



### Robert Pieratt and Lawrence Fabacher

The prediction that more and more beer will be consumed in the pleasant surroundings of the home was made at a meeting in Dallas Saturday, February 14, at the annual sales meeting of the Jackson Brewing Company. This forecast was made by guest speaker Irving Axelrod, Houston Chain Store Executive, who also said more beer will be sold through food stores.

Extensive plans for newspaper advertising promotions were explained in detail to the several hundred distributors from Texas and Oklahoma at the meeting held

in the Baker Hotel.

Richard G. Jones, vice-president and General Manager of the Jackson Brewing Company, New Orleans, gave the keynote address. He cited statistics showing the phenomenal growth of the Texas and Oklahoma areas served by Jax, and predicted substantial increase of business for the year 1953. Lawrence Fabacher, General Sales Manager, reported that Jax sales for 1952 had set a new high record.

Other speakers included Robert Fabacher, Advertising Director,

New Orleans, Jeff Roberts, Texas Division Manager, Houston, who demonstrated methods of following through on Newspaper advertising in retail outlets. Joseph Goessel, master brewer at Jax, told of the care taken in brewing Jax. He stated that the brewery's capacity was now greater than any brewery south of St. Louis.

Joseph Epstein, Donald Halsey, and Aubry Williams of the Fitzgerald Advertising Agency, New Orleans, described the complete 1953 advertising program.