



N.A.B.A.

NEWSLETTER

NO. 5

FALL EDITION

THIS ISSUE  
1973 CONVENTION MUGS  
NOW AVAILABLE

THIS ISSUE  
NEW BUY-SELL-TRADE  
SECTION

SITE OF

1974 CONVENTION

MINNEAPOLIS, MINNESOTA



## 1973 CONVENTION REPORT

The Second Annual Convention got under way Friday with members arriving all afternoon. Many stopped at St. Charles, Mo. to attend Lloyd Willoughby's Open House. I spotted members strolling along Main St. (Antique Row) looking for items to add to their collections. I was surprised at the amount of Antique Shops located there, along with the diversified line of antiques they carried.

Later in the afternoon most of the members gathered at the Bel-Air Hospitality Room set up as our Convention Headquarters. During the afternoon a local T.V. station stopped by to get a run-down on the Convention. Later we all enjoyed watching it on T.V. with our President, John Murray, being the T.V. celebrity.

As the evening progressed everyone met at the Falstaff Party Room where refreshments were served, along with the pleasure of viewing their fine museum. The museum displayed quite an array of old brewery advertising and steins, plus many utensils used in the early days of brewing. We were privileged to have Mr. Pat Doyle give a talk on the history of brewing in general along with some of its special innovations and dates. This proved very interesting and Pat stayed around the balance of the evening answering questions directed his way by many inquisitive members.

Saturday morning started out with a tour of the Anheuser-Busch Brewery. We were privileged to view buildings not normally shown on regular tours. Included was a chance to view a few great pieces of advertising from the Anheuser-Busch collection. This was made possible by Doug Bakken, the Archivist at Anheuser-Busch and N.A.B.A. member, who was director of the tour.

Following the tour, many of the members headed for the Bevo Mill. This is a quaint restaurant set in the old Bavarian decor which proved most interesting to view and, by the way, they serve a wonderful lunch.

After lunch we all gathered for a tour of Grant's Farm. This is where the Busch estate is located. It also has a small zoo, along with many memorabilia from the Busch family. The tour was topped off with an appearance of Mr. Busch himself. At the age of 73 he climbed up on a wagon rigged with a 4 horse team hitch and rode out of the beer garden to the applause of everyone in attendance--Quite a sight to see! Also during the day I think most members had a chance to sample a few beers gratis Anheuser-Busch.

Saturday evening a dinner on the Becky-Thacher Riverboat was in order. Besides enjoying a fine meal I believe everyone appreciated the atmosphere which brought back memories of the days of the old riverboats. A trip to the riverfront is a must when visiting St. Louis.

Sunday morning the Business Meeting and brunch was held at the Bel-Air. At this time Officers of the Association were introduced, along with the St. Louis Convention Committee. Also the decision of Minneapolis, Minn. as the site of our 1974 Convention was announced. Minutes of the past meeting, treasury report, etc., was brief as everyone was anxiously awaiting the start of the Buy-Sell-Trade session which commenced immediately following the brunch. Many transactions seemed to be developing as the Buy-Sell-Trade Session progressed into the afternoon. This was the final scheduled event on the agenda, and by late afternoon most members had bid adieu and started their journey back home.

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## 1973 CONVENTION REPORT (continued)

The general consensus is that it was a great convention with approximately 70 members in attendance--one that the Convention Committee (made up of Paul Haudrich, Doug Bakken, Carl Hose, Tom Killeen, Ken Bassett, and Lloyd Willoughby) should be proud of! Many thanks to all of them for a job well done. I'm sure a lot of hard work was required by all.

I know all members in attendance will agree, and are planning to attend next year's Convention in Minneapolis. If you didn't get a chance to attend the Convention, start making plans to attend the 1974 Convention. I know you won't be disappointed.

### MEMBERS ATTENDING THE CONVENTION:

Fred Anderson	John Hartmann	Bill Odell
Norbert Ashbeck	Kenneth Hauck	Reino Ojala
Douglas Bakken	Paul Haudrich	A. Other
Ken Bassett	Herb Haydock	Herb Page
William Bauer	August Helms	Judie Pieper
William Bobbitt	George Herbst	Fred Plough
John Brigan	Henry Herbst	Chris Rawlins
Fredrick Brown	George Hibbard	William Ross
John Byrne	Dick Hinds	Hubert Rother
John Chapman	Carl Hose	William Rouppas
Jim Cope	R. Hursman	Ronald Sansone
James Cumby	Clinton Imboden	Roger Sapp
Walter DePrisco	Harvey Johnson	John Scholz
Robert Dixon	Bill Jones	A. Schuler
Joseph Duke	John Jonkoski	Bob Secrist
Robert Elliott	Loren Karacki	Septhen Seidel
Grace Ellis	Tom Killeen	Charles Smith
Joseph Fury	Herb Lyngaas	Don Simon
Robert Gottschalk	Jim Maxwell	Mrs. Ernst Stadler
William Goza	Larry McCahill	Gary Voelker
Alex Grippo	Frank Milligan	Lloyd Willoughby
A. Gross	W. Mortimeyer	Raymond Zetts
George Grosskopf	John Murray	

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### DID YOU KNOW?

How many breweries are there in the U.S.?

A mere 64, compared to 750 when the nation went wet again in 1933. Ironically, consumption is up from 40 million barrels a year in 1933 to 133 million today, while the three giants - Anheuser-Busch, Schlitz and Pabst - produce 44 per cent of all the suds sold in America.



## NATIONAL ASSOCIATION BREWERIANA ADVERTISING

The business meeting of the Second NABA Convention was called to order by President John Murray on August 5, 1973, in St. Louis, Missouri.

Minutes of the 1972 Convention were not read due to the absence of Recording Secretary, Jack Muzio.

Treasurer's report was given by Paul Haudrich.

### OLD BUSINESS

Carl Hose, Chairman of the Election Committee, reported that the following slate of officers was elected for 1973-74.

John Murray Jr. - President  
Herbert A. Haydock - Vice President  
John J. Muzio Jr. - Recording Secretary  
Robert G. Gottschalk - Corresponding Secretary  
Paul Haudrich - Treasurer  
Dick Hinds - Newsletter Editor

Herbert Haydock reported that Articles III, IV, and V were added to the constitution. Dick Hinds, Editor of the Newsletter, explained the new section, Buy - Trade - Sell, which will be in this edition. Members were reminded to type their ads.

President Murray expressed his thanks to Mrs. Doug Bakken, Mrs. Carl Hose, Mrs. Paul Haudrich, and Mrs. Herbert Haydock for their help at the convention.

### NEW BUSINESS

President Murray reported that the 1974 NABA Convention will be held in Minneapolis, Minnesota, the first weekend in August. Herbert Haydock will be the officer in charge of the convention.

Reino Ojala told about the breweries located in the Twin Cities area and possibilities for convention activities.

Herbert Haydock explained a stein or tray that could be made as a souvenir of this convention. The membership voted to have a stein made.

Mr. Other explained a stained glass shield that he had made in commemoration of the 1973 NABA Convention. Members may place orders for these at the Buy, Trade, and Sell session.

President Murray reported that several projects for the club have been suggested and committees are being formed. They are as follows:

Operation Alert  
Catalog of Embossed Glasses  
Insurance for Collections  
(Estate) Survivor's Appraisal Assistance



## "WE'RE ALL IN THIS TOGETHER"

by Carl Hose

In two years time the N.A.B.A. has come a long way. In terms of membership it has grown tremendously. It's influence upon all aspects of our hobby has been tremendous. It has made the brewing industry itself aware of its own rich heritage. Witness the museums at the various breweries displaying at this time or in the process of displaying their antique advertising. So, too, it has been instrumental in making antique dealers and the public aware of the interest in this type of collectable. Granted that while items are not being sold at lower prices, they are being offered in ever increasing quantities in terms of quality and rarity.

The most important accomplishment that the N.A.B.A. has achieved is that of acquainting the various collectors around the country of the existence of other collectors. Undoubtably this was the goal of its founders. They can be proud of its attainment.

The original founders of N.A.B.A. have done all they possibly can to bring us this far. It remains to be seen whether or not we are capable of continued success once they are gone. While no one can question their willingness and desire to serve us, their endurance has to be wearing thin. It is my own opinion that the one thing that may be failing to keep pace in our growth is the desire and willingness of many newer members to assume the same responsible and active role as has been displayed by the original founders.

Any type of organization such as ours can be successful only so long as all of its members are willing to assume an active and responsible role in its operation. Each member is capable in one way or another of serving its needs. We cannot in all honesty, selfishly expect the same people to shoulder the responsibility year after year.

Realizing that lack of communication may be one of the problems, I have asked for and received permission to use space in our newsletter to serve as a sounding board for ideas, suggestions, and even complaints from our members. I would sincerely hope that each member would take the time to write and let his or her thoughts be heard.

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### LANDMARK CAFE WILL BE PABST'S MUSEUM

The Forst-Keller, a German restaurant at 1037 W. Juneau Ave. and an official Milwaukee landmark will close September 15.

No date has been set for its reopening as a museum. A brewery official said the company would refurbish the building. It will house Pabst's collection of old beer steins, antique brewing equipment, and other mementos.



## BUY - SELL - TRADE SECTION

Again I would like to bring to your attention the Buy-Sell-Trade Section which was initiated with this issue of our Newsletter. Can't think of a better way to convey your wants or items for sale to fellow N.A.B.A. members. As stated before each member is entitled to a free 25-word or less ad with each edition of the Newsletter published during the year. Please comply with the following rules 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 three (3) editions, this will be as follows:

### Planned Publication Date

### Deadline Date for Ad

1st week of Jan. '74

Dec. 15, 1973

1st week of Apr. '74

March 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

Send your ads to the Newsletter Editor: Dick Hinds, 313 Poplar Ave., Cincinnati Ohio 45215.



WANTED

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Obsolete Texas bottles, cans, glasses & corkscrews. SASE list for cans, glasses, mugs, trays, openers, misc. Bob Heinsohn, 543 Woodhurst, Houston Texas 77029.

Will buy or Trade for Chicago Brewery items; also specialize in old beer cans. Jon E. Simpson, 236 Big Peninsula Rd., Elgin, Ill. 60120

Wanted - Miniature Beers - will buy, swap, or trade for glasses, cone tops, openers, coasters, or what have you. Bill Odell, 20422 79th Pl. W., Edmonds, Wash. 98020

Items from the following breweries: Schoenhofen-Edelweiss, Ruppert, Indianapolis Brewing Co. John Murray, 475 Old Surrey Rd., Hinsdale, Ill. 60521 (312) 323-2450.

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Advertising signs or trays on the following Cincinnati breweries: Banner, Germania, Herancourt, Kauffman, Niehaus, Walker & Wetterer. Dick Hinds, 313 Poplar Ave., Cincinnati, Ohio 45215.

Embossed glasses - need Cook's, Anton Meyer, Windisch, Wainwright, Tenn. and Dixie Pale. Paul Haudrich, 14860 Carrollton Dr., Bridgeton, Mo. 63044. Phone: 314-739-2937

Miniature Beers for trade: Rainier also Seipps - embossed. Herbert A. Haydock, 1660 2nd Ave. South, Wisconsin Rapids, Wis. 54494 \*\* hard to come by \*\*

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FOR SALE

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Schlitz 10" x 21" tin sign picturing German Soldier c 1900 - very good to excellent - \$175 or \$225 in trade. Tauni Brustin, 8915 Santa Monica, Los Angeles, Calif. 90069

9" Diameter Metal Placques - Neuweilers Cream Ale. Defunct 60's. Local warehouse find - mint. Earl Orth, 806 Flexer Court, 18103 Allentown, Pa. \$4.00 ea. plus postage.

Brewiana for sale - Send two stamps for list. Collecting cans, openers, miniature beers, glasses, small brewery advertising. Don Sarver, 2430 Alma Rd., Baltimore, Md. 21227.

Oil Painting of American Brewery, Rochester, N.Y. (1944) Approximately 3' x 5' \$300.00. Bob Gottschalk, 115 Peachtree Rd., Penfield, N.Y. 14526. Phone: (716) 586-7419

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"Flip" was the big Colonial drink. Try one today, if you wish, made thisaway: Into two quarts of beer pour a half-pint of gin. Beat four eggs together with four ounces of sifted sugar. Then stir, little by little, the beer and gin together. Then froth by pouring from one large pitcher to another, and serve in thin glasses, with fresh-grated nutmeg on top.



BOOK REVIEWS  
John Murray

In the following reviews we have tried to make our members aware of reference materials that might be handy in establishing their collections.

We have stated before that N.A.B.A. considers both bottles and cans as packaging materials and not advertising items. As both can and bottles have national organizations, we do not want to compete with them in membership drives, but collectors who cover both areas are certainly welcome to join us.

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DIRECTORY & PRICE LIST OF PHILADELPHIA BEER  
SODA AND MINERAL WATER DEALERS  
Compiled by Thomas P. Hallman

Mr. Hallman has searched many records in an attempt to construct a detailed list of all the brewers, bottlers, etc. in Philadelphia during the 1800's. It proves to be an excellent reference for dating items from breweries that existed at that time.

Along with a good coding system, he has managed to find some excellent old ads and has pictured some bottles of interest.

For the N.A.B.A. member who has an interest in the Philadelphia area, I feel this work represents money well spent.

The price is \$4. post paid and may be purchased from: Thomas P. Hallman, 8203 Elberon Avenue, Philadelphia, Pennsylvania.

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SOME THOUGHTS ON THE BEER CAN'S FIRST 35 YEARS  
by Bob Myers

"From a controversial entry into the bottle dominated packaged beer market in 1935, the beer can has become one of the more convenient and familiar consumer non-returnables." Thus starts this printed discussion of the beginning and development of the beer can.

In his twelve page dissertation, Mr. Myers has covered the history of the can to the present. He also has established a guide to dating a beer can's age that might be helpful to collectors and dealers alike.

The price postage paid is \$2.50 and may be obtained from Bob Myers, P.O. Box 1002, Civic Center Station, Oakland, California, 94604.



## BOCK TALK

J. Murray

It has been about one year since we first started the N.A.B.A. NEWSLETTER. A great deal has happened since, and we have grown into a relative factor on the National Collecting Scene.

We now have 191 members from 28 states plus the District of Columbia. The 4 leading states in membership are Missouri, Wisconsin, Illinois, and Ohio. Our oldest member that I know of is 74 and the youngest is 15. Seventy members attended the National Convention in St. Louis as opposed to 35 in Milwaukee a year ago.

We have issued a membership directory and sponsored an Open House at Neil Wood's Antique Advertising Show in Indianapolis, with another slated for Hubert Bellman's Antique Advertising Show in Gaithersburg, Maryland.

Show promoters and N.A.B.A. members, Neil Wood, Hubert Bellman, and Don Henry have worked very closely with us to rid the shows of reproductions or fake brewery advertising.

Where do we go from here? At the National Convention we established several committees to work on items that will make N.A.B.A. a better organization and in addition contribute to your collections.

The committees are:

1. Directory Committee - National Directory
2. Operation Alert - Notice of theft or fraud.
3. Embossed Glasses - listing and numbering of all embossed glasses.
4. Convention - Minneapolis Convention
5. Incorporation - The incorporation of the organization
6. Insurance - Hints on how to insure your collection.
7. Help - Up-to-date market pricing of collection for disposal of collection by widow.
8. Newsletter - Articles and features for Newsletter

Most of this work has been done by a handful of individuals. How about some help from you? Drop me a line and let me know what you would like to work on - John Murray, 475 Old Surrey Road, Hinsdale, Illinois 60521.

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### Regional Open House

Sunday, November 11, an Open House will be held at Howard Kalt's Restaurant in Milwaukee, Wisconsin. Anyone interested in attending can contact Mr. Kalt and he will inform you with more details as to the time, directions, etc. He would appreciate a large turn-out and if you haven't had the pleasure of viewing his fine collection of brewery advertising this would be an ideal time. So why not check this date on your calendar and plan to attend. I'm sure you won't be disappointed. Address: Howard Kalt, 2856 North Oakland Ave., Milwaukee, Wis. 53212.



The following is an article on the Coors Brewing Company which I think will be of interest to many members in the Association. Would like to thank Augie Helms for submitting it.

## Coors Goes

### Its Own Prosperous Way

The family-owned Adolph Coors Co. of Golden, Colorado, has only one plant, has not borrowed a penny since 1888, and spends less money on advertising than any major competitor. In the brewing industry that would seem a sure formula for failure, but Coors has enjoyed a dazzling success. From a small regional company with sales of about 2,800,000 barrels ten years ago, it has grown to be the fourth-largest company in the industry. Coors sold 8,500,000 barrels in 1971, up 16.4 percent from the year before, and it expects to sell 9,700,000 barrels this year. Last year, on estimated net sales of \$280 million, it earned an estimated \$45 million before taxes. The company has been eyed as a desirable acquisition for a long time. Says one wistful broker, "It's the best private company in America. I'd pay any multiple for that stock."

Investors will not have that opportunity soon. Members of the Coors family relish their control and independence—not to mention their dividends, which probably exceed \$1 million a year. The management style is refreshingly informal, President William K. Coors, fifty-six, grandson of founder Adolph, goes to work in shirtsleeves and high-topped work boots. Employees call him Bill—they are not *allowed* to call him Mr. Coors—and he shares a pool secretary with other executives. The headquarters are spartan save for enormous bouquets of flowers—a legacy of the late Mrs. Adolph Coors, who made a project of brightening the offices.

Coors is almost totally self-sufficient. In an industry where even the biggest brewer buys its machinery from outside suppliers, Coors builds 75 percent of its packaging equipment, 90 percent of its brewing equipment, and all of its malting equipment. It contracts with farmers to grow its own strains of Moravian barley, and sets strict standards for them in the

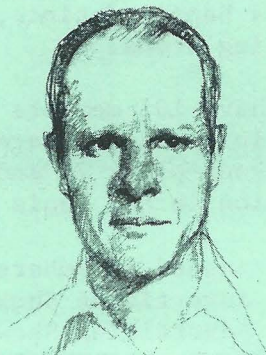
bargain. Coors makes its own aluminum cans and transports the beer in refrigerated rail cars and trucks.

How Coors got to its pleasant station remains something of a mystery. Even the Coors profess themselves somewhat puzzled by success. "Twenty-five years ago I suggested that we might someday do a million barrels," says Bill Coors. "I was told to get off cloud nine."

One important factor appears to be that consumers have attached a mystique to Coors beer that parallels that of Ireland's Guinness stout, which Dublin doctors regularly prescribe for pregnant women. Coors's reputation ranges far beyond its market areas; many travelers to Colorado from the East Coast are asked by friends to bring back a six-pack or so, and a number of corporate jets stop to pick up a few cases. A distinctively light beer, Coors is unpasteurized, like draft beer; it is filtered through a special system and shipped under refrigeration in order to keep fresh over a long period of time. Coors requires wholesalers to store the beer cold and encourages retailers to do so.

#### Twisting arms at the bar

For seventy-five years the company has used the same label and the same basic advertising theme to promote one of the beer's ingredients—"Pure Rocky Mountain Spring Water." Although Coors spends only a fraction of what its competitors do on media advertising (an estimated 29 cents per barrel versus \$1.56 for Anheuser-Busch), it never seems able to keep up with demand. Coors has been accused of some heavy-handed sales techniques. Last year the Federal Trade Commission charged that Coors refused to sell draft beer to bars unless they carried it exclusively. Although price cutting is a basic tactic in the industry, the FTC also charged that Coors insisted that its wholesalers *not*



William K. Coors

cut prices, so as to protect its image. Last month a hearing examiner exonerated Coors, but FTC lawyers intend to appeal the case to the full commission.

The company's single plant is a cluster of monolithic cement-block buildings that looks rather like an aerospace complex. With a capacity of 10 million barrels, it is the world's largest brewery, and even now Coors is adding at the rate of 10 percent a year. Bill Coors is adamant about not building another plant in the foreseeable future. For one thing, that "Rocky Mountain Spring Water" theme would be sorely strained if the beer were made on the banks of the Wabash. Nor is there any particular reason to build another plant. Coors sells its beer in eleven states including areas of California that are some 1,300 rail miles from Golden. "Once we were very satisfied to have 1 percent of the California market," says Coors. "If somebody had told us we'd have 10 percent, I'd have said 'no way.' But in the first six months of '72 we had 39 percent. To us, this is incredible." Within its shipping radius lie enough untapped markets for Coors to double its size.

The only problem facing Bill Coors now seems to be those FTC charges. Coors is astonished that anyone would challenge his control over his product, and he vows to fight all the way to the Supreme Court. "If he could," says the chairman of one large competitor, "Bill would come into your home and tell you how to drink the beer."



NEW MEMBERS

Bill Geick  
P.O. Box 331  
Hyde Park, N.Y. 12538

Joseph Pflgebraar  
P.O. Box 158  
Saugerties, N.Y. 12477

John Strenger  
450 Thorne Ln.  
Lake Forest, Ill. 60045

Jim Crampton  
437 Catalpa Ave.  
Brea, California 92621

William C. Bauer  
3634 Brooksville Dr.  
St. Louis, Missouri 63125

John E. Byrne, M.D.  
20 Beacon Hill Lane  
Creve Coeur, Missouri 63141

William Bobbitt  
Route 4, Box 104  
High Ridge Missouri 63049

Paul Dispensa  
40 East 55th St.  
Hinsdale, Ill. 60521

Robert L. Dixon  
5212 River-Aire Drive  
Godfrey, Illinois 62035

Alex Grippio  
450 Carman Road  
Manchester, Missouri 63011

Alex Biggar  
16 Pleasant Ave.  
Lakeview, N.Y.

Larry A. Henning  
291 Taft St.  
Fond DuLac, Wis. 54935

Sam Beuveniste  
1909 Sherman Ave.  
Madison, Wisc. 55704

James D. Gears  
212 Marshall St.  
Kennett Square, Pa. 19348

George Grosskopf  
1505 E. 77th St.  
Indianapolis, Ind. 46240

Edward D. Hersh  
15 Dixon Drive  
Kenmore, N.Y. 14223

George Hibbard  
27 Crestwood Drive  
St. Louis, Missouri 63105

Harvey Johnson  
2260 Kent Drive  
Florissant, Missouri 63033

Arthur Laffrey  
579 Pine Valley Way  
Bloomfield Hills, Mich. 48013

Fritz Maytag  
Steam Beer Brewing Co.  
541 Eighth St.  
San Francisco, Calif. 94103

Christopher Nelson  
7536 North Boyd Way  
Milwaukee, Wisc. 53217

Fred Plough  
4366 Tholozan  
St. Louis, Missouri 63116

John M. Scholz  
3631 Flad Ave.  
St. Louis, Missouri 63110

E. J. Pyler  
Brewers Digest  
4049 W. Peterson  
Chicago, Ill. 60646

Bob Myers  
P.O. Box 1002  
Civic Center Station  
Oakland, Cal. 94604

Charles Smith  
618 Norris Drive  
Anderson, Indiana

Don Simon  
1901 Lakeaire Dr.  
St. Louis, Mo. 63138

Mrs. Ernst A. Stadler  
5802 Waterman  
St. Louis, Mo. 63112

Roger Sapp  
9808 Calumet  
St. Louis, Mo. 63137

Carl Schwarzen  
12633 Old Tennson Rd.  
St. Louis, Mo. 63128

Ronald Sansone  
129 W. St. Louis St.  
Pacific, Mo. 63069

Bernard E. Wallace  
Route 2 Box 463M  
Reading, Pa. 19605

Donald L. Wulsch  
1236 Pequeno Court  
Fenton, Mo.

Verne Hallman  
Palmetto Antiques  
Highway 301 & 321  
Ulmer, S. Carolina 29849

John C. Taylor  
5614 Whitby Road  
Baltimore, Md. 21206

Edward W. Scott  
147 Cliff St.  
Haledon, N.J. 07508

John F. Pyrek, Jr.  
1100 Geneva Rd., Apt.280  
St. Charles, Ill. 60174



CHANGES OF ADDRESS

Pete Bonacci  
2832 S. Clarkson  
Englewood, Colo. 80110

Loren Karacki  
5203 Worthington Dr.  
Washington, D.C. 20016

Tom Shimek  
13449 Good Hope Rd.  
Menomonee Falls, Wisc.  
53051

Fred R. Anderson  
2141 175th St., Apt. #5  
Lansing, Ill. 60438

CONVENTION MUGS AND PICTURE BOOKLETS

Herb Haydock

St. Louis 2nd Annual Convention mug orders are being taken. They will be the same size mug as last year and each member who paid a registration fee for the convention this year will have their name on the mug. Also appearing on the mug will be the St. Louis Arch, Anheuser-Busch, Falstaff, and the copyrighted N.A.B.A. crest with the convention time and place. I am trying to get the mugs numbered if possible, so the first orders in would have the lowest number. Don't be disappointed as some were last year when they found out the mugs were all gone!! ORDER NOW!!!  
Price each mug: \$7.50.

The Convention Picture Booklet will consist of eight postcard size pictures of the convention, along with one group picture, five by seven, in color. Price each booklet \$5.00.

Enclose a check to cover the cost of the items you are ordering and make it payable to: Herbert A. Haydock  
1660 2nd Ave. South  
Wisconsin Rapids, Wis. 54494

Due to time required to order mugs and have postcards made up, it is required that you have your order in ON OR BEFORE OCTOBER 30, 1973.

NABA Newsletter  
Dick Hinds  
313 Poplar Avenue  
Cincinnati, Ohio 45215

Herb Haydock  
1660 - 2nd Avenue, South  
Wisconsin Rapids, Wisconsin  
54494



**THIRD CLASS**