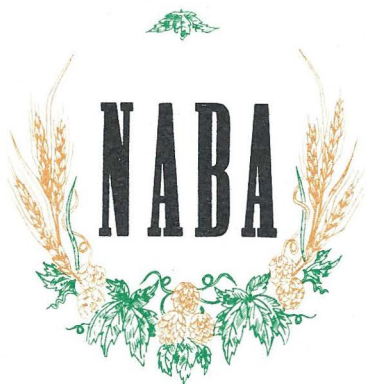


The Breweriana Collector



JOURNAL
OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

Founded January 1972

VOL. 47

FALL 1984



PUMP CLIPS

National Association Breweriana Advertising

A not-for-profit organization incorporated in the State of Illinois.

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Herb Ashendorf	Vice-President
Loren Karacki	Recording Secretary
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Dr. William M. Black	1985 Convention Chairman

Dues are \$15 per year domestically, \$20 foreign. Please send applications for membership, dues, change of address and advertising intended for the membership directory to Robert E. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. 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 on space availability.

GOOSEMYER PARKER AND WILDER



PRESIDENT'S PAGE

I continue to receive very favorable comments concerning this past August's NABA annual convention in San Antonio. The cities we hold these meetings in are so important to the success of a convention, and obviously, San Antonio had a certain charm that captured a lot of our members' interest. As many of you know, we adopted some new ideas at the San Antonio meeting that we have now incorporated in our 1985 meeting in Cincinnati. I would hope that many of you would have already reserved early August 1985 and plan to attend. It will be spectacular!

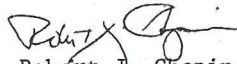
The recent Neil Wood Advertising Show at Indianapolis brought out a very large crowd at the NABA hospitality suite. There were some dynamite items at the show, including a beautiful litho of the Joseph Schlitz Brewing Company.

Just as I thought that the state of Virginia was completely devoid of Breweriana Advertising, Sue turned up a Trommers Pre-pro tray with a factory scene, in mint condition. Hope that many of you are uncovering some great items.

The lifeblood of any organization is built on the new membership. I urge each of you to secure a supply of NABA applications from Bob Jaeger and give them to your friends and associates who might be interested in Breweriana. For those of you who are dealers, NABA is generating some advertising copy promoting the club that you can place in your booths along with a supply of application forms. Your individual efforts to solicit new members will pay off handsomely later and we appreciate your help in this matter.

As Thanksgiving and Christmas are fast approaching, Sue joins me in wishing each of you a happy Holiday Season.

Sincerely,



Robert J. Chapin
President - National Association
of Breweriana Advertising

RJC:bjs



Mark Jacobs

Mark Jacobs, 46; store sold memorabilia

A MEMORIAL SERVICE for Mark Jacobs, 46, an antique dealer and collector of Americana who once described himself as "history's junkman," will be at 1 p.m. Sunday in the chapel at 3019 W. Peterson Ave.

Mr. Jacobs died Thursday in Grant Hospital after being stricken in his shop, Mark and Lois Jacobs Americana Collectibles, which he and his wife, Lois, had operated for the last 12 years at 2465 N. Lincoln Ave.

A veteran collector of advertising art and political memorabilia, Mr. Jacobs began his business while attending law school and managing a law firm's office.

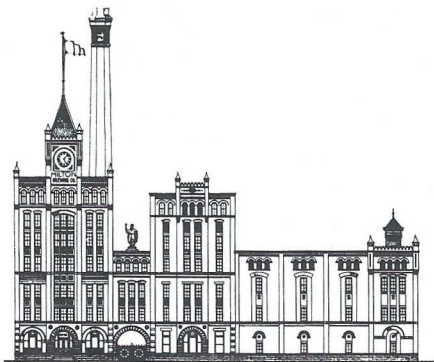
THE SHOP, WHICH attracts collectors, curiosity-seekers and shoppers for unusual gift items, has dealt in such items as sports posters from the 1950s and '60s, beer cans, lithographed drink trays and political campaign buttons dating as far back as the early 18th Century, of which Mr. Jacobs was said to have the biggest collection in the United States.

In the 1970s, when beer cans were a hot fad, Mr. Jacobs once collected so many full cans he could not empty them fast enough, and hired an acquaintance to help out, pouring down the sink what he could not drink.

"He told me it was the most heart-breaking job he ever had," Mr. Jacobs told a reporter.

In addition to his wife, Mr. Jacobs is survived by a daughter, Sharon; a son, Stephen; his parents, Joseph and Esther; and a sister, Helene.

Undated clipping from
the Chicago Tribune,
from Bob Jaeger, July,
1984



FERMENTATION

History's Junkman

We are always saddened to lose a member, but we are particularly depressed at losing this one: Mark Jacobs. As the obituary from the Chicago Tribune on the opposite page recounts, in July 1984 Mark collapsed at the shop on Lincoln Avenue that he ran with his wife Lois, and died shortly afterward. He was a big man, tall and heavy, whose bulk must have put a considerable strain on his heart, but to lose him at only 46 is tough to take.

Mark did what many of us would like to do, and what practically all of us would like to see other people do: ditch a career and devote himself to antiquarian pursuits. Bored by law, he conceived the idea of a shop where one could buy Chicago-related artifacts of a wide variety: souvenirs of the city's sports teams, buttons and posters from old elections, and memorabilia from the Chicago breweries. Mark and Lois first established a shop on North Wells Street about midway between the Loop and Old Town. They ran it jointly, something they were ideally suited to do. They gave the impression of being a couple who could spend all night and all day together and then go out for a beer afterward. Indeed, one tended to think of them as a unity, Mark-and-Lois. Mark's flamboyant style and Lois' scholarly appearance lent themselves to caricature; they used cartoons of themselves done by a friend in their advertising pieces (see issue 40, page 23).

The shop was a treasure trove: old posters from Mayor Daley's election campaigns, scorecards from the 1959 World Series, trays from Meister Brau and Embassy Club. Even apart from what one could find there, it was a great place to visit. It was in business during the period that my parents were trying to stay out of a nursing home following my father's stroke in 1977 to 1980, when they went in. Visits to my parents were awfully depressing in that era, and it was sweet relief to walk a half mile or so to Mark and Lois' shop to talk about sports, politics and antiquarian things generally. Mark and Lois knew how dismal my parents' situation was, and were obviously eager to take my mind off my troubles. Come to think of it, that was the only place I ever found where anybody wanted to talk about the Chicago Hustle, a women's professional basketball team of great charm and ability, if not much popularity.

Mark and Lois closed the shop, feeling that they could operate more economically by mail from their home on the North Side. They then decided to open another shop, this time on Lincoln Avenue. They never did much with breweriana at the new place; political items dominated the stock.

To remind myself what Mark did for my collection, I need only look up from the typewriter to the walls of the study. Probably the best single beer artifact I ever collected, a Nectar neon sign, came from the old shop. Here also are a Meister Brau neon, the brass plate from the front door of McAvoy's brewery, a piece of glass from Tosetti, and a stag's head sign

from Canadian Ace. Downstairs is a fluorescent cash register sign from Yusa Pilsen, a nice mountain scene that seems to get more approbation from non-collectors than anything else in the collection. Mark phoned me from Chicago to offer me that one.

Mark was unpretentious about his considerable talent for unearthing artifacts. I was, of course, profusely grateful for what he had done for my collection. He shrugged it off, saying, "It is my business." As the Tribune's story reported, he described himself only as "History's Junkman."

This raises a serious question, the extent to which dealers deserve praise and gratitude for what they do in preservation of historical artifacts, books, works of art and the like. The question arose once before in life. In 1977 I edited a book, done by photographic reproduction, and dedicated the edition to the memory of Owen Davies, the bookseller from whom I had bought the original in 1947. A colleague thought it odd I had done so, saying that selling me the book was simply the man's business. As is often true, Adam Smith said what is relevant:

It is not from the benevolence of the butcher, the brewer, or the baker, that we expect our dinner, but from their regard to their own interest. We address ourselves, not to their humanity but to their self-love, and never talk to them of our own necessities but of their advantages. Nobody but a beggar chuses to depend chiefly upon the benevolence of his fellow citizens.

Working up a good library of railroad books has been harder since Owen Davies died and collecting Chicago artifacts will be more difficult without Mark. Mark should have stuck around for a few more decades to see his beloved Cubs win their divisional championship this year, to forage for the unique Old Chicago neon sign lettered both for light and dark beer that he had learned of, and just to be a very nice guy with a very nice wife.

* * *

We also do not like losing breweries, and especially dislike losing Schmidt's handsome plant in Cleveland, but it closed in August of this year. Christian Schmidt has been having a tough time of it, and decided to consolidate production in the Philadelphia plant. Cleveland's economic problems are well known, and a brewery in the city could hardly avoid the consequences of the city's decline. We have often written of the brewery's architectural excellence, and NABA had a rare opportunity to see the plant at our 1982 convention. Even if the building passes out of our immediate field of interest by ceasing to be a brewery, we can hope that it is preserved for some other industrial use. There are an awful lot of vacant lots in Cleveland, however.

On the level of the microbreweries, we have definitely lost New Albion and River City. New Albion began the movement, and established the practice of brewing a pale ale, porter and stout that most of the microbrewers have followed. River City produced a superb lager, but that put it in direct competition with the major brewers. In particular, Henry Weinhard's Private Reserve has established itself very firmly in the market for full-flavored lagers in California. River City might produce beer as good, but it could hardly match Heileman's effective advertising for Henry Weinhard's.

* * *

Further, we do not like losing magazines. Jeff Cameron has found it impossible to continue with his Brewery Collectibles. This is bad news on all grounds. The magazine provided a professionally edited publication for the avocation. Unfortunately, a professional publication of that sort is an expensive proposition for a field of limited interest. It may be that the field is so limited that non-professional publications such as The

Breweriana Collector and its counterparts of the other clubs are the appropriate means of disseminating information, since with unpaid staffs they are indisputably cheaper to produce than a professional magazine is. In any case, we will do what we can to compensate for the loss. We already have one article intended for the magazine when it closed, and will be pleased to have others.

* * *

Let this section be entirely depressing, we should report that the fall gathering in Indianapolis was very pleasant. It was nice to see so many members again, and the collection benefited by acquisition of a fine piece of back-painted glass lettered for the Wexford brand of Fortune Brothers, really the sort of thing to make the trip worthwhile. I had to drive back to Los Angeles in two and a half days flat to make the opening of classes, and no doubt I smiled all the way.

* * *

As usual, the summer brought a substantial number of book reviews, but the demands on space for reports of the various conventions prevents running many in the fall issue. Reviewers and authors should alike take heart: we have lost none and will run them as space allows.

We owe especial thanks to Augie Helms for doing an article on one of the editor's favorite subjects, and putting quite a bit of research into it. We know of only four American clip collectors, Augie and the editor included, but we hope Augie's article hooks some members on this class of artifacts. They are quite fascinating.

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

October 26, 1984

LETTER

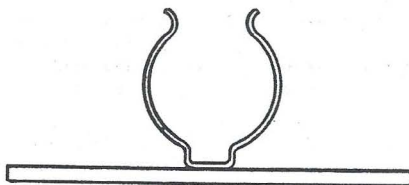
I would like to take this opportunity to thank the NABA for the flowers and the kind and thoughtful help and concern everybody showed during my unfortunate illness at the convention in San Antonio. I am now back at home and in a rehabilitation program. I especially would like to thank:

Jim and Shirley Coggeshall
Art and Judy Lujhan
Bill Stege
Harold Mann
Lynn and Susanne Geyer
Bob and Marilou Kay

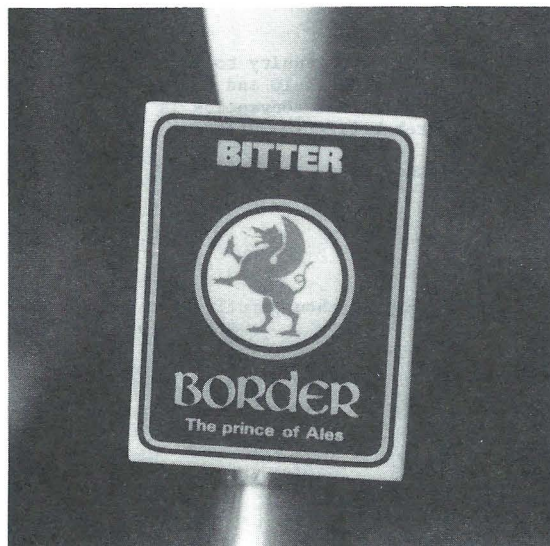
for the kindness and help they so thoughtfully gave to Ruth and myself.

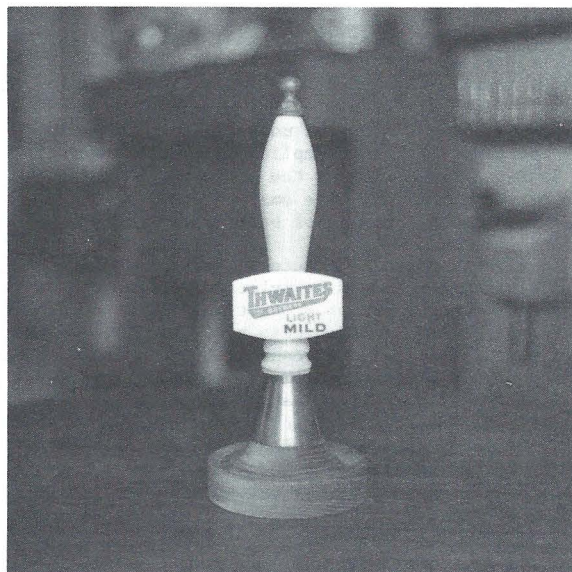
Sincerely,

Dick Devine
Villa Park, IL



Above is a drawing of an oval clip from Border Breweries of Wrexham, North Wales. The view from above shows a Terry clip, the most common method of mounting. Below is a recent actual clip from this brewery. On the opposite page is a clip from Daniel Thwaites & Co. of Blackburn, Lancashire, mounted on the editor's pumphandle, an Ind Coope standard model from Allied Breweries, Ltd., the second largest British brewer.





PUMP CLIPS -- WHAT THEY ARE

by Augie Helms

A pump clip is the equivalent of a tap knob for traditional English draught beer. Since the beer has too little pressure to flow from its own carbonation, it has to be hand-pumped by the bartender or barmaid by means of a beer engine. Some handles of the beer engines are marked with the brewer's name in the porcelain, but most are not. The brand is typically shown by a clip placed on the pump handle, facing the customer.

Age: No clips ever appear on photographs of beer engines in Victorian pubs. Rather, such pubs used brass plates facing the drinker, engraved "Bitter," "Mild," "Stout," or other type of beer. The name of the brewery did not appear.

Material: The earliest (pre-World War I) were made of metal and vitreous enamel. Some of these were used as late as the 19060s by two or three breweries. Later types were:

All metal. These usually date from the 1950s.

Plastic coating on tin. These were common in the 1950s and 1960s.

Plastic. This is the most common type, and has been since the 1940s.

Most of the examples shown in the illustrations are of this class. Plastic, with transparent perspex front and paper insert. In the 1950s and 1960s these were mainly small, round markers, but later examples have been larger, up to 5" in diameter.

Pottery. In the 1960s Marstons, Ind Coope and other brewers used ceramic markers. Greene King, the East Anglian brewer, still does so. Paper encapsulated in plastic. These also date from the 1960s and remain common.

Competitive pressures have caused brewers to revert to more costly materials: vitreous and stove enameling, plastic with metal frames, wood, and others. Screen-printed plastic is the most common.

Fastening to pump handles: The earliest enamel examples had a metal encircling band held on by a wing nut and screw. The back of the clip had a pierced boss to which the band was held by a screw. More recent fastenings are:

Terry clip. This has been almost the universal method until the past few years. See page 8 for the simplicity of such a mount. The metal clips come in two sizes, of which the larger grip the handle at a ring at the base of the porcelain. The smaller clips grip the narrowest portion of the handle. Examples of both types are shown in the accompanying illustrations.

Garter. One of several ideas to reduce pilferage of clips was a fastening of plastic that could be pulled tight on the handle, but then could not be removed except by cutting. Scottish & Newcastle Breweries and the Welsh firm of Brains used this type in the 1970s, but its obvious shortcomings have caused it to be mainly abandoned.

Metal belt. Boddington of Manchester uses a complicated metal garter with a screw fastening that tightens the marker on the handle with a screwdriver. Anyone trying to pilfer one of these would take so long for the job that the publican would almost certainly spot him.

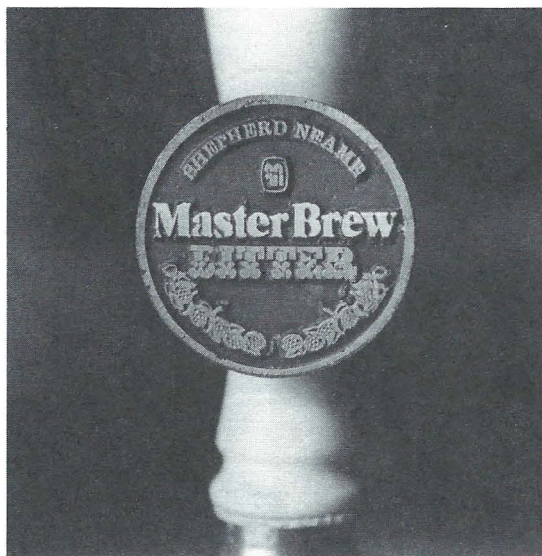
There are variants of these, such as a Terry clip with a metal or plastic element to close the fastening from the bartender's side.

Who issued them? Up to the 1960s pump-handle clips were issued by all large and many medium-sized British brewers. Most small local brewers did not bother. The period 1965-1970 is rather a gap because hand-pumps were being ripped out and replaced with gas-pressurized dispensing equipment. With the revival of traditional beer through the efforts of the Campaign for Real Ale, the Society for Beers from the Wood, and numerous individuals, clips have staged a great comeback. By the late 1970s most of the smaller regional breweries issued clips, if only to strengthen their image as citadels of traditionalism. Since 1980, clips have been virtually universal, even down to the mini-breweries. Such brewers are dependent on the free trade -- free houses, not owned by a brewing company -- and are eager to display their identities.

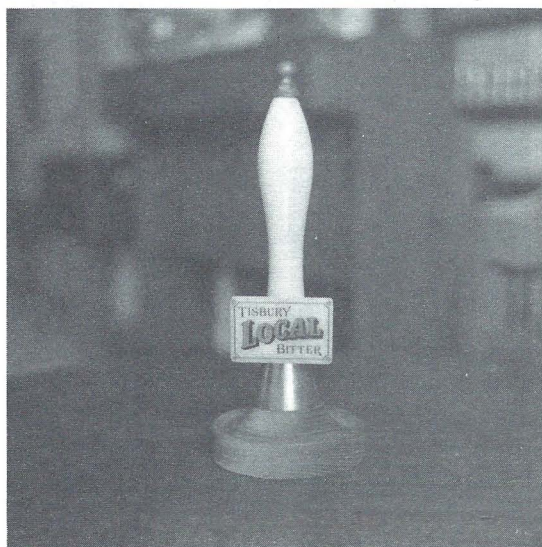
Designs: Formerly, when clips were simpler, brewers used the same design for ten years or more. Many clips of 1972 are identical to what the brewer used in 1962. Since then, with the re-installation of hand pumps in a large number of pubs, many brewing companies have changed their designs frequently, going through four or five new sets for the various types of beer in only a five-year period. Also, the size has tended to increase, although 5" is about the largest practical. Some recent examples are quite ornate with multi-colored pictures.

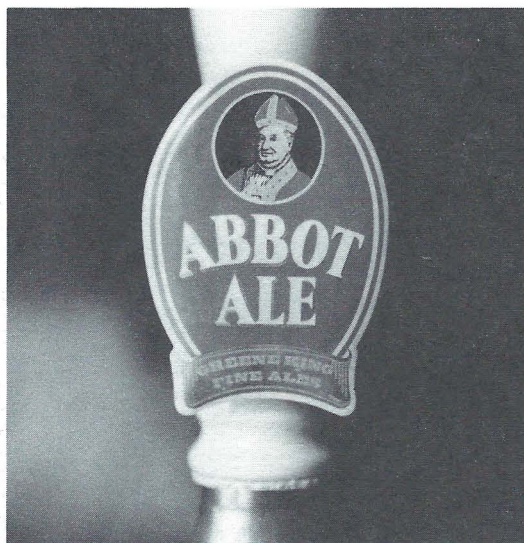
Makers: Most are unidentified, but of the producers of the early enamel clips, the firm of Lewis of Birmingham was the most prolific. The firms of Gaunt of London and Fatterini of Birmingham were other prominent sources. Nightingale Signs made many plastic clips in the 1960s and 1970s and many smaller makers are active today.

Collectors: In spite of the high incidence of pilferage of clips, there are few systematic collectors. British collectors mainly collect beer mats (coasters) and labels. There are organizations for collectors of both, but none specifically for clips. The "Garf Steen of pump clips" in England is Andrew Cunningham of Coventry, who has amassed 1300 or so. I am indebted to him for 95 percent of the information in this article. I have about 150 clips displayed on six floor-to-ceiling poles, and am eager to see how Mr. Cunningham has his arranged. It is easier to collect ball knobs!

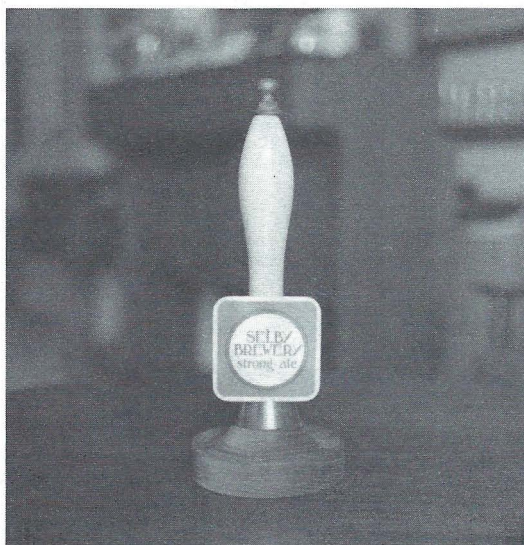


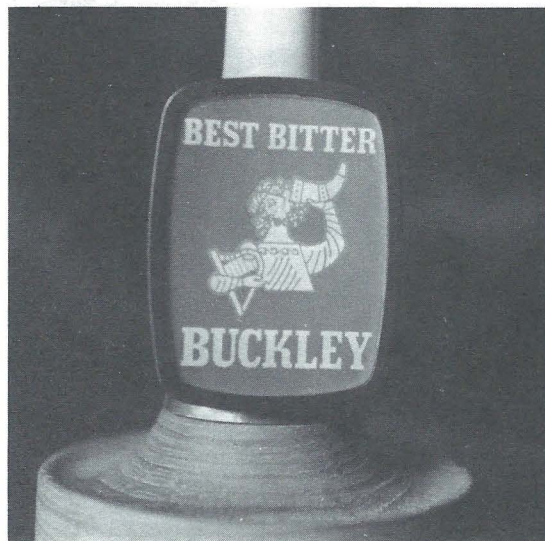
Above is a molded plastic clip from Shepherd Neame of Faversham, Kent, designed to simulate wood. It is mounted in the upper position at the thinnest point on the pump handle. Note the indentation at the bottom of the ceramic element in the handle. This is intended for the low-mounted type with a large Terry clip. The clip below is mounted in the low position. It is a rare one, from the Tisbury Brewery, a microbrewery established in a brewery that had closed in 1914 in Tisbury, Wiltshire, in the West of England.



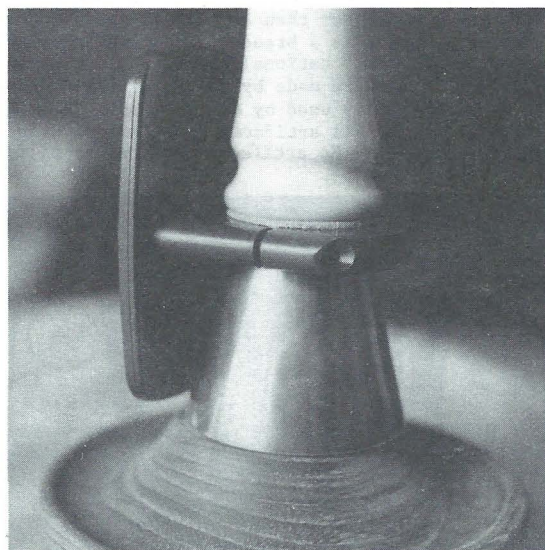


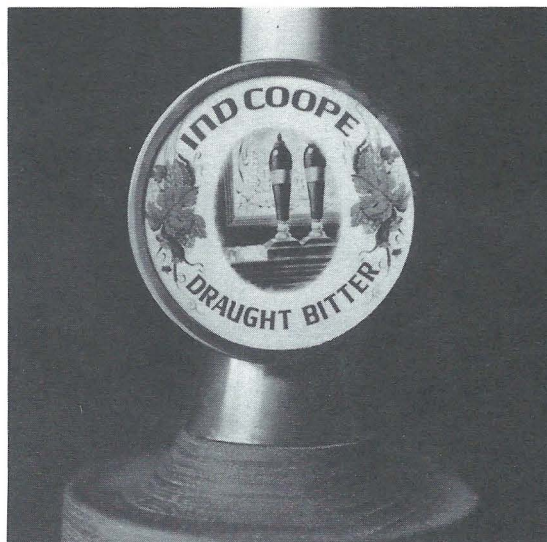
Above is a porcelain clip for Abbot Ale, a high-alcohol brew of the East Anglian brewer, Greene King, Ltd. Below is a typical silk-screened plastic clip from the Selby Brewery of Selby, Yorkshire. This, also, is a very rare clip, for this brewery operates only one pub, the Market Inn in Howden, Humberside. The brewery is reportedly operated by a local barrister with only one employee.





Buckley's Brewery of Llanelli, South Wales, uses a plastic frame to enclose the paper identification for the brand. The clip is affixed to the handle by use of two screws through a separate plastic element at the back. Best bitter is rather a super-premium of bitter, the most common type of British traditional draught beer.





Above is one of the most common clips, Allied Breweries' marker for its Ind Coope traditional bitter. It consists of a metal frame, a paper insert and a plastic cover. Below is a selection of what has partly replaced the pump clip, markers for British pasteurized, pressurized keg beer. At left is a marker for Allied's principal keg beer, Double Diamond. Skol is Allied's draught lager. Long Life is a brand Allied introduced as an intermediate in flavor between Double Diamond and a lager. The name indicates an intention to give it a long shelf life in cans, rather than any effect on the drinker's life expectancy. Younger's Tartan is a brand of Scottish & Newcastle Breweries, smallest of Britain's "Big Six" national brewers. If the markers look familiar, they should. They are made by the Cornelius Company of Anoka, MN. The model is widely used by American soft drink producers, but by no American brewery. All artifacts from the editor's collection; photography by Larry Treiman. (No artifacts acquired by pilferage.)





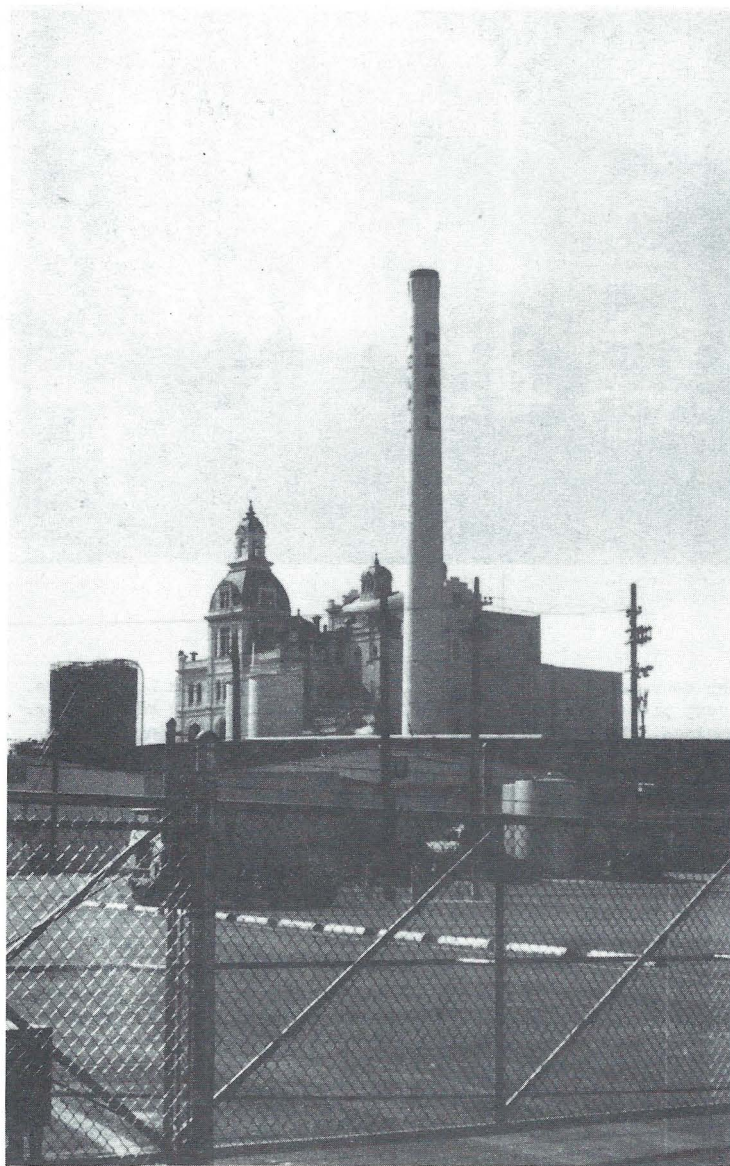
CONVENTION IN SAN ANTONIO

The convention in San Antonio, like the Olympics in Los Angeles, was a very pleasant surprise. The heat was tolerable in the mornings and evenings, the city provided an ambiance without forcing it, and enough members came to create a great convention -- some 160 people in all. The hotel was laid out for easy visiting, and there was a pool large enough for swimming.

Most of us found something unexpectedly attractive about San Antonio. For me it was a visit to the Art Museum, the old Lone Star brewery whose renaissance was described and applauded in the New York Times. The mingling of old and modern was carried out very successfully, and their early American collection alone was worth the visit. A walk along the riverbank on another occasion led to the former Ursuline Academy, now an arts and crafts center with a nice gift shop.

Visits to the two breweries were truly special events, although tours were not possible. Pearl should be declared a national historical landmark, even including the old interurban electric locomotive on the switching track. The architecture is such that one expects horses in the large oval stable building that is now used as the hospitality center. One worries about what may happen after Paul Kalmanovitz, the chairman of the board of Pearl, retires. The brewery is indeed a pearl.

Lone Star has modern buildings and the most spacious outdoor hospitality setting we could have asked, as well as an extensive museum of stuffed animals and a well-stocked gift shop. It provided a very pleasant evening, with a breeze blowing under shade trees, good beer and fellowship. I must have been the only one who wished somebody would outlaw that Tex-Mex food!



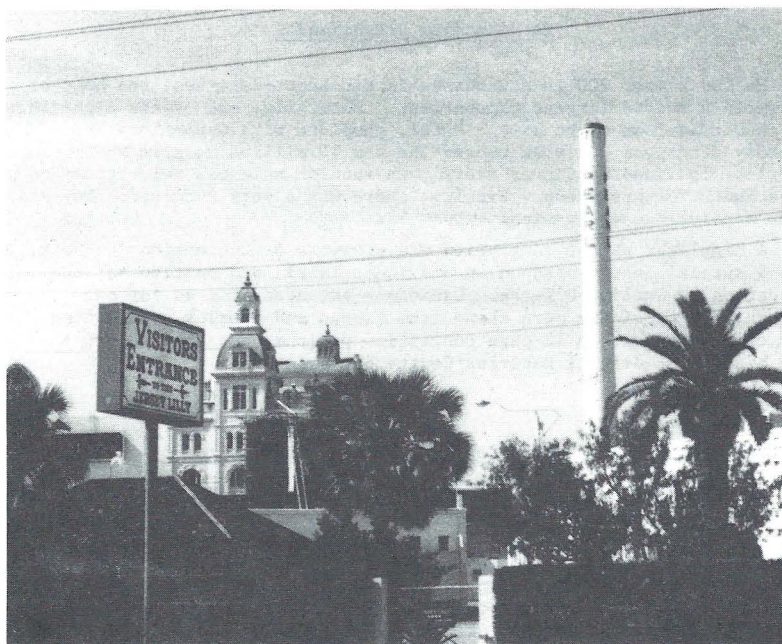
Pearl's grand old brewhouse gave us a fine traditional brewery for the convention.

Dave Mathews was assisted by his auction crew, which gave us faster action. Prices were generally modest except for Texas items, for which competition among local collectors was brisk. A very fine reverse-on-glass clock advertising Gulf's Grand Prize beer struck over \$600. The honors went to a classic 1900 Vitrolite Hudepohl corner sign -- the "bucks on a barrel" piece with copper borders, a showy item, indeed. I bid successfully on a Schlitz mug put out by the two owners of the Schlitz Buffet, 537 South Main Street, Los Angeles, showing the men proudly standing among barrels of Schlitz beer -- a piece to be displayed at our Van Nuys brewery in the future. For our collection I also bought an absolutely mint Schaefer pre-pro round tray. For myself I found a nice brass Schlitz tray.

Charlie and Florence Merrill and Ron and Fay Satterlee fully deserved the recognition accorded them after Sunday's breakfast. They and their committee put together a great convention in a part of the country that had been all but ignored by collectors, and which most of us would not have visited otherwise.

Very nice going, y'all. Hasta la vista!

Peter H. Blum





CONVENTIONS OF OTHER ORGANIZATIONS

The Canadian Brewerianist

We had almost 200 in attendance in Kitchener-Waterloo, the home of the world's second largest Oktoberfest. Naturally, one of the highlights was an Oktoberfest night at the hotel, complete with German dancers. Saturday afternoon everyone toured the new \$5 million Seagram Museum in Waterloo, followed by dinner there. An auction sale was held Friday to raise funds for the group. Finally, there was a very successful buy-sell-trade session Sunday morning, August 11.

A highlight of the convention was a bottle of Convention '84 beer, with a special label based on an old Kuntz label, and bottled for the convention by Carling-O'Keefe. Canadians attended from as far as Alberta, and Americans were there from Kansas and Florida, as well as many closer states. A 12-page convention program contained an extensive history of defunct Waterloo County breweries.

Lawrence C. Sherk

Eastern Coast Breweriana Association

On the 19, 20 and 21st of July the Eastern Coast Breweriana Association held its Twelfth Annual Convention at the Jones Brewing Co. of Smithton, PA. The main event, though unofficial, was the pub crawl sponsored by the head of our West Coast Branch, Jim Freeman. This over the years is becoming a major part of the convention, almost as important as the room-to-room trading. The starting time was set for 5:00 PM Thursday, but due to late arrival of some of the participants, the crawl didn't get under way until about 7:00. For those of you who don't have the foggiest idea what I am talking about, a pub crawl is a tour of local bars -- the older the better. In many cases, they proved to have a lot of good breweriana hanging on the walls, but the owners were not willing to part with any of it. Things broke up about 5:30 AM Friday, and the participants were seen roaming the halls only a few hours later. Compared with Wilkes-Barre last year, the crowd was gone longer, but made less stops. I really can't figure out the reason.

At the business meeting the big news was the presidential election, in which Jeanette Bendula beat out Barry Hunsberger. Russ Van Nostrand won over Frank Dotti for the vice-president's spot. All other offices were filled unopposed. For the first time ECBA made an auction a part of the convention. Since it was the first try, problems arose, but by next year the bugs should be all worked out. Mr. William B. Jones III was guest speaker at the banquet. Coming from a long line of brewers, he was an interesting speaker. He proved to be a label collector, and became the newest member of ECBA. At the awards ceremony we gave out the following:

Membership: Bud Hudenski, for most new members
Hall of Foam: Bud Hudenski, for putting together a super convention
Golden Pen: Dale Van Wiern, for best Newsletter article.

Over-all, a good time was had by all, and we look forward to next year's convention at Stroh's Schaefer plant in Allentown.

John N. Snyder
ECBA Newsletter Editor

American Breweriana Association

ABA III proved a very enjoyable experience; Stan and Chris Galloway had planned a very fine convention. Members from nine states gathered in Denver on June 16-17 for elections, educational presentations, a dinner, beer-tasting, an evening at the Coors brewery, and a public buy-trade-sell session. The variety in the events kept the participants busy, involved and relaxed. Having all of the hotel rooms on the ground floor with adjacent parking was very effective.

Brett Dusek of Denver was elected president, with Gary Deachman of Aurora, CO, as vice-president. Christine Galloway was re-elected to a two-year term as secretary-treasurer. Stan Galloway and Kathy Sylvester of Colorado and Dr. Thomas Getman of Georgia were added to the board of directors.

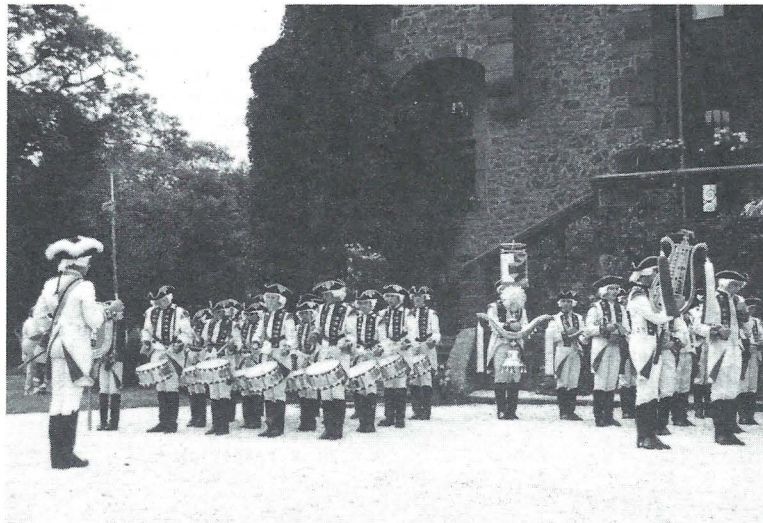
ABA-III was hosted by Coors through its Denver distributor and, as in 1983, a special Coors-ABA commemorative glass was issued. This year's is a gold-trimmed barrel with the Coors Premium logo at the front and the ABA insignia and meeting dates on the rear. Following dinner Friday night, members enjoyed a beer-tasting hosted by Merchant du Vin, a leading importer of beers. Teenagers were given a soda-sampling of off-brand colas. The educational presentations Saturday were a film and talk on the old Tivoli-Union brewery of Denver, a slide show on vintage California beer advertising, and a program on the Coors mansion. Sixty tables, the room's capacity, were filled at the six-hour buy-sell-trade session Sunday. A Coors sales table and a paper advertising giveaway table were popular. Room-hopping was also a highlight, if only to look at the great breweriana brought by Harold Mann, Lynn Geyer, Bob Nash, and Wally Gilbert, just to name a few.

The club's outgoing president, Don Natale, was able to report that membership had doubled since last year's meeting. Improvements to ABA's bi-monthly newsletter were announced: expansion to 24 pages, 8½" x 11", with a heavier cover and center stapling. ABA moves on the St. Louis for its fourth annual meeting in 1985.

Coorsfully,
Bill Frederick



At the Stein Collectors International meeting in Trier, Germany, King Gambrinus himself put in an appearance -- courtesy of the Saarfuerst Brewing Company. So did the Dinkelsbuehl Knaben, a boys' marching band that dresses in full 18th-century costume. Photographs from Jack Lowenstein.



Stein Collectors International

On August 1, 1984, a veritable army of beer stein collectors "invaded" Trier in West Germany to take part in Stein Collectors International's 18th annual convention. Trier, celebrating its 2000th anniversary (!) was ready and waiting as 385 Americans plus 85 German members, checked into the Dorint Hotel, opposite the famous Porta Negra (the sole remaining Roman gate), for four days of stein hunting, stein talking, stein swapping, stein buying, stein selling -- and beer drinking. Scheduled events included a giant stein sale, with over 1000 fine steins ready to find new owners, two stein auctions, several banquets, a number of stein-related lectures, costume contests, dancing to German music, and, as said, a great deal of beer and wine drinking.

The high point of the convention was a one-day trip to Mettlach, a small town on the Saar River that is the home of the famous Villeroy & Boch factory, manufacturers of the finest of the fine beer steins. A giant tent was set up in the park, where we had both lunch and a most elegant dinner. Steiners were entertained by the Dinkelsbuehler Knaben, an orchestra manned by young boys whose ability can match any adult marching band. The Saarfuerst beer flowed like -- well, like beer, as visitors oohed and aahed over Mettlach factory exhibits, showrooms filled with the latest in stoneware china, and of course, the sales shop, where all sorts of Villeroy & Boch goodies were specially priced for the overseas visitors. Two high points of the evening were the ever-popular chug-a-lug contest and the first-time-ever t-shirt contest. While the American teams managed to stay ahead for the first few heats of the chug-a-lug contest, lifting 1/2-liter mugs of beer, the Germans quickly pulled out in front and amazed everybody with their uncanny ability to down beer in record time. As flashguns blazed away, members of a German oompah band emerged as winners. Americans did better in the contest for novel t-shirts. First prize went to a Californian, whose shirt was adorned with beautiful hand-embroidered scenes from famous beer steins. Second prize went to a young lady who so well filled out her t-shirt that few of us can recall what decor, if any, caused the judges to anoint her. Third prize went to your correspondent (blush), whose hand-painted t-shirt bore the SCI logo and tiny flashing red lights. It is lucky it didn't rain, or I'd have been electrocuted! All 470 attendees agreed that this had to be one of the best conventions ever. From steins to beer and from beer to steins, absolutely nothing was missing and a fantastic time was had by all.

After the convention 275 American steiners went on a 10-day post-convention tour, which covered Rothenburg, Dinkelsbuehl, Nuremburg, Munich (of course), Cologne and the Hague. Highlights were lots of shopping trips for antiques, especially in that mecca of beerdrinkers, Munich. Visits were made to several porcelain factories, including the famous Delft Ceramics Factory in Holland. The rest of the time was spent in sightseeing, checking out the local pastry shops, beer gardens and wine cellars, partying, dancing and singing. One can always catch up on sleep at home!

It was a fabulous experience, a fairy tale, a dream come true. Best of all, plans were laid for a return trip in 1991 for the 25th SCI convention. What a silver anniversary present! Meanwhile, we prepare for convention #19 in New York City in July of 1985. The Big Apple may never be the same again! Prosit!

Jack G. Lowenstein
Executive Director, SCI

The Great American Beer Festival

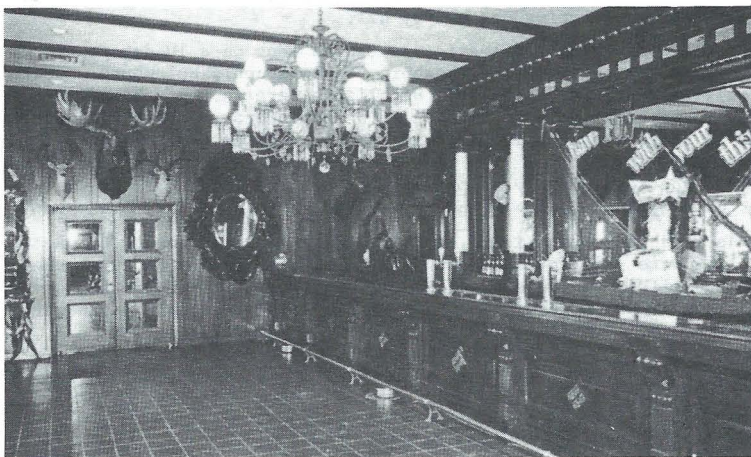
They came from across the country for this nation's annual celebration of brewing. The Great American Beer Festival, 1984, attracted brewers and beer lovers from coast to coast, who spent two nights sampling 70 of America's beers, including a beer brewed especially for the Festival by Dubuque Star.

Breweries, from the smallest to the largest, contributed their beers to help fill Currihan Exhibition Hall, Denver, June 1-2, with the largest gathering of American beers ever seen. "We're real proud to produce the only exclusively domestic beer festival," said Charlie Papazian, President of the American Homebrewers Association. "It's an opportunity to show the public the variety and beauty of America's beers."

Sponsored by Havana Square Discount Liquors of Denver, Park Central Liquors of Fort Collins, and KBCO-FM of Boulder, the GABF '84 saw cooperation from all segments of the industry. Brewers from California to New York, from Texas to Wisconsin, provided the beers. Two Colorado distributors, Murray and Gold Seal, handled the transportation. Homebrewers from around the country staffed the booths, discussing the quality of beers with Festival goers. With music provided by the Queen City Jazz Band and the Boulder Philharmonic Orchestra, beer lovers traded notes on the lagers, ales, stouts and porters that ringed the hall. A demonstration on homebrewing filled Currihan with the sweet smell of malt. Representatives from many of the breweries were on hand to discuss their beers and answer questions. A consumer polled these beers as the ten favorites: (1.) Russian Imperial Stout; (2.) Grant's Scottish Ale; (3.) New Amsterdam Amber; (4.) Anchor Christmas Ale; (5.) Albany Amber Ale; (6.) Matt's Premium Beer; (7.) Riley's Red Lion; (8.) Sierra Nevada Pale Ale; (9.) Genessee Cream Ale; (10.) Redhook Ale.

Festival organizers have already started planning for next year's event. "We actually see this as a public service," says Daniel Bradford, managing director. "Beside having a lot of fun, we're trying to do for American beer what Oktoberfest does for German beer."

From press release of American
Homebrewers Association, Box 287,
Boulder, CO 80306.



Bar, Lone Star brewery

REVIEW

Roll Out the Barrel: 350 Years of Brewing in Maryland. Baltimore Museum of Industry, 1415 Key Highway, Baltimore, MD 21230. June 16-September 23, 1984. Co-sponsored by Baltimore Center for Urban Archeology.

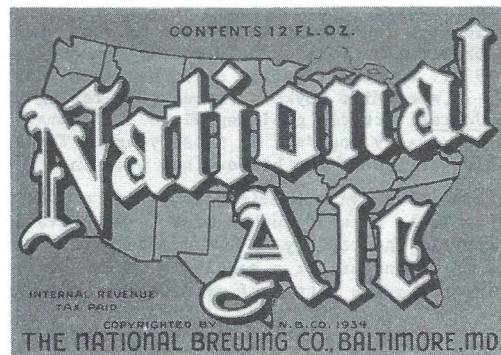
The plan of the exhibit was historical. Moving clockwise, one began with a facsimile of a few square yards of the excavation of an 18th-century brewery now under way at the corner of President and Lombard Streets in Baltimore. This facsimile told a lot about how archeologists work, but only very little about the early brewery. The exhibition got better as it went on. Well-researched and well-written text blocks sketched the history of brewing in the city. Several mounted photographs showed old brewery buildings. Many are still standing. A handout listed 54 Baltimore breweries. With its large German population, the city needed a lot of beer. One thinks of that beer-drinking German-American Baltimorean, H. L. Mencken. After visiting this exhibit, I looked at the entry under "Baltimore brewing industry" in Downard's Dictionary of the History of the American Brewing and Distilling Industries and decided that Downard hadn't really done Baltimore justice. He should have consulted Everett and Janice Ford, Pre-Prohibition Beer Bottles and Breweries of Baltimore, MD, which I noticed in the museum shop.

Breweriana -- a few trays, coasters, mirrors, openers and cans -- had been lent by Everett Ford and by local antique dealers. The Allegany County Historical Society and the Historical Society of York County, PA, also lent objects. This was a salutary reminder of how important these local historical societies will be to anyone who wants to write a proper history of beer and brewing in the United States. S. W. Baron's Brewed in America, the only thing approaching a standard history, is quite deficient in research at this level.

A professorial gentleman from Los Angeles called my attention to a pre-Pro oak keg, which he considered the star of the exhibit. It was from the American Brewing Company. Beside it stood another, larger keg, of later date, from the National Brewing Company. National produced, and as part of Heileman, still produces National Premium, the vernacular beer of Baltimore.

At the opening of the exhibit, National Premium was available on draft. On a sweltering evening, it was good to have this recent brewing history in a cold, drinkable form. The survival of this local beer and the survival of brewing history in the exhibit are both a fine testament to the civic pride of Baltimore.

Lowell Edmunds



BOOK REVIEWS

Donald Bull, Manfred Friedrich and Robert Gottschalk, American Breweries (Bullworks, P. O. Box 106, Trumbull, CT 06611, 1984, paper, 400 pages, \$17.95 postpaid).

A recurring theme in reviews here has been that we need a directory of breweries with more data than the official output of the Bureau of Alcohol, Tobacco & Firearms. Here, at last, we have it. Don Bull and his collaborators have brought forth a comprehensive directory of breweries from the earliest days of American history to 1983. The book opens with a chronology of the industry from some colonial brewing in 1587 to publication of American Breweries in 1984. The principal content of the volume is a directory by state of all known breweries with years of founding and termination, when known, changes of ownership, addresses and variant trade names, such as the myriad corporate identifications used by Manhattan and Eastern. Most readers are familiar with the earlier two-volume set of Friedrich and Bull, The Register of United States Breweries 1875-1976. Relative to that one, the current book represents advances in providing opening dates, variant names, and in particular, by weeding out some entities that existed only in BATF's licensure files. Gone, for example, is Anheuser-Busch's post-prohibition brewery in Chicago, found in several directories, but apparently without objective reality. The present volume has no separation of pre-pro and post-pro breweries. The book has a 44-page index of personal and corporate names, making it quite easy to use.

Pressing the directory to the origins of American brewing is laudable, but for the early days the listing must be very incomplete. One Beauvais is said to have begun brewing at Casaquias, IL, in 1765. No doubt he did, but plenty of others must have been ministering to the thirst of French fur trappers in the area in the 18th century, too.

This book is a major advance in the documentation of American brewing. Both as a facilitation of collecting and as a reference work for historical scholarship, it is simply indispensable in a library on brewing.

GWH

John Edward Stastny, A History of the Stevens Point Beverage Company (University of Wisconsin-Stevens Point, 1979). 60 pages. Spiral bound. \$5.

This history of "America's favorite small brewery" was written by an M. A. candidate at the University of Wisconsin-Stevens Point. It traces the history of a small town brewery from the start in the 1850s to its survival in the beer wars of the past ten years.

Stastny did quite a bit of research in compiling this history, and the book is heavily footnoted. The author interviewed Felix and Ken Shibilski, the present owners. This allowed Stastny to extract much more history than he could have found only in printed sources; Felix Shibilski has worked for the brewery for well over 50 years. Stastny shows production figures from 1934. Barrelage varied over the years, but was fairly stagnant until 1973-74 when Mike Royko's famous beer-rating column and Don Oleson's Milwaukee Journal article praising Wisconsin's small breweries were published. Sales really took off in those years. The author includes several pages of labels the brewery has used in its history.

I ran across this volume in a small bookstore on a recent visit to Stevens Point. It would be nice if such a history were available for every surviving brewery in the country. I recommend buying the book, but remember it is more in the nature of a scholarly paper than a popular book. I am now going to have a bottle of my favorite beverage from Stevens Point.

Robert Swiatkowski

WHAT'S BREWING: FISHING FOR SUMMER BUSINESS

With beer consumption essentially flat and pressure against alcohol abuse being felt, brewers have been tossing out low alcohol lures. After Hudepohl and Schmidt set out lines, Anheuser-Busch has been making the biggest splash. Stroh tried a Schaefer LA but ran into a legal snag, while Heileman is trolling the same initials further north. Miller fielded the lower priced Milwaukee's Best this spring but did not wish to muddy the water with an LA right away. Test marketing of their Sharp's LA began in late August. Pabst repositioned two 70 calorie Lights - Extra Light and Olympia Gold - for the low alcohol market, and Falstaff's Pearl offered new Select at San Antonio. The question is - are any fish getting hooked on LA beers for good, or are they just nibbling? Only time will tell, but an increasing number of brewers felt it is too chancy to stay away, and the dock is getting crowded.

Anheuser-Busch continues to be active on the international scene. The latest licensee is a brewery in Israel. It should do well because this is a warm-climate area noted for brewing heavy German type beers more suitable for the Black Forest. Work on the Ft. Collins site is scheduled to start this fall, with actual construction of the \$300 million brewery to begin next year in slow stages.

Miller's new chairman Hamish Maxwell acknowledged a significant drop in Highlife over two years - said to total six million barrels - but pointed out that energetic steps are being taken to replace the lost volume with other brands. Lite is still growing, one hears that Milwaukee's Best was well received, and there will be a new Meisterbrau Light. And the Miller brand has turned Carling O'Keefe from a weak No. 3 into a challenger for No. 2 in Canada.

Stroh is building fire kettles at the Van Nuys brewery. The Schaefer brand is one of the surprising turnarounds, but the Schlitz brand seems to be fading. Erlanger has been rescued from extinction with a very interesting label and a tall bottle shape. The beer is hoppy and should do allright in the boutique market. Silver Thunder, a new malt liquor, is being rolled out to rumble with Colt 45. That great dog Alex of commerical fame was so successful that it became scary, and he has been sent to stud.

Heileman for once is finding itself on the defense, with A-B moving troops into Chicago. The best defense is to counterattack; one can expect a lively street war, with every tap being contested. On the larger picture, there is a new LA and a stronger staff, and Heileman is very interested in branching out into wine coolers.

Coors is mending fences - actually, putting them down - with the hispanic and black communities, long troubled areas in their PR. Coors would like to rebound in the west, because not only is this closer to home but the beer business is said to be getting better the further west one goes.

Hudepohl seems to be pleased with Christian Morlein and is expanding distribution. Across the river, Schoenling is testing an all-malt Little Kings Premium as companion to their successful Cream Ale. Cincinnati should be able to offer us a great variety next year.

Montana is getting a microbrewery. I think it is great but I don't understand the economics. 3,000 barrels are the equivalent of 100,000 12 oz. bottles. You can estimate how much one has to charge per bottle in order to pay the bills. It is a very gutsy proposition, and Gambrinus better be on your and your yeast's side. Colorado's Boulder brewery is equipping new facilities with funding by a \$600,000 loan, and stock is publicly traded. Might be more fun than buying into A-B. Imports continue to grow in market share, and each month brings a new arrival.

Peter H. Blum

BREWERIES - ACTIVE



Thousand Oaks Brewing Company, 444 Vassar Avenue, Berkeley, CA 94708.

However unlikely, the opulent dwelling above is, in fact, the brewery of the Thousand Oaks Brewing Company of Berkeley, California. It is a fairly standard example of the housing in the Berkeley Hills, all carefully located to have a good view of San Francisco Bay. Owner Charles Rixford was a homebrewer, apparently of some success, who decided to turn professional. His equipment is reportedly in a basement on the opposite side of the house, which descends along the slope of the hill. How the City of Berkeley tolerates a commercial enterprise in one of its most elevated neighborhoods -- no matter how you interpret that -- we know not. In any case, the brewery is duly listed in Brewers Digest's Brewery Directory for 1984 as having a capacity of 387 barrels per year, with one bottling line.

Rixford produces three brands: Thousand Oaks Lager, Golden Gate Malt Liquor, and Golden Bear Dark Malt Liquor. His lager is intended to be a simulation of the homebrewed lagers of the Prohibition era. On the basis of a bottle bought in a liquor store in Los Angeles, it is nicely done. How Rixford came up with the name "Thousand Oaks" we know not, since Thousand Oaks, CA, is in the west San Fernando Valley, about 400 miles from the brewery. The two malt liquors give him a range of three brands, analogous to the pale ale, porter and stout of most of the other microbrewers.

We particularly wish this enterprise well. Rixford announced he established the brewery to deal with "the mindless worship of the grape" in his area. On the basis of one year's teaching on the Berkeley campus, we can only agree that he has identified a real problem up there. Let us hope he is succeeding marvelously.

WHERE'S THE NEWS ? ? ?

Well it was another SUPER CONVENTION for 1984 at San Antonio. If you missed the Texas weather it was great, so was the Margaritas. The Lone Star and Pearl Breweries hospitality was super. The Texas food was different but very good. The breakfast in the open air Paradise Village was nice to remember.

The Beer tasted great thanks to Lone Star, Pearl and Shiner. The auction saw many nice Texas pieces as well as others. It was nice to meet the Texas and Southern members of N.A.B.A. The Convention was a big success due to the hard work of the Convention Committee. We will remember the Alamo. The ladies will remember the yellow rose of Texas. THANKS AGAIN.

The Directors meeting at San Antonio saw the following results. The Election of Officers was as follows. Robert Chapin President, Herb Ashendorf Vice President, Loren Karacki Recording Secretary and Stanley Loula Treasurer. The Directors will be Herbert Haydock, Peter Blum and Charles Merrill. All the above officers will serve till the 86 Convention. Many thanks to the officers who have agreed to serve the N.A.B.A. without any pay for their travel expenses, motel or meals. Robert Jaeger was appointed Executive Secretary for one year. Again thanks to Vic Hug for his term as a member of the Board of Directors the past two years.

The thought of local chapters of N.A.B.A. was discussed. Future meetings will be needed to study this idea.

The 85-86 dues will remain the same as last year and that is \$15. The Board of Directors will review the By-Laws of the N.A.B.A. and develop a Convention guide. The guide would be used to set up future Conventions such as dates, times, meetings, events and expenses. The 85 Convention will be in Cincinnati, 1986 Stevens Point and 1987 Williamsburg Virginia. Then to Los Angeles, Detroit or St Louis?

Its time to think about the 85 Membership Directory. If you wish to change anything such as address, phone number or items you collect the dead line is November 30, 1984. Along with this issue of the Collector you received information about the ads for the 85 Membership Directory. The cost of the 85 ads are the same as last year. The inside front or inside back cover is \$75, outside back cover \$100, half page \$30 and quarter page \$20. You design the ad as you would like it. If you need help please write. The deadline is November 30, 1984.

IMPORTANT!

The N.A.B.A. dues year ends May 31. This might be an odd date to remember but for some members it will be the third and last notice for 84-85 dues. This will be your last Breweriana Collector unless your 84-85 dues are paid. We need you as a member of N.A.B.A. please pay your dues. Make check payable to N.A.B.A. and mail to 2343 Met-To-Wee Lane Wauwatosa Wi. 53226.

Once again its great to Welcome so many new members. The word about N.A.B.A. seems to get around and hope the new members find that needed help in adding to their collections.

Most members know about the N.A.B.A. Hospitality room at the Indianapolis Advertising Show. But if you do not know the dates are March 29, 1985 and September 27, 1985. The location is the Holiday Inn at U.S. 421 North and interstate 465. The time is 8:00 P.M. till mid-night see you there. If there are any questions about the N.A.B.A. please write and I will find the answer for you.

Robert E. Jaeger
Executive Secretary

NEW MEMBERS

Anderson Richard J. (Barbara)
P.O. Box 19501
Atlanta Ga. 30325
404-432-4085
All breweriana
Southern Brwgs.
Cincinnati & Louisville Brwgs.

Beaton Greg
6 Holman Cres.
Aurora Ontario
Canada L4G 1Z9
416-773-6468
All breweriana
All brands

Bennett Brice
7621 Knightswood Dr.
Fort Wayne In. 46819
All breweriana-cans-mirrors
reverse paint on glass
signs-neon signs
Berghoff, Centlivre, Hoff Brau

Biechler Paul (Ann)
701 Hitchcock
Lisle Il. 60532
312-964-3993
All breweriana
Dealer
Wm. Bierbauer Brwg.
Mankato Mn.

Booth Kevin
3249 S. Delaware Ave.
Milwaukee Wi. 53207
414-482-3827
Ash trays-glasses-mugs
steins-statues-thermometers

Cato James (Susan)
7105 N. Mesa Sp R.
El Paso Tx. 79912
915-833-0100
All breweriana
Anheuser Busch only

Cherry J.C. (Ruth)
12705 Montana #406
El Paso Tx. 79936
915-855-0358
Cans-coasters-glasses
labels-openers-tokens
All Texas Brwgs.

Cheyney Terry (Diane)
1622 Choteau Circle
Grapevine Tx. 76051
817-481-2274
All breweriana
Texas Brwgs.

Clark Curtis H.
134 Devonshire
San Antonio Tx. 78209
512-826-8588
Cans-lithos-signs

Cook Mark
6201 Rampart #849
Houston Tx. 77081
-666-7535
Bottles-cans-coasters
Glasses-labels-openers

Corson George
1733 Bertch
Waterloo Ia. 50702
319-235-7453
Glasses-mugs steins

Crawford Roy (Chris)
9719 Folknoll
Stafford Tx. 77477
713-933-8015
All breweriana-coasters
glasses-signs-trays-bottles
Adolph Coors Brwg.

Echert Karen (George)
2715 Sunrise Drive
Arlington Tx. 76011
817-274-0830
Cans-coasters-tap knobs-trays
Krueger, Pearl

Eiserer Marshall
657 Monticello
San Antonio Tx. 78223
512-534-9255
Dealer-signs-neon signs

Gates Steven (Barbara)
15 Cleve Ave.
Petawawa Ontario
Canada K8H 1H5
613-687-8560
Crowns

Harvey Charles B. (Jackie)
602 N. Camino SECO
Tucson Az. 85710
602-296-4196
Coasters-glasses-mugs steins
openers-tip trays-trays
Post Pro & Foreign

Henneck Linda (C.W.)
823 Prairie Tr.
Austin Tx. 78758
512-836-6425
Clocks-neon signs-signs
reverse paint on glass
Texas Brwgs.

Jones J. Howard (N/A)
5514 Beverly Hill No. 1
Houston Tx. 77056
713-789-9737
Cans-coasters-glasses-trays
Texas Brwgs. Grand Prize

Karall David (Lori)
2149 W. Grace
Chicago Il. 60618
312-281-4742
Bottles-glasses-openers
paper items-trays
Chicago Brwgs.

Kravec Robert A. Jr. (Jesse)
23 Greenacre Drive
Huntington Ct. 06484
203-929-0729
Bottles-cans-lithos
reverse paint on glass
signs-trays
Connecticut Brwgs.

Lemke John
7343 Dawn Ave E.
Inver Grove Heights Mn. 55075
612-455-5860
All breweriana-cans
neon signs-signs
Hamms & Schmidt St Paul Mn.

Luers William
P.O. Box 41255
Cincinnati Oh. 45241
513-791-2333
All breweriana-cans

Mc Kinnon Rick J.
21929 Beech Daly
Flat Rock Mi 48134
313-782-1357
Glasses-mugs steins-signs

Mitchell John C.
3411 Nanyuket
San Antonio Tx. 78230
512-696-2858
All breweriana-books-magazines
cans-mini beers-signs-trays
Texas Brwgs. Mitchell, Pearl
Spoetzl, Lone Star, Grand Prize

Newman Robert
48 Summit Road
Murray Hill N.J. 07974
201-464-6079
Dealer-neon signs-lithos
paper items-signs-thermometers

Renner M.B. (Dorothy)
17 Buttonwood Drive
Hollis NH 03049
603-465-2101
Labels

Rouppas William (Jeanne)
P.O. Box 822
Toledo Oh. 43601
419-475-1235
Dealer-chairs-trays
foam scrapers-lithos
signs
Toledo Ohio Brwgs.

Schwalbe Tye
401 S. Main St.
Naperville Il. 60540
312-357-0230
Lithos-mugs steins
paper items-trays
John Gund & John Stenger
Brwgs.

Scully John D. (Kay)
2204 Ravine Street
Janesville Wi. 53545
608-754-3622
All breweriana-mirrors-signs

Shorrock Frank
929 Main Street
Vancouver B.C.
Canada V6A-2V8
604-684-9914
All breweriana

St Clair Jon
2811 Del Curto Rd.
Austin Tx. 78704
512-447-2129
All breweriana-lithos
neon signs-signs-tap knobs
All Texas Brands

Stout David B. (Duffy)
2007 Washington St.
Barnwell N.C. 29812
803-259-2874
All breweriana-openers
cans cone tops only
show promoter
Atlantic, North Carolina
& Georgia Brwgs.

Strahan David Gene (Laura)
14001 Old Tree
San Antonio Tx. 78247
512-496-9495
Bottles-cans-clocks
glasses-signs
Lone Star, Pearl Brwgs.

Tarbell James R.
1316 Spring Street
Cincinnati Oh. 45210
513-621-3978

Tingen David E.
3839-C Brentwood Rd.
Raleigh NC 27604
919-878-8397
Bottles blob tops
Foam scrapers-glasses
mugs steins-trays
Advertising to match bottles

White Mary L. (Lawrence)
10094 Beacon Hills Drive
Cincinnati Oh. 45241
513-777-6577
All breweriana-cans-signs
tap knobs-trays
Cincinnati Brwgs

Tylek Stan (Melanie)
Sullivan Lane
S. Hadley Ma. 01075
Bottles-foam scrapers-lithos
reverse paint on glass-signs
tap knobs
Massachusetts Brwgs only

Dale Bill (Beverly)
7909 Village Oak Dr.
San Antonio Tx. 78233
512-655-6997
All breweriana-neon signs
Lone Star - Pearl

BUY -- SELL -- TRADE

Neon signs wanted: Cash for neons, new, old, rare and unusual. I travel extensively and can probably pick them up. Robert Newman, 48 Summit Rd., Murray Hill, NJ 07974.

Glass collection for sale: 1500 glasses. Buyer must be interested in entire collection. Warren Thede, 3106 Jersey Ridge Rd., Davenport, IA 52807.

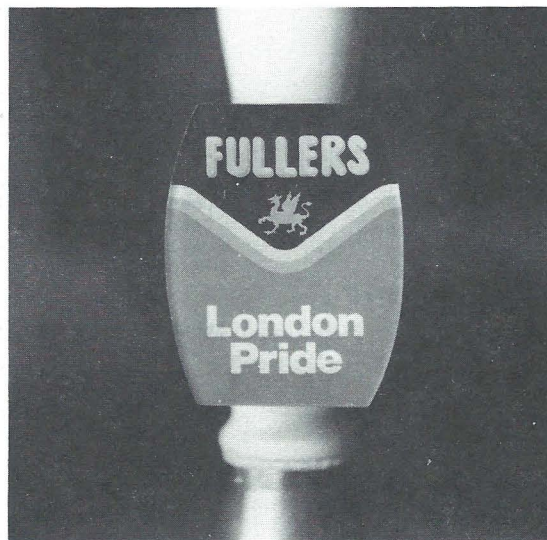
Wanted: Any items from Fountain View, Bubs, Old Style, Schells and Kato, also old cone top and flat top cans. Joe Wendl, 68 Saratoga Court, Winona, MN 55987.

Wanted to buy: Reverse-on-glass lighted signs or clocks and metal signs. Dave Alsgaard, 14437 Elmbridge Avenue, Baton Rouge, LA 70819.

For sale: Enamel glasses and electric signs, some clocks. Send SASE for list. Al Rodemeyer, Latimer, IA 50452,

Wanted to buy: Pearl breweriana, esp. minis, ball knobs, bock advertisements. Jim Rydberg, 1949 New Haven, Dallas, TX 75217 (214) 288-6509.

Wanted to buy: Chevalier tap knob. George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024.



EVENTS OF INTEREST

Neil Wood's Antique Advertising shows at Indianapolis will be held in 1985 on the following dates:

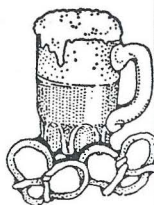
January 18-19
March 30-31
July 13-14
September 28-29

NABA will hold hospitality hours on the evenings before the spring and fall shows as usual, March 29 and September 27 at 8:00 PM at the Holiday Inn at U.S. 421 north and I-465.

Dates for the national conventions of major organizations will be provided in the winter issue. We will welcome information on regional gatherings of interest to the membership.

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1985

NABA CONVENTION

August 2, 3 & 4
Cincinnati, Ohio

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