock conversion. The decision to close Peoria Heights, a fairly modern plant of 1934, instead of the Milwaukee brewery, which dates from the 19th century, was apparently made because Pabst's draft sales in the Milwaukee market have held up quite well. (Ed.)

#### PABST SALES, 1970-1981

Million barrels



#### SALES TRENDS, 1981 vs. 1980

	1981	1980	Change, %
Anheuser-Busch	54.5	50.2	+ 8.6
Miller	40.3	37.3	+ 8.1
Schlitz	14.4	14.9	- 4.4
Heileman	14.0	13.3	+ 5.2
Pabst	13.7*	15.1	- 9.0
Coors	13.3	13.8	- 3.8
Stroh	6.18	6.16	+ 0.4
Olympia	5.71	6.09	- 6.3
Falstaff	3.6*	3.82	- 6.0
Genesee	3.62	3.0	+20.7

Sales in millions of barrels.

\* Preliminary estimates

#### BOOK REVIEWS

Roland Krebs, in collaboration with Percy J. Orthwein, Making Friends is Our Business: 100 Years of Anheuser-Busch (St. Louis: Anheuser-Busch, Inc., 1953). xv + 449 pages. Out of print.

As an objective history of America's largest brewing company, this book is a total failure, but as self-indulgent boasting and as a source of original historical material, it is a rare delight. Making Friends was commissioned and published by Anheuser-Busch as part of its celebration of 100 years in business. As such, only the positive side of the company's history is presented. It reads as if the company was guided by a succession of saints bent only on doing what was best for mankind. The apical ancestor of the management was the original Adolphus Busch, and all subsequent managerial decisions are treated as if made on the basis of "What would Grandfather Adolphus have done?"

The style of the book is most interesting. Krebs' prose sounds like something from the late 19th century. He is flowery, verbose and addicted to sentences in which the subject is acted upon -- writing a modern editor would label as dull. In addition, he engages in continual repetition, as if anything worth treating is worth saying three or four times. Krebs' use of his source material tends to add bulk to the book. Rather than quoting short passages or blending quoted phrases into his narrative, Krebs presents letters, editorials and newspaper articles, and even office memoranda in their entirety.

Despite its shortcomings, the book cannot be overlooked either as an historical source or as a reference for collectors of Anheuser-Busch breweriana. The story of the effort during World War I to get Mrs. Adolphus Busch out of Germany, where she had been at one of the several family homes, is a fine example of the effect of war on foreign nationals in enemy countries. The company's production of diesel engines for the government and the impact of World War I on the firm generally are a valuable contribution to an understanding of the American homefront during the "War to end Wars." From an historian's point of view the issues concerning Prohibition, which are treated in several chapters, are valuable for being shown from a brewer's perspective. The management kept a file on the Anti-Saloon League which is extremely informative. The explanation for little-remembered events such as the company's effort to stop sales of liquor aboard American ships is good grist for the mill of history. For collectors, the dates of introduction of new brands and reproductions of advertising pictures from the past are valuable.

The formula for Budweiser is an interesting part of the book. On page 30 we learn the value of rice over corn as an adjunct to barley malt. ("Corn grits contain a great deal of oil which stays in the finished beer and can turn rancid and destroy the taste. Rice, on the other hand, contains only a small amount of very bland oil and also is said to contribute to the quality of the beer's foam.") On page 216 we learn of the changes in Budweiser caused by the midwestern barley famine of 1936, and on page 227 we learn that in 1952 there was a determined effort to keep producing Budweiser with natural kraßsening and slow lagering. The company currently advertises beechwood aging, which it had then, but it has given up kraßsening. The aging time is also rumored to be greatly shortened of late.

In the 30 years since the book was published, the quality of the beer has gone downhill. Perhaps it is time for an updated company history so that we can find out if the family of directors at Anheuser-Busch still asks "What would Grandfather have done?" Would Adolphus have been willing



to settle for being the world's largest seller, or would he want to brew only the best? Making Friends is Our Business paints a picture of a company that wanted only the best of everything.

Herman W. Ronnenberg

Donald Bull, A Price Guide to Beer Advertising Openers and Corkscrews (Donald Bull, P. O. Box 106, Trumbull, CT 06611, 1981) Paper, 40 pages. \$5.00 + \$1.00 postage.

Donald Bull, Beer Advertising Corkscrews (Donald Bull, *ibid.*, 1981) Paper, 16 pages. Offered in trade for one beer advertising corkscrew.

Donald Bull has continued his tireless scholarship on openers with the two self-published volumes at hand. The first listed is mainly an effort to fit current price ranges to the classes of openers described in his Beer Advertising Openers - A Pictorial Guide of 1978, but the volume has some independent interest. It contains a short history of openers, nicely keyed to the technology of bottling and canning since 1892. Patent drawings, advertisements and catalog illustrations of early types are shown. The classification of types by letter and number is unchanged from the 1978 study, though many of the illustrations are new. The classification is open-ended, simple, and as most members are aware, extremely useful. It is questionable whether we have any classification of artifacts more useful, in fact. As readers of our advertising page have noted, we have a member who specializes in type F-2, a wire-opener and spoon combined. We recommend type F-13, a combination wire-opener and cake-server, to people with severe limitations on time and space; presumably a comprehensive collection would not occupy much of either.

The corkscrew study is a smaller effort, a pamphlet of the format of The Breweriana Collector. The artifacts are mainly older openers, dating from the days when beer bottles were corked. All of the examples shown are from Bull's own collection. To have as large a collection as this -- 169 are shown -- of something as old and specialized as these artifacts, speaks for a diligence in collecting that most of us may well envy. The price quoted appears to indicate that the editorial in issue 30 was less than wholly successful in weaning the membership away from a devotion to barter. Members may be able to work out some other way of acquiring the pamphlet in direct correspondence with the author, for like the rest of Bull's scholarship, this modest effort is worth having.

GWH

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Readers will remember Lowell Edmunds' thoughtful and comprehensive review of Thomas C. Cochran's history of Pabst in issue 35. Attention is called to Lowell's book, The Silver Bullet: The Martini in American Civilization (Westwood, CT: Greenwood Press, 1981) \$19.95. This has been the subject of a long and favorable review by Werner J. Dannhauser in The American Spectator of November, 1981, pages 26-28. Lowell's review of William L. Downard's Dictionary of the History of the Brewing and Distilling Industries will appear in our issue 37. The length of the major article in the current issue has required several book reviews to be held over. Apologies are due both to authors and reviewers.

Attention is also called to Jan Nierling, "Pickett's of Dubuque," The Iowan, Fall 1981, pp. 25-27. A full-page color photograph of the brewery does full justice to its architectural glory.

BUYSELLTRADE

Wanted: Maryland breweriana, esp. signs, cans, mugs, steins. Dick Allgeier, 622 Bishop Road, SE, apt. L-6, Lawton, OK 73501.

Wanted: Tips and tip trays from Washington and Oregon, esp. Angeles B. C., Port Angeles, WA. Norm Reed, 25647 Marine View Dr., Kent, WA 98031.

Wanted: Tap knobs. Send photo/description. Photos returned. John A. McNett, 10265 LaHacienda, apt. F, Fountain Valley, CA 92708.

Wanted: Potosi "Riverside Picnic" tray or sign, "Pure Malt" and other glasses, tin lithos from WI and IA breweries, Dan Pawlak, 443 S. Hackett Rd., Waterloo, IA 50701.

Trade: Offer brass-orange Schoens-Wausau B. C. tap knob for other Wisconsin knob. Peter Kroll, 3739 Elna Road, Madison, WI 53704.

For sale: Cans, bottles, labels, coasters, miscellaneous brewery items. Dick Gooding, S66W13555 Saroyan Road, Hales Corners, WI 53130.

Wanted to buy or trade: Postcards and half-gallon labels. Earl Lauer, 1711 Benton Avenue, Eau Claire, WI 54701.

Wanted: Neon beer signs to buy or trade. Offer obsolete brands and figure-types. John B. Mathot, 40 Pinecrest Road, Holliston, MA 01746.

Wanted: Any breweriana from Moerschel B. C., Sedalia, MO, and Moerschel Spring B. C., St. Charles, MO. Will trade pre-pro Home B. C., Indianapolis for Moerschel tray. Bob Moerschel, 2224 Crestview Ct, Wawatosa, WI 53226.

Wanted: Bar- or wall-mounted corkscrews, Don Bull, P. O. Box 166, Trumbull, CT 06611.

Wanted: Pre-pro West Bend B. C. trays, iron match safe from Hamm, Silver Creek, WI. Rich Yahr, 1165 Hillside Dr., Kewaskum, WI 53040.

Wanted: Older Schlitz coasters containing problems and questions. Kenneth C. Kositzke, 2100 N. Linwood Ave., Appleton, WI 54911.

For sale: Collection of over 800 tap knobs, inc. 104 ball type. Walter Smith, 154 Choate Ave., Buffalo, NY 14220. (716) 823-8738 evenings.

For trade: Tin Copenhagen Castle sign from Edelbrew B. C., Brooklyn. Will trade for cans or other items. Joseph Maxim, 5 Kennedy Road, Port Jefferson Station, NY 11776.

For sale: Two very old beer pumps. Real gems. Eugene C. Morin, 1304 Kentucky Avenue, Cumberland, MD 21502.

Wanted: Companions for Chicago Bulls-Indianapolis Pacers basketball game at Market Square Arena, Indianapolis, 2:00 PM, Sunday March 28. See the editor at the hospitality hour at the Holiday Inn March 26. (See page 31.)

PAINTED LABEL BEER BOTTLES

I have a good supply of extras to swap for those I need. Will also purchase at fair price or swap trays. Please write to let me know what you have for trade.

Paul F. Burden  
P. O. Box 218  
Medfield, MA 02052

### All Steamed Up

When is steam beer actually Steam Beer? Anchor Steam Beer of San Francisco is seeking \$1 million in damages from a firm called Bel-Air Imports, its founder Jules Berman, the century-old British beer-maker George Gale & Co. and several U.S. beer distributors.

Anchor Steam contends that Gale's products, Angel Beer and Angel Ale, which the firm describes on the label as "Steam Brewed," cannot be marketed as a steam beer. Gale contends it has been brewing the product by the steam method since the late 19th century.

Anchor says it owns the Steam Beer tag on the label and charged trademark infringement and false description on the part of Berman's company. Gale contends steam beer is a generic term and therefore can be used to describe its product.

#### BEER LABELS

Millions for sale: lager, bock, porter ales, stouts, including IRTPs. Send 35¢ in stamps for color photographs of labels for your convenience in selection.

Herbert A. Haydock  
1660 Second Avenue South  
Wisconsin Rapids, WI 54494

### Treasury Plans to Close Alcohol and Tobacco Unit

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON — The Treasury announced that it plans to dismantle the Bureau of Alcohol, Tobacco and Firearms and move its duties to other law-enforcement divisions.

The decision, which had been expected, will require approval from Congress, Treasury spokesman Marlin Fitzwater said.

He said the action would save the government about \$12 million a year in administrative and personnel costs and lead to less duplication in federal enforcement activities.

About 1,200 of the agents currently in the bureau will be moved to the Secret Service, which is part of the Treasury. These agents specialize in firearms and explosives programs. The remaining 250 agents will be moved to the Customs Service, also in the Treasury. Some of the more than 1,960 administrative and nonenforcement personnel in the bureau may lose their jobs, Mr. Fitzwater said.

Although the department eventually expects to save money by the move, it will ask Congress to increase the bureau's current-year budget request to \$138 million from \$120 million to cover "relocation" and other costs associated with the bureau's closing, Mr. Fitzwater said.

#### IMPORTANT CHANGE

NABA's hospitality room before the spring Antique Advertising Show in Indianapolis has been relocated from the Sheraton to the Holiday Inn North at I-465, the beltway, and U. S. 421 north. This is exit 27. The hospitality room will be open from 8:00 PM on Friday, March 26 only -- not on Saturday, as in previous years. Three motels are at exit 27:

Holiday Inn North	(317) 872-9790
Red Roof Inn	(317) 872-3030
Signature Inn	(317) 872-5656

Hospitality chairmen: Herb Ramsey and Herb Haydock.

The first semi-annual Breweriana Collectors Show in South Florida will be held at the VFW Post 4143, 2404 U. S. Highway 1, Riviera Beach, FL, Saturday March 20, 1982, 10:00 AM-5:00 PM. All forms of breweriana, including cans, will be available for purchase, trade and sale. For information contact Ray Frederick, 9801 Dahlia Ave., Palm Beach Gardens, FL 33410. (305) 626-3807. A show of about 3500 square feet is planned.

*PLAN TO ATTEND!*

**1982  
NABA Convention**

July 30, 31 and August 1  
Cleveland, Ohio

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OF  
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