



## Back Bar Beer Figurines

*George Baley*

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Breweries all over America have used character figurines and small shelf signs as highly effective point-of-purchase advertising to promote their brands of beer. Most commonly used from the end of Prohibition to the late 1960s, these now highly collectible items were generally made of plaster or chalk and are often referred to as statues. A wonderful array of such back bar advertising items is showcased here, including some of the rarest statues known. The description for each item includes the height, material(s) of construction, dates of use, and current value. Rare statues are identified. Also provided is a history of point-of-purchase advertising as related to the brewing industry, a review of the manufacturing process and the major manufacturers, plus valuable information on grading, pricing, repairing, reproductions, and more. This colorful and comprehensive book will serve as the reference of choice for all beer statue collectors and breweriana buffs.

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