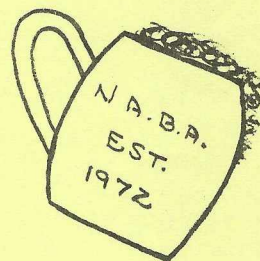


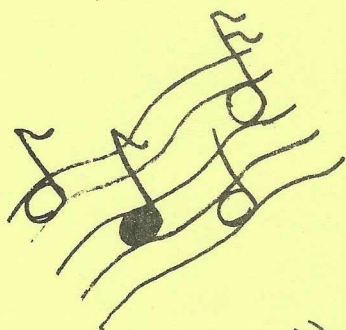
N.A.B.A.



# NEWSLETTER

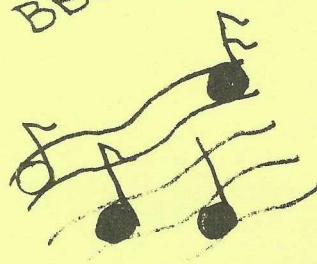
NO. 4

SUMMER EDITION



MEET ME IN ST. LOUIE, LOUIE  
MEET ME AT THE BEL-AIR  
DON'T TELL ME THE LIGHTS ARE SHINING  
ANYWHERE BUT THERE

THERE'LL BE LOTS OF FUN AND ACTION  
AND HISTORICAL ATTRACTIONS  
SO MEET ME AT THE CONVENTION CENTER  
MEET ME AT THE BEL-AIR



## BOCK TALK

From our President

"Meet me in St. Louis, Louis" is the theme of N.A.B.A. this year for our annual convention. As you will read in other sections of this newsletter, it is going to be an outstanding one.

As we enjoy the various activities of the convention, let's try to give credit to the many local St. Louis members who have done an outstanding job with the arrangements.

Paul Haudrich, as Convention Chairman, has put many hours of work into the outstanding program and deserves a pat on the back.

Doug Bakken, of Anheuser-Busch, has put many hours of time in the arrangements for the Saturday events at the brewery and at Grants Farm.

Carl Hose has the job of playing "Mr. Tough Guy" in running the trade session. Between this unrewarding job and that of election chairman, he has been so busy he forgot to send his name in for the directory.

Tom Killeen might earn the title of "Mr. Perseverance" in arranging the Falstaff museum and Riverboat dinner functions.

Ken Bassett, arranging the brunch; Ken Hauch on registration; and Lloyd Willoughby setting up the St. Charles tour, round out a great team of members.

As you enjoy the convention, try to meet these outstanding members and let them know how you like what is taking place.

See you in St. Louis!!

### Visitor Attractions - St. Louis Area

#### St. Charles - Missouri's First State Capital

West on Route 70. Main Street full of Antique Shops. Start at 413 South Main, the Antique Shop owned by N.A.B.A. member, Lloyd Willoughby. He will direct you to other excellent shops in the area. Lloyd will have open house Friday afternoon.

#### Jefferson Memorial - Forest Park

Lindell at DeBaliviere. Great display of early St. Louis Brewery Advertising here at the Missouri Historical Society. Daily - 9:30 a.m. - 4:45 p.m.

#### Eugene Field Museum - 634 South Broadway

An excellent example of Steamboat Era Architecture; the home of famed children's poet, Eugene Field. Wonderful toy doll collection.  
Tues. - Sat. 10 a.m. - 4 p.m.; Sun. 12 noon - 5 p.m.

#### De Menil Mansion - Cherokee & De Menil Place

River home of Greek Revival Architecture, quaint restaurant. Tues. - Sat.  
10 a.m. - 4 p.m.

#### Cherokee Street

Several Antique Shops



# DOWNTOWN ST. LOUIS



NEW PUBLICATION

"ONE HUNDRED YEARS OF BREWING"

Reprint by Sonja and Will Anderson  
Possum Ridge Road  
Newton, Connecticut 06570

Will and Sonja Anderson were the first authors to get involved with the brewery area of collecting. This latest venture is a reprint of probably the most famous of the books on Brewariana in the United States.

In 1903, a 718 page book full of pictures of brewers and breweries, and covering almost all breweries in existence in the U.S. at that time was produced by THE WESTERN BREWER of Chicago. According to Will, the Andersons have "reproduced this book from cover to cover."

The cost is \$35.00 with a special price to N.A.B.A. members of \$25.00. Delivery will be on July 16th, according to the publisher.

As I have read the original several times in my research, all I can say is be prepared to spend the rest of the summer in pure enjoyment.

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Reprint by Bob Secrist  
Walden Hill General Store  
2175 Blake Road  
Wadsworth, Ohio 44281

Bob Secrist deals in a large amount of advertising, which most members attending the Advertising Shows and seeing his ads in the Antique Trader are aware of. He has also reprinted "ONE HUNDRED YEARS OF BREWING" in every detail. Bob's book will be out in time for the Convention, and he will have a table set up at the Buy-Sell-Trade Session where you may purchase it.

His price will be \$35.00 to the public, with a special price of \$25.00 to all N.A.B.A. members. I am sure this is one item you will want to purchase while attending the Convention; so look Bob up!



## MORE ON THE CONVENTION

Hope all the members have sent in their deposit for the Convention. Can't imagine anyone who is interested in collecting breweriana advertising not planning to attend the Convention. To give you a little more insight on what I'm talking about, see what follows:

### FRIDAY EVENING, AUGUST 3

Falstaff has opened their doors for us to provide all members attending the Convention a chance to view their famous museum of breweriana memorabilia. By the way, the Museum is now closed to the public.

### SATURDAY, AUGUST 4

A tour of the Anheuser-Busch operations which will enable you to view one of the largest brewery operations in the world; and other tours of interest which include the Bevo Mill and Grant's Farm.

### SATURDAY EVENING, AUGUST 4

A cocktail party and dinner on the Becky Thatcher Riverboat, famous around the St. Louis area. This will give you a chance to meet with fellow members of the Association and discuss breweriana collections. We're sure you will benefit from this.

### SUNDAY, AUGUST 5

A short business meeting and brunch, topped off with the event everybody will be waiting for--the Buy-Sell-Trade Session. Just imagine walking into a large room jammed with nothing but breweriana collectibles. This is just what every beer collector dreams of! No one would want to miss this event!

All in all it shapes up to be a great convention. Hope everyone is planning to attend. If you haven't sent your reservations in, do it now! It's still not too late. Don't miss it; you'll be sorry if you do. It should be about 3 times as big as the first Convention which had about 40 members in attendance. Hope to see you there.

## OPEN HOUSE

N.A.B.A. member, Lloyd Willoughby, and his wife, Milo, are holding an Open House for all members attending the National Convention. The Open House will be held Friday afternoon, August 3, at their Antique Shop located at 413 South Main St. in St. Charles, Missouri. Lloyd and Milo have dealt in antiques many years and are well versed in the field. They also display at the Advertising Shows and have come up with some great advertising items. Also, they are well acquainted with the area and can direct you to other shops. Lloyd has informed all the dealers in the area of this occasion, and they will have stocked up all the beer items possible and will plan on being open.

We think a stop by Lloyd and Milo's will prove most interesting. The Association would like to thank them for taking their time to extend to us their gracious hospitality.



## BUY - SELL - TRADE SECTION

There has been considerable interest by members of adding a Buy-Sell-Trade section to our Newsletter. After discussing this with the officers of the Association this will be done commencing with the next issue of the Newsletter. It was decided that, to start with, each member will be entitled to a free 25-word or less ad for each edition of the Newsletter published during the year. The following will be required when submitting your ad:

1. Each ad must be typed, complete with address and ready to insert into the Newsletter. Any ads hand written or not complete WILL NOT BE ACCEPTED.
2. As previously stated, each ad should not exceed 25 words including address and phone number if desired.
3. The ad should try to be kept to a particular item or group of items.  
Examples: "WANTED: Embossed Cincinnati Blob Top Beer Bottles" - NOT "WANTED: Embossed Beer Bottles".
4. Anyone submitting an ad selling a particular item must make sure that item is not sold until the Newsletter is published. In this way, all members will have an equal chance of trying to buy.
5. Ads cannot be accumulated. Example: A person might want to submit one 100-word ad during the year instead of the 25-word ad in each of the four Newsletters published annually. This will not be allowed.
6. Deadlines for submitting ads in each Newsletter will be approximately two (2) weeks before planned publication. For the next four (4) editions, this will be as follows:

<u>Planned Publication Date</u>	<u>Deadline Date for Ad</u>
1st week of Oct. '73	Sept. 15, 1973
1st week of Jan. '74	Dec. 15, 1973
1st week of Apr. '74	Mar. 15, 1974
1st week of July '74	June 15, 1974

Any ads received after deadline date will automatically go into next issue.

7. Only N.A.B.A. Members may submit ads.
8. EXAMPLE: WANTED: Budweiser Trays before 1920  
John Doe, P.O. Box 10 - Watergate, Wash. 10000  
Call after 6 - 123-587-6541

Will be anxiously awaiting for response in conjunction with the initial Buy-Sell-Trade Section. Send your ads to the Newsletter Editor and get them in early.



### ADVERTISING SHOWS

Niel Wood's first Chicago Advertising show was held the weekend of June 20th & July 1st at Wheaton, Illinois. There were many various beer collectibles from which to choose. All N.A.B.A. members I was in contact with at the show managed to acquire items that fit into their collection. I think it would be almost impossible for any collector not to find something for his collection at one of these shows.

Jim Cope showed up with probably one of the rarest beer trays you could possibly find. This tray was done by the Tuscarora advertising company on the Northwestern Brewery, possibly of the Chicago area. It pictured a topless Indian maiden riding a Buffalo with beautiful colors.

In general it was a fine show and Niel did another great job.

While on the subject of shows, don't forget the 2nd Annual Southern California Advertising Show being held July 20, 21 & 22 at the Disneyland Hotel in Anaheim, California. If you are in the nearby area this show is a must! Don Henry did a great job on his first show and I am sure this one will be even better.

Also, Niel Wood's 4th Semi-Annual National Advertising Show will be coming up the weekend of September 22 & 23 in Indianapolis. The following weekend of September 29 & 30 Hubert Bellman's 2nd Advertising Show will be held at Gaithersburg, Maryland. If you were fortunate enough to attend either Mr. Wood's or Mr. Bellman's previous shows, I am sure you are planning on a return trip.

With the Advertising Shows now spread out from coast to coast, I would imagine almost every collector will have an opportunity to attend one or more of the shows. Don't let this chance slip by.

### BOOK REVIEWS John Murray

HERE'S TO BEERS  
Byron & Vicky Martin  
8400 Darby Avenue  
Northridge, California 91324

The Martin's book deals primarily with blob top beer bottles from 1880-1910. The major concentration is on the state of California. The photography work is very detailed and they have added some good early trays on almost every page to entice the advertising collector.

Not too much material is available on the trays, and as in the case of the Budweiser tray at the back of the book, the age is incorrect. Overall, the trays pictured and the prints of the breweries are very enjoyable to a collector.

The price of \$5.00, including postage, does not seem unreasonable for a rather colorful book.



BOOK REVIEWS (continued)

John Murray

THE BREWERY-ANA GAZETTE  
Box 54  
San Ardo, California 93450

The monthly magazine covering the entire field of beer items collecting has come a long way in the past year. Howard Strohn, the publisher, has attempted to cover all aspects of the subject, including cans.

The question and answer area, the want ads, and the profiles of breweries have been a great source of information, and things are going to get better.

We think the price of \$2.50 is not out of line.

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A TREASURY OF ADVERTISING COLLECTIBLES  
Ted Hake  
115 South 21st Street  
Philadelphia, Pennsylvania 19103  
\$5.95

N.A.B.A. member, Ted Hake, is well known at most of the Advertising Shows for his great stock of pinback buttons.

In his new book he has attempted to cover the wide world of small advertising items. In his words, "it is a nostalgic price guide to promotional items of the world's great companies".

For the new collector of brewery items, there are some great ideas. There are some good examples of corkscrews, trade cards, notebooks, and mirrors.

You should find many enjoyable hours of reading.

REPRODUCTIONS AND WAREHOUSE FINDS

No new reproductions to report on since the last Newsletter, but I would like to bring out another facet that is a determining factor in setting the price of an item. I would like to credit and thank Tauni Brustin for bringing to my attention the subject of warehouse finds. Some items show up in large quantities due to fellow dealers and collectors rummaging through warehouses where old advertising was stored. Many great finds are made this way and can be quite beneficial to both collector and finder. Some are really great prints and wonderful colored litho, as can be confirmed by the members owning the Centlivre Brewery print.

But price on items of this nature should reflect the quantity found. In other words, considerably lower priced than a one-of-a-kind find. I think everyone will agree that if there was only one Centlivre factory print, the price would be much higher than the current selling price of \$35-\$50. This is just one example and many exist. I would like to request anyone who is aware of warehouse finds on beer items to drop me a line and I will print a list of them in the next Newsletter. This will make all members aware and should help when purchasing one of them. Will look forward to hearing from you on this subject and reproductions.



EDITOR'S NOTE

It was only two summer's ago, while attending a "get together" at John Murray's that the thought of forming a National Association was being discussed by John, Herb Haydock, and Dick Bucht. While discussing this project with them, I thought what a great idea, but will it ever work. I was fairly new in the field of collecting, not aware of the many fellow collectors like myself across the country.

The idea came into reality with the formation of the Association and our First National Convention in Milwaukee last summer. We were small (only about 40 strong) and struggling, but things were beginning to happen. The time has almost arrived for our Second Annual Convention. The Association is now firmly established with close to 150 members. What a difference a year can make!

To build an Association of this nature, a lot of work is required by the active members. And I think everyone close to the activities of the Association will agree one individual stands out and really deserves a "pat on the back" -- Our President, John Murray. Without his untiring help and dedication, the N.A.B.A. would possibly be just a figment of one's imagination. I am sure John would be the last person to admit this, but I think the time is overdue in acknowledging all the work John has done for the Association. A big THANKS from all of us, John!

Will see you all in St. Louis!

Your Newsletter Editor,

Dick Hinds  
313 Poplar Avenue  
Cincinnati, Ohio 45215

The following members were omitted from the Membership Directory. This resulted because they did not return the form supplied to Ray Mortimeyer who, by the way, did a great job on the directory.

Jack Williamson  
3330 Canaday Dr.  
Anderson, Indiana 46013

Lloyd W. McTrusty  
4244 N. Teutonia  
Milwaukee, Wis. 53212

Ron Zerbs  
661 W. 59th  
Hinsdale, Ill. 60521

Lloyd Pansing  
Sauk City, Wis. 53583

Kent Zimmerman  
Route 3, Box 305A  
Fond Du Lac, Wis. 54935

Carl Hose  
3831 St. Anns Lane  
Normandy, Mo. 63121

William Rouppas  
Box 822  
Toledo, Ohio 43600

David S. Huntsberger  
Box 105  
Orrville, Ohio 44667

Frank Milligan  
1520 Highland  
Wilmette, Ill.

Martin E. Landey  
75 Cambridge Parkway  
Cambridge, Mass. 02142

Dan Austin  
100 Saybrook  
Middletown, Conn. 06457

Craig Frazier  
5507 N. Lydell Ave.  
Milwaukee, Wis. 53212

Fredrick H. Brown  
Box 279  
Avon, Illinois

J. Rodney Graves  
Pemberton Drive  
Salisbury, Md. 21801

Hilde Buerger  
5729 W. North Ave.  
Milwaukee, Wis.

#### CHANGES OF ADDRESS

Mark Jacobs  
1406 W. Olive  
Chicago, Illinois 60660

Tom Polansky  
165 Santa Ana Ave.  
Santa Barbara, Calif. 93100

John F. Ahrens (new address as of 7-31)  
192 Ramblewood Pkwy.  
Moorestown, N. J. 08057

Charles W. Hall III  
4250 E. Sahuaro Drive  
Phoenix, Arizona 85028