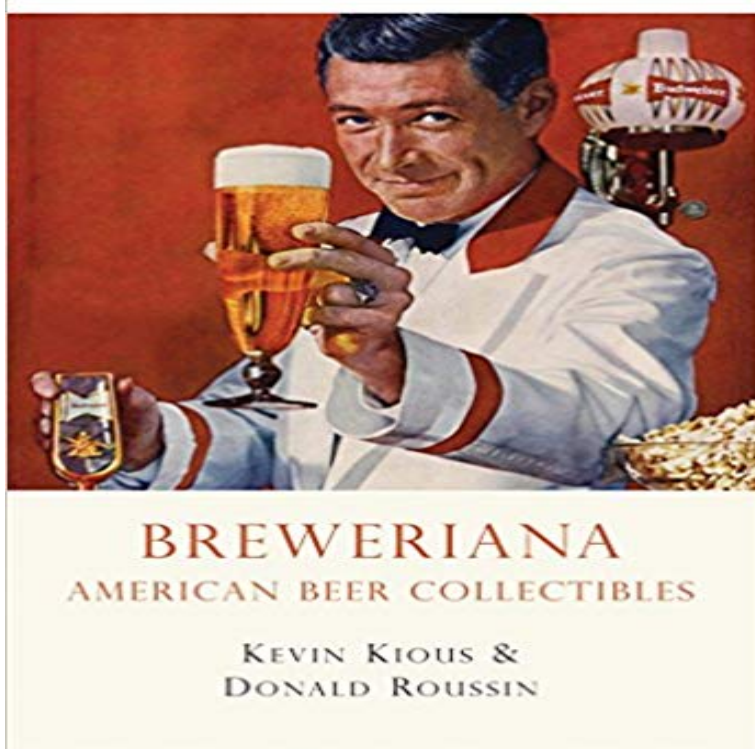


Breweriana: American Beer Collectibles (Shire Library USA)



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 Kious explores the history of beer and collecting in Breweriana. Kious 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.

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