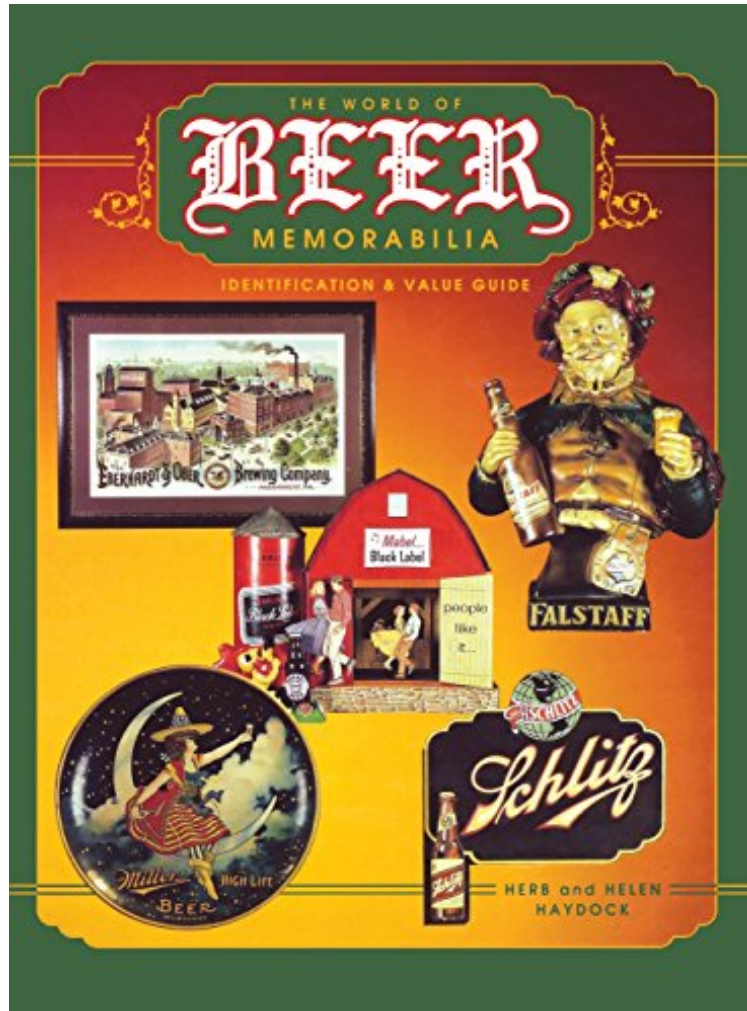


The World of Beer Memorabilia: Identification and Value Guide

From Herb Haydock Helen Haydock

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Haydock are the most successful collectors of American brewing artifacts ever to engage in the hobby. Over several decades, they have amassed (and have now donated to Miller Brewing Co. for safekeeping and display) an astounding array of breweriana including cans, trays, back bar breweriana, paper goods, giveaways, etc. Many of these rare and unique items are displayed beautifully in this book, which features finely detailed color and black and white photographs of items in their collection. The book concentrates on full size trays, but does hit on all areas of the brewery collecting hobby. Of note is the Haydocks' specialized interest in the old Potosi brewery. The only criticism I have relates to the estimated pricing of the artifacts - based on my own experience, I would argue that the prices here are at least 30% lower than you would actually pay to acquire the item, and in several cases less than half of what you could reasonably expect to fork over. Aside from that, this is a wonderful trip through time at some items that most of us will only be able to see in this book.

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