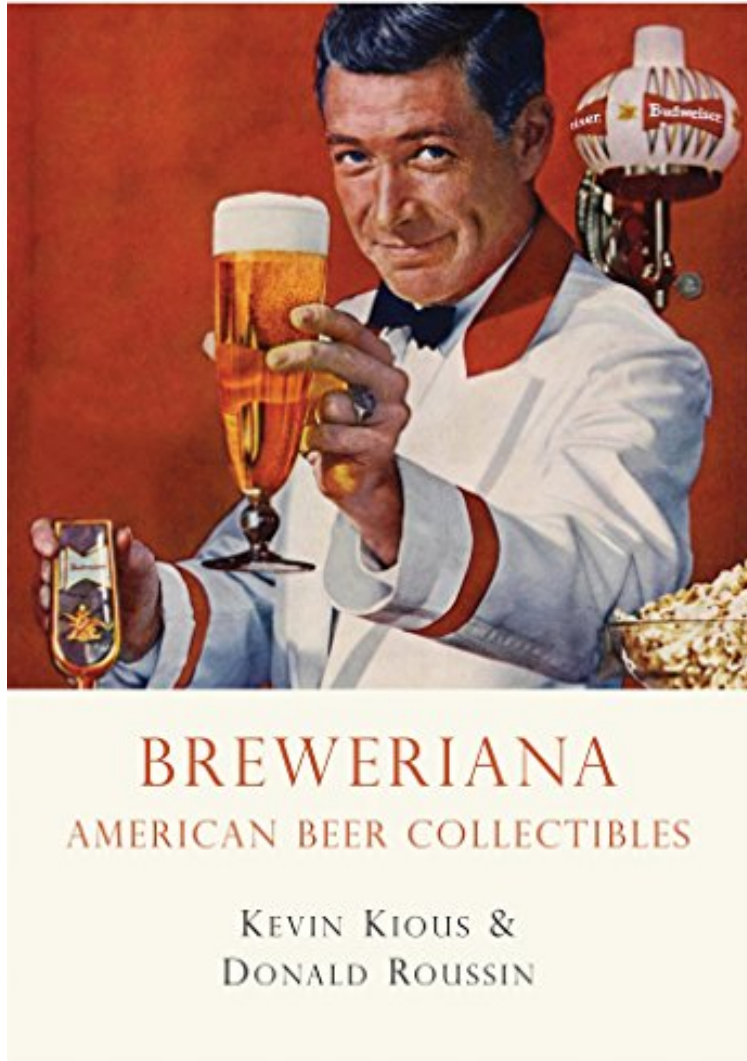


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Breweriana: American Beer Collectibles (Shire Library USA)

Kevin Kious

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Kevin Kious : Breweriana: American Beer Collectibles (Shire Library USA) before purchasing it in order to gage whether or not it would be worth my time, and all praised Breweriana: American Beer Collectibles (Shire Library USA):

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Though beer is one of the oldest beverages around, beer can collecting--particularly in the United States--really picked up steam in the 1930s when beer in cans first appeared. Since then, beer can collecting and breweriana has become vastly popular, with a variety of clubs and associations springing up across the country and around the world. Brewery

collectibles became especially popular in the 1970s, and today breweriana remains a popular pastime, especially with the onset of the microbrew revolution. Author Kevin Kiou explores the history of beer and collecting in Breweriana. Kiou looks at the evolution of beer cans, paper advertising, packaging, and signage, as well as how Prohibition affected the industry in the 1920s and early 1930s and how consolidation changed things in the 1970s. Breweriana will be of interest not only to beer lovers but also to readers with an interest in advertising, packaging, and signage.

About the Author Kevin Kiou is a beer and brewery collectibles enthusiast whose work has appeared in American Breweriana Journal, Beer Cans and Brewery Collectibles, and Sioux City Journal. He is co-author of St. Louis Brews: 200 Years of Brewing in St. Louis--1909-2009. Kiou is the historian/librarian of Brewery Collectors Club of America and a member of the National Association of Breweriana Advertising. Donald Roussin has actively collected breweriana and researched local brewery history for more than thirty-five years. He has co-authored more than two dozen articles for the ABA Journal, The NABA B.C. and Beer Cans Brewery Collectibles magazines. He is a co-author of St. Louis Brews.