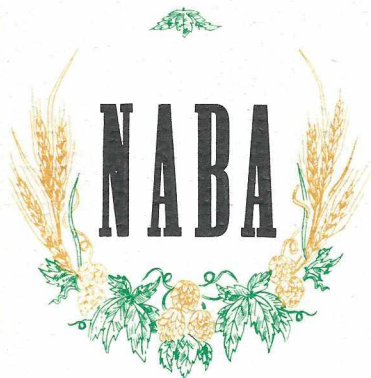


National Association Breweriana



Advertising

Newsletter

*An organization that covers all areas
of brewery advertising.
Founded January 1972*

VOL. NO. 7

SPRING EDITION 1974

STEAM BEER IN
SAN FRANCISCO

COLLECTOR OF
THE MONTH FEATURE

ANNUAL CONVENTION

AUG. 2, 3 & 4

MINNEAPOLIS - ST. PAUL, MINN.

WHY CITY BREWERY
INDUSTRY WENT FLAT

TIN SIGN
RESTORATION

3rd ANNUAL CONVENTION

NATIONAL ASSOCIATION BREWERIANA ADVERTISING

Minneapolis-St. Paul, Minnesota

AUGUST 2 - 3 - 4, 1974

Location: Ambassador Motor Hotel
5225 Wayzata Blvd.
Minneapolis, Minnesota 55416

PROGRAM

<u>Fri., Aug. 2</u>	2 - 6 P.M.	Registration	Ambassador
	Evening	Welcoming - Get Together	Grain Belt Brewery
<u>Sat., Aug. 3</u>	9:00 A.M.	Tour Historical Site	Ft. Snelling
	9:00 A.M.	Where ^{OR} Do We Go From Here. Open Discussion with officers on the future of the organization.	
	Noon	Lunch - with speaker.	Ambassador
	1:30-4:30 P.M.	Auction of Brewery Items.	Ambassador
	Evening	Dinner Dance Ratheskeller in Sky.	Hamms Brewery
<u>Sun., Aug. 4</u>	8 - 9:00 A.M.	Trade Session Set Up	Ambassador
	9 - 10:30 A.M.	Breakfast & Business Mtg.	Ambassador
	10:30 - 3 P.M.	Trade Session	Ambassador

N.A.B.A. CONVENTION AUCTION

Here is a great chance to sell one of your real outstanding items. We want the very best for this, our 1st auction. Here are the rules.

NABA Auction Rules

1. Only Beer Items (Beer Items - anything with the name of a Beer or Brewery on it) can be offered for sale.
2. Members offering Beer items for auction must have them on display one half hour before the sale.
3. Each member can submit any number of Beer items he wishes.
4. Members must place an order number on each piece or lot (lot - several articles being sold as one) in the order the member wants them sold.
5. Each member offering something for sale will draw a number; the number one will be the 1st auctioned; number two next, etc. When the last member has their 1st article or lot auctioned, we will proceed again with number one and their second article or lot will be auctioned. The auction will proceed this way until all articles or lots have been auctioned, or until the time allotted for the auction runs out.
6. The member whose article or lot is up for auction may bid in only once. If there is no raise, he gets his article back, but owes NABA a bid in commission as per the schedule below.
7. Money due NABA as part of the auction fee is listed in the schedule below:

Auctioned Price	Commision	Money to NABA		Member owes NABA when he bids in on his own item and gets it.
		Minimum	Top	
\$1.00 - \$10.00	20%	25¢	\$2.00	25¢
\$10.00- \$50.00	15%	\$2.00	\$7.00	\$1.00
\$50.00- \$100.00	10%	\$7.00	\$10.00	\$3.00
\$100.00- \$500.00	5%	\$10.00	\$25.00	\$6.00
\$500.00- Unlimited	1%	\$25.00	Unlimited	\$10.00

If you have any questions regarding the Auction, write Auction Chariman, Herb Haydock, 1660 2nd Ave. South, Wisconsin Rapids, Wis. 54494.

Needed - A volunteer to be the AUCTIONEER
write to above.

HISTORY OF BOSCH BREWING COMPANY

- Ray Ojala

Joseph Bosch was born in Baden, Germany in 1850 and founded the Bosch Brewing Co. at Lake Linden, Mich. in 1874. Joe's father was making beer in Port Washington, Wis. in 1867 and young Joe learned brewing in Milwaukee, Cleveland, and Louisville, Ky.

In Lake Linden the brewery operated under a variety of names, Torch Lake Brewery, Lake Linden Brewery, Joseph Bosch and Co. and Bosch Brewing Co. Bosch made Porter, Malt Tonic and Bock, Superior Stock and Gilt Edge beers to name a few.

After Prohibition was repealed the firm moved to Houghton, where it established its plant in the former Scheurmann Brewing Co. buildings. The original Union Brewery on this site was begun by William Ault of Houghton and sold in 1863 to Philip Scheurmann, Frank Maywood and Adam Youngman.

The company reached its highest production in the 1950's with 100,000 barrels annual output for about 7 years. Bosch beer was marketed at that time as far as Detroit, and the twin cities of Minneapolis, St. Paul.

The people succeeding Joseph Bosch were Mrs. Antonette Bosch Ruppe, Philip Ruppe, Charles W. Finger, Frederich Finger and the last president and general manager, Al Chaput.

September 29, 1973 the Bosch Brewing Co., last of 22 breweries which once flourished in Michigan's Upper Peninsula, went out of business. Jacob Leinenkugel Brewing Co. of Chippewa Falls, Wis. bought the brewing rights and will continue the merchandising of Bosch and Gilt Edge Premium beers in upper Michigan and Wisconsin.

How many of the leading 20 breweries in the United States can you name (based on 1973 estimated sales)?

Answer appears in this month's Newsletter

BOCK BEER

Bock Beer is an especially prepared beer in which a longer roasted malt called caramel malt is used. Bock is darker in color and has a sweeter taste than Lager Beer. A seasonal brew, Bock is usually brewed in the winter for consumption in the spring.

A LOOK AT WHY CITY BREWERY INDUSTRY WENT FLAT

Friday, April 6, 1933 was a cloudy, topcoat kind of day in New York. A chill breeze cut through the crowd at Fifth Avenue and 34th Street, but no one there noticed. It was a great occasion. They had gathered to watch former Governor Alfred E. Smith accept the first legal beer in the city since the start of Prohibition 16 years before.

It was a symbolic event, of course, but the symbolism was more ironic than anything else. For the beer presented to the Happy Warrior was not even from New York. It was Budweiser, flown in from St. Louis to a city that once boasted 121 breweries and which, even in the nineteen-thirties, had more than 20 of its own.

Later that day, Colonel Jacob Ruppert sent a case of Knickerbocker around to the Smith home at 51 Fifth Avenue but, of course, it was too late for the first editions. Forty years later, Ruppert had lost out again. Today Budweiser is one of the best selling beers in the nation while Ruppert survives only as a second brand of the Rheingold Brewery in Brooklyn, which is, itself, on the verge of oblivion.

If Rheingold goes under, the city will have but one brewery left, the F.&M. Schaefer Brewing Company, also of Brooklyn.

To be sure, the lack of breweries has not stopped New Yorkers from drinking their share of brew. Each adult New Yorker downs about 19.8 gallons a year, slightly more than the national average of 19.4.

Mostly, New Yorkers drink their hometown Schaefer, which commands about 25 per cent of the market. Rheingold, despite its troubles, still has about 15 per cent.

A decade ago, 60 per cent of the New York area beer market was controlled by three local brands: Rheingold, Ballantine and Schaefer.

Then, according to the industry, Ballantine decided to change its formula. This change was noticed almost immediately by Puerto Rican purchasers, who had long been strong Ballantine fans. In the beer world, Puerto Ricans are known for preferring their beer extremely cold (remember Ballantine's "Hey, get your cold beer!") and the beermakers considered it unusual that they noticed the change in taste. When beer or any other liquid is extremely cold, it is difficult to detect variances of taste or flavor.

Schaefer apparently picked up a great deal of the Puerto Rican market here by sponsoring Antonino Rocca, the wrestler, a great favorite among the city's Spanish-speaking residents.

Still, Schaefer executives--and a great many executives in other beer companies--are convinced that the beer's greatest marketing tool is its jingle, unchanged in more than a decade, about being "the one beer to have when you're having more than one."

A LOOK AT WHY CITY
BREWERY INDUSTRY WENT FLAT (continued)

An advertising man long familiar with beer business said Rheingold suffered after it dropped the Miss Rheingold contest in 1965 and began changing its advertising approach frequently. "Beer is a comfortable drink," he said. "People like to get comfortable with their beer and they get upset if you keep changing things."

Most historians date the ascendancy of beer in New York to the arrival of the first German immigrant in the early 19th century, but New York was a big beer town long before that. The oldest maps of New Amsterdam show the Red Lion Brewery in business well before 1660. The Dutch settlers were beer drinkers and old records show that many small taverns and other New Amsterdam businesses made and sold beer commercially.

One visitor from Holland even wrote back home to say that the beer in New Amsterdam was better than what he had been used to "in the fatherland."

The Dutch brewers gave way to the British brewers who specialized in the porter and stout and ale they had made in England. Then, around 1825, came the first waves of German immigrants who brought lager with them and built the foundations of the modern beer business.

The first of the German breweries in this area were built in Brooklyn because the old braumeisters did not like the water in Manhattan and the Bronx. Not until the Croton Aqueduct began to bring in fresh water between 1840 and 1850 did George Gillig build a brewery on Manhattan.

Thirty years later there were more than 70 in Manhattan and the Bronx. The names, mostly forgotten now, included: Eichler, Huppel, Von Hink, Loewers, J. & M. Haffen, Koster and Bial, and in Brooklyn, John Kissel & Son, Stehlin and Breitkopf, Meltzer Brothers and John F. Trommer.

"A Nice Old Guy"

Trommer's survived well into the 20th century. "I still remember old man Trommer coming in here," said Peter Kreindler, one of the owners of the 21 Club.

"He was a nice old guy with a pot belly who never drank any of his own stuff. All he ever drank was German wine. I think he had the gout or something."

Trommer's was as well known for its huge beer garden in Brooklyn as it was for its beer. "Those places in Munich, they were nothing compared to Trommer's place," Mr. Kreindler said. But the most famous beer gardens in New York probably was the first, the Atlantic Garden, a vast hall on the Bowery with a capacity of more than 1,000 people. While nursing nickel beers, entire families watched shows, danced, gave parties and ate heavy German food.

A LOOK AT WHY CITY
BREWERY INDUSTRY WENT FLAT (continued)

Prohibition killed the beer gardens, just as it killed many of the breweries. At the beginning of Prohibition there were 70 breweries in New York City. After Repeal, there were 23. Again, the disappearance of the breweries had no material effect on the consumption of beer.

Many New Yorkers resorted to "heimgemacht" or home-made brew, but some bootleggers made good beer themselves or imported it. "Jack and Charlie's", the speakeasy that became the 21 Club, served Molson's ale from Canada and Guinness Stout. The ale was sold only in quart bottles, Mr. Kreindler recalled.

Prohibition was all but dead when President Franklin D. Roosevelt signed the law permitting the manufacture of beer containing 3.2 per cent alcohol by weight.

Ironically, the new 3.2 beer had little of the strength of the best locally made illegal beer. Many connoisseurs of beer say the 3.2 beer of 1933 marked the end of good taste in beer in this country.

"It's like everything else, said Jerry Birns, another "21" partner. "They worked hard to remove the flavor from the commodity and then they call it dryness."

My favorite brewery has announced that it's shutting down operations soon, so I'd like to stock up on the brand while I have the chance. What's the best method of storage and how long will my hoard keep?

The maximum shelf life of beer, whether in cans or in bottles, is 90 days to--at best--six months, depending on which brewery you talk to. The same goes for ales. Both beer and ale should be kept from extremes of heat and cold, with around 55 degrees Fahrenheit being the preferred temperature. Bottled beer and ale should be protected from direct sunlight and kept at least two feet away from fluorescent light.

NEW BREWERY IN BELOIT

Olympia Brewing Co., the nation's 11th largest beer maker, is planning to build a new brewery in Beloit, Wis. Olympia, based in Tumwater, Wash., about 50 miles south of Seattle, said Wednesday it has acquired an option to buy 108 acres of land north of Beloit.

While one Chicago beer industry observer expressed surprise that Olympia's sales would warrant a major expansion into the Midwest, the company said its beer has had a "tremendous acceptance" in Nebraska, Iowa, the Dakotas and Minnesota. Olympia produced 3.6 million barrels of beer in 1973.

AROUND THE NATION

- John Murray

February saw two big shows in the advertising antique field, one in San Francisco and the other in Gaithersburg, Md.

The San Francisco show at the Regency Hyatt House was well handled by Don Henry and Charlotte Prentis. Among the dealers with booths were Alex Bigger, Tauni Brustin, Jim Cope, Norm Moore, Judie Pieper, Dick Ralston, R. E. VanAnda and the Zerries. The best display of brewing items was made by Tom Polansky.

N.A.B.A. held an open house Saturday evening and had a chance to talk with some of our California members. Bill Gaylord is doing well with his shop in Sacramento, he also has a new book in the making. Fritz Maytag, of Anchor Steam Beer, was looking for more steam beer signs. Ray Ojala flew in from Minnesota and went home with one beer glass. Bob Swain, just out of the sick bed, was on a buying streak. New member Joe Durein and his wife were searching the booths. Jack Muzio was telling about the great year they are having with their shop, and Larry Willett flew up from L.A. to add to his collection.

Hubert Bellman's show at Gaithersburg surprised everyone. With talk of gas shortage, etc., everyone was pessimistic, but Saturday looked like an airport at Christmas time. Dealers like Jim Cope, Alex Bigger, Judie Pieper, Dick Ralston, and Zerries had hurried home from California and off to this show with lots of new goodies. We added new dealers Rose Sill, Dave Sheffer and Joey Urso. Other dealer members in attendance were George Yanocko, Strom Watford, Paul VanVactor, Don Sarver, Bob Secrist, Harley Miller, Ray Klug, Boyd Hitchner, Dave Huntsberger, Ted Hake, Dick Hinds, and Phil Atkinson.

Several states were represented by collectors Wayne Galasek coming from Illinois and Wilbur Kurtz from Atlanta. Coming down from New Jersey and taking armloads home were Jon Jonkoski and Augie Helms. Also from Jersey were Howard Fertig and George Fischer.

Kermit Dietrich and Bernie Wallace were there looking for items for the brewery museum. The big competition in trays came from new member Edward Pollack. Also scouting the area were the beer glass collectors represented by Leon Beebe and A. H. Himmelrich, Jr.

Candidate for secretary of N.A.B.A., Larry Karacki, was seen talking to the local group including Charles Miller, Marshall Pywell, Jeff Pollack, Bill Sanger, Rick Tenny, and John Taylor.

John Pardee dropped by to talk about the members up in Rochester, New York.

FEBRUARY WAS A BUSY MONTH!

CLEANING AND PRESERVING OF
ANTIQUÉ LITHOGRAPHED ADVERTISING ON TIN

The cleaning and preserving of these old lithographed tin items has been experimented with, and rather perfected, over the past five years. And, the process which has been settled upon is really quite simple: For the cleaning of scum, dirt and grime, and (in many instances) for the simultaneous brightening of colors, use Sani-Wax and a rag, or preferably and if the surface will permit, use 0000-grade steel wool saturated with Sani-Wax. In many, many cases the results will be quite remarkable.

It is quite important to remember to experiment first with an unobtrusive corner of the sign or tin, using a clean white cotton rag, and often inspecting the rag to determine that color is not being removed. The blacks nearly always will be the first to go, as they were the last color to be applied.

Sani-Wax and a rag often produce surprising results in removing the film of the decades, even from an item which appears clean.

For even more startling results, however, Sani-Wax saturated within 0000-grade steel wool may be tried in many instances. Harsh as it may sound, it really works, but must be exercised with caution. Again, the collector must start with a tiny corner, rubbing in circles and watching for the loss of color. Since color can't be seen in steel wool, however, the collector must very often wipe the wax residue from the tin or sign with a rag, inspecting the rag for color loss. Many antique lithographed tin signs have been treated in this manner.

It is not wise to use steel wool, however, on flaking surfaces or on surfaces which have oxidized. Also in these cases, one must be especially careful in the application of Sani-Wax, even with a rag.

There is nothing you can do to preserve a surface. Never apply lacquer or some other artificial covering. As we have said, that surface has managed to survive for longer years than we have been alive, and all it needs now is a good cleaning. There is no satisfactory way to preserve that will also maintain the original appearance of the item, without ruining it by making it look slick and artificial.

Sani-Wax is a Dallas-manufactured white colored liquid wax that is rather mild, and is available here only at one supermarket chain. In other words, you may have to search for it. Though other lotion-type waxes are available that would give the same results, no doubt, most of our 450 people stick to Sani-Wax because of consistent results.

---compliments of CLARK SECREST
Tin Container Collectors
Association
1496 S. Macon Street
Aurora, Colorado 80012

NEWS NOTES

JOSEPH KNOBLE'S BREWERY, Ft. Smith, AK has been restored to the 1848 period by Wortz (cracker) Co. The stone structure, including masonry underground vaults, is open for visitors.

MINIATURE BEER BOTTLE COLLECTORS - You will be interested in a new magazine that has a section devoted to Beers. THE MINIATURE BOTTLE COLLECTOR is the name of this very well done magazine and if future issues just duplicate the first it will be a success. If interested write - THE MINIATURE BOTTLE COLLECTOR, P.O. Box 2161, Palas Verdes Peninsula, Ca. 90274.

ADVERTIQUES COLLECTOR'S GUIDE (\$4.95) - A comprehensive look at thousands of antique advertising collectibles from trays and tins to mirrors and Moxie.

Amplly illustrated with color photographs of Breweriana advertising, Country Store Artifacts, Tobacco items, miscellaneous containers of wood, tin and glass.

Will include a directory of dealers, museums, country stores, shows, clubs, books, and shops which specialize in advertising items.

Not just another price guide, ADVERTIQUES COLLECTOR'S GUIDE will provide information and history as well as appraisal information.

Dealers wishing to be listed in the GUIDE should send pertinent information to the publisher as soon as possible, while the book is still in preparation. Listing is FREE. Additional advertising will be accepted. Rates on request. Address: ADVERTIQUES GUIDE, P.O. Box 6191, Sacramento, Ca. 95860.

NORTH STAR HISTORICAL BOTTLE ASSOCIATION & MINNESOTA'S FIRST ANTIQUE BOTTLE CLUB SHOW & SALE - April 27-28 - to be held in St. Louis Park Minnesota (Minneapolis), at Benilde High School. Anyone interested in having a sales table or display can contact JIM CONLEY for further information. Address: J. C. Conley, 3567 Lowell St., Deephaven, Mn. 55391.

NEWS NOTES (continued)

BUDWEISER GIFT ITEMS - Some members that attended the N.A.B.A. Convention in St. Louis last year were inquiring about purchasing Budweiser gift items. Doug Bakken has order blanks available for anyone interested in ordering. Address: Anheuser-Busch, Inc., 2800 S. 9th St., St. Louis, Mo. 63118, Att: Mr. Douglas A. Bakken, Archivist.

H.R. 8189 - This is a bill introduced into the Federal House of Representatives by Congressman Rooney of Pennsylvania. The bill would change the tax laws to give smaller breweries still in operation a tax break. Sounds like a real good idea, so let's write our Congressmen and let them know our feelings. N.A.B.A. Member, Will Anderson, has been very generous in offering to forward a copy of the proposed bill to anyone requesting it. Address: Will Anderson, Possum Ridge Road, Newtown, Conn. 06470.

LOST OR STOLEN from O'Hara Airport in Chicago or National Airport in Washington, D.C.

1. Edelweiss Beer (Chicago) framed poster under glass showing Tom Thumb straddling a keg of Edelweiss. circa 1898.
2. Klein 's Carbonated Beverages - Burlington, Wis. advertising tray showing the "Dutch Girl" dtd. 1913.

Anyone with information leading to the recovery of the above two items should contact: Loren Karacki, 5203 Worthington Dr., Washington, D.C. 20016.

INCORPORATION - Thanks to the great work of Joe Fury, N.A.B.A. will be incorporated by the time you read this article.

This will mean several changes in the constitution which we will vote on at the National Convention. For instance, you will note the addition of five directors on the election ballot.

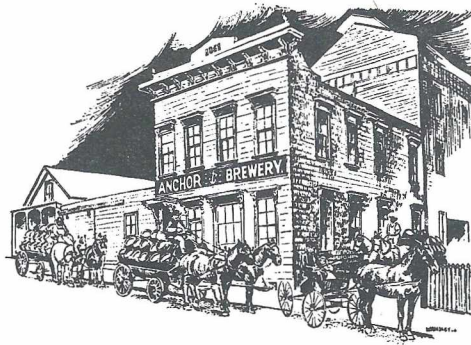
Next time you see Joe, thank him for a job well done. He is a CPA by profession and experience and time have saved us a great deal of money.

THE HISTORY OF SAN FRANCISCO'S FAMOUS STEAM BEER



BORN OF THE GOLD RUSH, the Civil War and San Francisco's temperate climate, STEAM BEER is a product of the early days of California's history. The Gold Rush brought thousands of thirsty hard-working men; the Civil War held back the railroads which could have supplied ice to the Pacific Coast; San Francisco's temperate climate made it possible to brew a special beer without ice.

THE RESULT WAS STEAM BEER which could be made without refrigeration along the cool Pacific Coast. In its heyday there were hundreds of STEAM BEER breweries and 27 in San Francisco alone. Only 7 STEAM BEER breweries existed at the time of Prohibition, and only Anchor survived that disastrous era.



STEAM BEER is entirely naturally carbonated (like champagne) by using a traditional method of secondary fermentation called *kraeusening*. Thus the name "STEAM" beer which referred to the pressure of natural carbonation which slowly developed in the barrels before they were sold to the trade. The entire process takes place at normal cellar temperatures—unlike lager beers which are fermented and aged at near freezing.

TODAY only Anchor STEAM BEER remains from the great days of STEAM BEER. Since 1896 we have been making the same hearty brew. Our little brewery (the smallest in the United States) is proud to have preserved this great California tradition. We hope you enjoy drinking ~~Steam Beer~~ as much as we enjoy making it. The rich malty aroma of the plant, the old machinery and STEAM BEER historical display all delight and intrigue our many visitors from around the world.

STEAM BEER is made only of barley malt and hops. No corn or rice or other grains are used to lighten the brew. The deep amber color, the rich creamy head, and the strong pleasant flavour all testify to our traditional brewing methods.



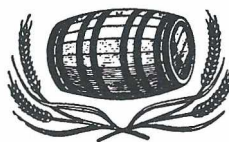
THE BREWERY is open to visitors by appointment only, Monday through Friday.

Steam Beer Brewing Company

541 - 8th Street ★ San Francisco 94103
UN 3-1495

Anchor Steam Beer has been a San Francisco tradition since the days of the Gold Rush. It is a hand-made beverage, aesthetically pleasing and wholly superior in every respect.

Anchor is "steam" in name only. It should be served chilled like any other fine beer.



BOCK TALK

The results of the questionnaire that went out with the directory material are in - and it just proves we have a real cross-section of interests. Here are some of the suggestions that were made:

- list of all trays produced
- history of breweries
- feature a collection of the month
- local trade sessions
- good promotional handout about N.A.B.A.
- displays at conventions
- articles on new promotional items
- list of all breweries by state and brand
- monthly newsletter
- photos
- regional reporters
- question and answer column

Some of these will come very soon, such as the question and answer column, photos, articles on new promotional items, history of breweries. Others we will need time and help with.

In the next few days take time to give us your ideas, let us know your convention plans, and help us in any way you can.

It might be interesting to note that with almost 300 members, 61 of them did not bother to return their directory blank.

CHARLES C. NORWOOD

It is with deep sadness that we report the death of Charles C. Norwood, of Kerrville, Texas on October 9, 1973.

Mr. Norwood was well known to many of our members for his interest in collecting heavy brewery goblets.

Our sincere sympathy to Mrs. Norwood.

LEADING BREWERS' ESTIMATED SALES: 1973

<u>Name of Brewery</u>	<u>Est'd. 1973 Sales: Bbls.</u>
Anheuser-Busch, Inc.	29,887,000
Jos. Schlitz Brewing Co.	21,343,000
Pabst Brewing Co.	13,128,000
Adolph Coors Co.	13,128,000
Miller Brewing Co.	10,950,000
Falstaff Brewing Corp.	6,919,000
F. and M. Schaefer Brewing Co.	6,009,318
Stroh Brewery Co.	5,000,000
G. Heileman Brewing Co.	4,645,833
Carling Brewing Co.	4,420,000
Olympia Brewing Co.	3,800,000
C. Schmidt & Sons, Inc.	3,636,709
Theodore Hamm Co.	3,520,000
Rheingold Breweries, Inc.	3,400,000
National Brewing Co.	2,675,000
Genesee Brewing Co.	2,196,362
Pearl Brewing Co.	1,850,000
Grain Belt Breweries, Inc.	1,611,000
Lone Star Brewing Co.	1,100,000
Ranier Brewing Co.	1,066,125

NABA 1974-75 OFFICERS

Here are the fellow members nominated for this coming election.
Nominations from the membership are open until May 1st.

Please send all nominations to: John Murray
475 Old Surrey Road
Hinsdale, Illinois 60521

President	Herb Haydock	Wisconsin Rapids, Wis.
Vice President	Tom Killeen	Webster Groves, Mo.
Treasurer	Joseph Fury	West Chicago, Ill.
Secretary	Larry Karacki	Washington, D.C.
Corresponding Secretary	Robert Gottschalk	Penfield, N.Y.
Newsletter Editor	Dick Hinds	Cincinnati, Ohio
Director	Paul Haudrick	St. Louis, Mo.
Director	John Muzio	Santa Rosa, Calif.
Director	John Murray	Hinsdale, Illinois
Director	Ray Ojala	Minneapolis, Minn.
Director	Bill Ross	Morristown, Tenn.

BUY-SELL-TRADE SECTION

WANT TO BUY AND TRADE - pre-prohibition etched and embossed beer glasses. James Maxwell, 601 Parkview, Bryan, Ohio (419) 636-3253.

ETCHED & EMBOSSED BEER GLASSES FOR SALE. Send 10¢ stamp for list. John Murray, 475 Old Surrey Rd., Hinsdale, Ill. 60521.

WHOLESALE-RETAIL-BUY-SELL-TRADE! Latest 60 page catalog featuring many collectibles. Beer, soft drinks, etc. Send 50¢ coin or stamps to Palmetto Antiques, Ulmer, South Carolina 29849.

ADVERTISING SIGNS OR TRAYS on the following Cincinnati breweries: Banner, Germania, Herancourt, Kauffman, Niehaus, Walker & Wetterer. Dick Hinds, 313 Poplar Ave., Cincinnati, O. 45215.

WANTED TO BUY - Paper label and/or blob Cincinnati beers. Bob Blum, 2437 St. Albans, Cincinnati, Ohio 45237.

HAVE MANY POST-PROHIBITION TRAYS for trade. Excellent condition. I also buy trays and other breweriana. Bob Gottschalk, 115 Peachtree Rd., Penfield, N.Y. 14526.

BEER CANS WANTED - Will buy or trade for cans or bottles or other beer items. John P. Paul, 809 Depot St., Cincinnati, Ohio 45204.

WANTED - ITEMS FROM THE YUSAY PILSEN BREWING CO., Chicago. John F. Pyrek, Jr., 1100 Geneva Rd., Apt. 28C, St. Charles, Ill. 60174.

HAVE BREW 747 PROMOTIONAL SIX-PACK, still full (with novelty items), by United Airlines, Interested in obsolete cans, Midwest trays and beer coasters. Don Kurtz, Box 961, Ogden Dunes, Portage, Ind. 46368. (219) 762-1216.

SELL OR TRADE, HAMM'S BEAR BEER DECANTERS, 1972 - \$20.00, 1973 \$13.00. Hamm's Bear salt & pepper shakers \$7.00. \$1.00 postage. Jim Crampton, 437 Catalpa Ave. Brea, Calif.

BEER CANS OVER 10 YEARS OLD WANTED. Buy or trade. A variety of non-dump spouts and obsolete flat tops available for trade. Bob Myer, Box 1002, C.C. Sta., Oakland Calif. 94604.

BUY-SELL-TRADE - SCHLITZ BOTTLES. Send description and/or clear pictures (will be returned). Other Schlitz items considered. Bryant D. Truitt, P.O. Box 313, Glenview, Ill. 60025.

TO TRADE - TROMMER'S EVERGREEN BREWERY - Factory tray for another factory tray. Herbert A. Haydock, 1660 2nd Ave South, Wisconsin Rapids, WI 54494

John A. Anderson
223 Hutton St.
Gaithersburg, Md. 20260

Paul Auburn
6 Fairlawn Dr.
Rochester, N.Y. 14617

Mike Bartels
205 Howard St.
Findlay, Ohio 45840

Bob Beckler
Rt. 1, Box 17
Van Dyne, Wisc. 54979

John E. Bernhard
1312 Totten Ave.
Richland, Wa. 99352

Max Boyd
531 E. 6th
Hinsdale, Ill. 60521

William Carlisle
29400 N. Hilltop Rd.
Orange, Ohio 44022

Ronald Colborne
R.R. 1 Box 62
Rolling Prairie, Ind. 46371

John J. Collins
1129 Audubon Rd.
Park Hills,
Covington, Ky. 41011

James Conley
3567 Lowell St.
Deephaven, Minn. 55391

Mark O. D'Harlingue
5536 Lisette
St. Louis, Mo. 63109

Joseph F. Durein
3110 Thompson Ave.
Alameda, Calif. 94501

Jerry Eppel
8319 Washburn Ave., S.
Bloomington, Minn. 55431

NEW MEMBERS

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Larry Willett
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Howard N. Yost
H-H Ranch Museum
LaCrosse, Kansas 67548

Bill Ziegler
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Columbia, Pa. 17512

Darrell H. Zwick
4717 W. Holt Rd.
Holt, Mich. 48842

CHANGE OF ADDRESS

Sam Benveniste
1909 Sherman Ave., Apt. #7
Madison, Wis. 53704

BREWERIANA ENJOYMENT



I started collecting Beer Bottles about eighteen years ago. I was building the bar in our recreation room in the first home we built. I put up some shelves over the back bar. Set up one Beer Bottle, another another and today have over twenty three thousand of them, all different. When I reached a thousand labled and embossed bottles (which was my objective after I was collecting for a couple of years), I discovered there were other collectors and they collected other advertising related to Beer.

The Beer Bottles were the start and I branched out to the point where I now collect any advertising with the name of a Beer or Brewery on it. I also collect Brewery equipment. Like - hand bottle fillers, hand and foot operated bottle cappers, wooden keg branders, brew kettle, grant, milling machine, etc.

When I first started collecting there were no organizations for the Breweriana Collector, that I was aware of. Several have been founded since, one being the NATIONAL ASSOCIATION BREWERIANA ADVERTISING. I am also a member of the following Breweriana associated organizations:

NATIONAL ASSOCIATION BREWERIANA ADVERTISING
EAST COAST BREWERIANA ASSOCIATION
BEER CAN COLLECTORS AMERICA
EAST COAST MINATURE BOTTLE CLUB
CENTRAL WISCONSIN BOTTLE CLUB
THE BRITISH BEER-MAT COLLECTORS SOCIETY
AMERICAN COASTER EXCHANGE
THE LABOLOGIST SOCIETY
BREWERY HISTORY SOCIETY

Not only is Breweriana collecting a true enjoyment for me, but my wife and I enjoy meeting people and making new friends. Our travels in quest of Breweriana takes us all over the United States. Last year we drove 50,000 miles with our family car, plus many miles on four rented cars. We also flew thousands of miles in the United States and the British Isles, on our vacation last August. We toured Ireland, Wales, Scotland and England, also visited many breweries and enjoyed our trip very much.

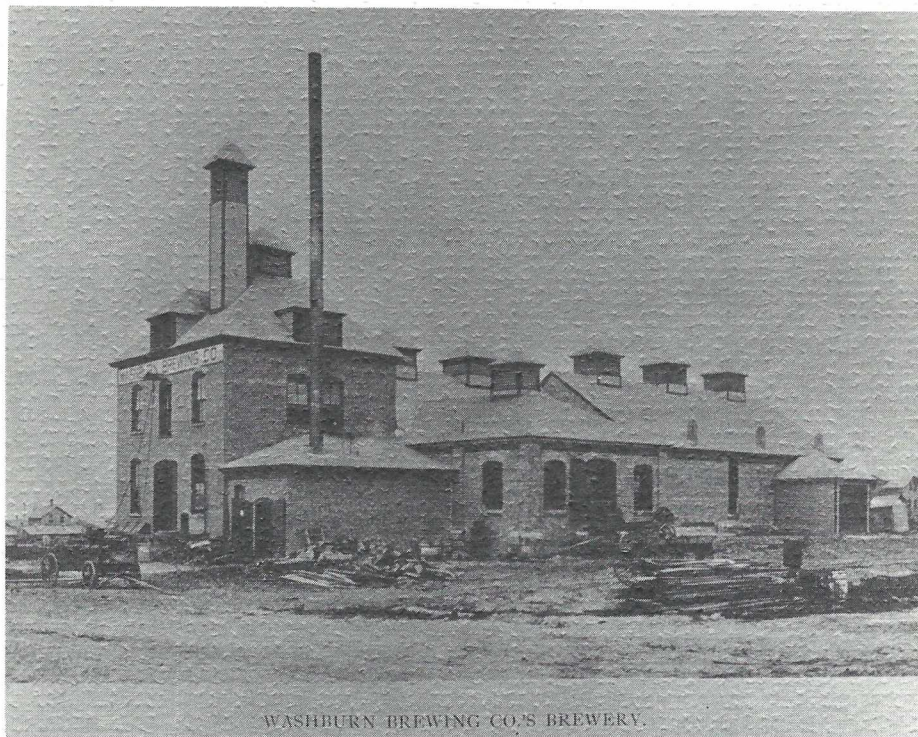
When we are not traveling there is the correspondence to be taken care of and I receive on the average of six letters a day and I answer each one of them. The letters are from all over the world with offers to trade or sell Beer Items. So through the years we have acquired many new friends by mail, which we hope to see in person someday.

All this is done in our spare time and vacations, as I work six days a week as a supervisor, not Beer related at all, except that Beer ads might be printed on the paper made by the Company I work for. My wife also works, she has twenty-four children, she is a school teacher.

We have written this article with the sincere hope that it will be the first of many and that you fellow members get yours into our editor. This will serve till we are able to enjoy each others collections in person - a small introduction.

Herbert A. & Helen I. Haydock
1660 2nd Ave South
Wisconsin Rapids, WI 54494





WASHBURN BREWING CO.'S BREWERY

Washburn, Wisconsin

Was founded by John Waegerle, George Waegerle and A.C. PROBERT (1890 - 1896) - Brewer and bottler - Later became the Washburn Brewing Association (1896 - 1906) and the Pure Beer Brewing Co. (1906 - 1914).

CHALLENGE - Advertising any one?
if so, bring and display it at the
Annual Convention, Aug. 2, 3 & 4th
Minneapolis, St. Paul, Minn.

**NATIONAL ASSOCIATION
BREWERIANA ADVERTISING**

475 Old Surrey Road
Hinsdale, Illinois 60521