



The Wittliff Collections

Guide to the Jerry Retzloff Collection 1973–2012

Collection SWWC-113

Descriptive Summary

Creator:	Retzloff, Gerald "Jerry"
Title:	Guide to the Jerry Retzloff Collection
Dates:	1973–2012
Abstract:	The Jerry Retzloff Collection spans 1973–2012 and documents Texas music, Lone Star Beer, and Willie Nelson. The collection is arranged in nine series: Personal Papers, Lone Star Beer, Photographs, Willie Nelson, Memorabilia, Oversized Materials, Newspapers and Magazines, Clothing, and Posters.
Identification:	SWWC-113
Extent:	28 Linear Feet, 20 boxes (plus 1 oversized folder)
Language:	English
Repository:	The Wittliff Collections, Texas State University

Table Of Contents

Biographical / Historical	3
Scope and Contents	5
Administrative Information	6
Physical Location	6
Conditions Governing Access	6
Immediate Source of Acquisition	6
Preferred Citation	6
Conditions Governing Use	6
Controlled Access Headings	6
Detailed Description of the Collection	7
Series I: Personal Papers, undated	7
Series II: Lone Star Beer, 1973 - 2007	7
Publications and printed material, 1973 - 1990	7
Print Advertisements , 1977 - 1988	7
Advertising Photographs	8
Series III: Photographs, 1976-1986, undated	8
Jerry Retzloff	8
Willie Nelson	9
Performers - Identified	9
Performers - Publicity Photos	9
Series IV: Willie Nelson	10
Souvenirs, 1978, undated	10
Programs, 1974-1975, 1986, undated	10
Published Books, 1976, 1980	10
Series V: Memorabilia	10
Clubs, Businesses	10
Ticket stubs, 1974 - 2009	11
Backstage passes, badges, 1980-2009, undated	11
Sew and iron on badges, 1978-1982, undated	12
Bumper stickers	12
Pins and buttons, 1980 - 2006	12
Belt buckles, 1975, 1986, undated	14
Matchbooks and rolling paper	15
Guitar picks, 2008, undated	15
Audiocassettes	15
Series VI: Oversized Materials	16
Oversized photographs	16
Framed Items	16
Lone Star Beer – Articles about, and Print Advertisements, 1975-1978, undated	16
Album covers	17
Posters, 1974-1981, undated	17
Willie Nelson Posters, 1974-2002, undated	17
Series VII: Newspapers and Magazines	17
Newspapers and magazines related to Willie Nelson, 1974 - 2003	17
Music Magazines and Newspapers, 1975 - 2002	18
Oversized newspapers	19
Series VIII: Clothing, accessories, and other promotional items	19
Clothing	19
Series IX: Posters	20
Series X: Framed Items	20

Biographical / Historical

Jerry Retzloff was born in San Antonio, Texas, on January 4, 1940 to Walter (Red) and Celia Retzloff. He was raised on the Southeast side of town, proudly attending Central Catholic High School. Upon graduation, Jerry decided to join the U.S. Coast Guard and was stationed in San Francisco, California. He enjoyed the USCG and often spoke proudly of being the only coasty to have never gotten seasick on his ship despite numerous significant storms on his watch. During one storm, he wagered everyone their once-a-week ration of steak that he would not get seasick – he won the bet and ate steaks daily for over a month.

Upon returning from the USCG, he came back to San Antonio and joined Lone Star Brewery in 1963. He loved his job at Lone Star Beer, working on the dock, the accounting office, and ultimately ending up in marketing and special promotions. While at Lone Star in his early years, he also earned his bachelor's degree in marketing from St. Mary's University. In the mid 1970s, he became the district manager for Lone Star in Austin, Texas. He worked passionately to grow the brand through the burgeoning Austin music scene. Jerry identified with the younger crowd and made connections quickly - enjoying music, meeting people, building relationships and promoting the "National Beer of Texas". He developed many bonds with musicians from the area including Kinky Friedman, Red Stegall, Charlie Daniels, and, among others, his lifelong friend, Willie Nelson.

Jerry originated the concept of calling beer bottles "long necks" and promoted the idea of "Long Live Long Necks". He was especially proud to have been featured in an article for Texas Monthly (2014) entitled "Bottle Rocket" - an amazing article on how Jerry built the Lone Star brand through music, unique promotions and his travels from Austin to Nashville to Hollywood. To cap his legendary career in the beer/music business, a phenomenal exhibit was created in his honor at Texas State University's Wittliff Collections.

After retiring with 34 years at Lone Star Beer, Jerry pursued his hobby of fishing and telling stories on frequent trips to the Rockport area. He also served in the hospital ministry at the downtown Baptist Hospital for 26 years. Having built a vast network of friends over the years, he genuinely enjoyed people, had a servant's heart, was kind to all and never encountered a stranger. His trademark phrase of "Not to Worry" stuck with him until the end. He passed away

March 10, 2020.

[From obituary, March 2020]

Scope and Contents

The Jerry Retzloff Collection spans 1973-2012 and documents Texas music, Lone Star Beer, and Willie Nelson. The collection is arranged in nine series: Personal Papers, Lone Star Beer, Photographs, Willie Nelson, Memorabilia, Oversized Materials, Newspapers and Magazines, Clothing, and Posters.

Administrative Information

Physical Location

Materials may be stored off-site. Advance notice is required for use:

<https://www.thewittliffcollections.txstate.edu/research/makearesearchappointment.html>.

Conditions Governing Access

Collection is open for research.

Immediate Source of Acquisition

Gift of Jerry Retzloff, 2014

Preferred Citation

Jerry Retzloff Collection, The Wittliff Collections, Texas State University.

Conditions Governing Use

Materials from the Wittliff Collections are made available for use in research, teaching, and private study. The user assumes responsibility for determining copyright status, obtaining permission to publish, and abiding by U.S. copyright laws.

<https://www.thewittliffcollections.txstate.edu/research/visit/policies/publication.html>

Controlled Access Headings

- Advertising
- Beer
- Collectors and collecting
- Country music
- Music -- Texas

Detailed Description of the Collection

Series I: Personal Papers, undated

Box Folder

1	1	Resume, address lists, artist contacts, business cards
1	2	Letters, greeting cards
1	3	Notes
1	4	Printed items, souvenirs

Series II: Lone Star Beer, 1973 - 2007

1	5	History of Lone Star Beer (29 pages)
1	6	Barry Sullivan - resume, packet from Eddie Wilson
1	7	Memos and correspondence, 1974-1989, 2007
1	8	Photographs [chili cook-off, vans, corporate groups]

Publications and printed material, 1973 - 1990

1	9	The Bruit Magazine, Spring 1973, Winter 1976, November 1990
1	9	Annual Report, 1975
1	9	On Tap, [Features Six Pak, vol. 1 album cover with inside article, "Lone Star Sippin and Skinny Dippin" (2 copies), December 1978
1	9	Lone Star Brewery housing brochure (2 copies)
1	9	Footnotes of the Buckhorn: A Lone Star State Landmark, 1990
1	9	Invitation to the Second General Convention of Funseekers, 1986
1	9	Postcard for the Buckhorn Bar
1	9	"A Little Bit of Texas" card with artwork by Sam Yeates
1	10	Beer labels [various Lone Star labels, as well as Colt 45, Schmidt's, Mickey's, and Mexicali]

Print Advertisements , 1977 - 1988

1	11	Texas Girl magazine featuring Willie Nelson on cover; ad on back. Artwork by Sam Yeates, December 1979
1	11	Movement magazine; ad on back, Artwork by Sam Yeates, May 1978
1	11	Table tents (2 copies), 1988
1	11	Austin Sun back cover ads (clipped): Commander Cody, Willie Nelson, and "You're never alone with Lone Star"
1	11	"Deep in the Heritage...A Texas Tradition" (clipped). Artwork by Sam Yeates, 1977
1	12	Radio Advertisement: 10 CD copies of cassette tapes that include Lone Star commercials "Long Live Long Necks" lyrics. Glenn Advertising , April 17, 1975

[Digital Item] [Radio Advertisement: 10 CD copies of cassette tapes that include Lone Star](#)

[commercials “Long Live Long Necks” lyrics. Glenn Advertising , April 17, 1975](#)**Digital Object:** <S:\IT\UL\UL-Repository\Access\Wittliff\Retzloff-113-Box1-RadioA>

1 13 Publicity packet for the “Lone Star Country Music Special” featuring Willie Nelson, Sammi Smith, Rusty Wier, B.W. Stevenson, Asleep at the Wheel, Steve Fromholz, Willis Alan Ramsey, and Jimmy Buffett , 1975

Advertising Photographs

1 14 Models
 1 15 Janet Quist
 1 16 Print articles about Lone Star and brewing
 2 1 Terrence York packet regarding Silver Eagles Taking Flight [letter, photocopy of publication, 4 photographs]
 2 2 Country Music Association – Organization member certificate, programs , October 13, 1975 and October 11, 1976

The 1976 program has many signatures including Charley Pride, Bobbie Nelson, Jody Payne, Roy Clark, Freddy Fender, and Waylon Jennings.

Series III: Photographs, 1976-1986, undatedJerry Retzloff

2 3 Photographs of Jerry Retzloff
 2 4 Backstage at the CMA awards with Ray Charles, B.J. Thomas, Kris Kristofferson, George Strait, and Charley Pride, 1986
 2 4 Barbi Benton, model [negative, slide, 3 x 5 photograph, 8 x 10 photograph]
 2 4 Charlie Daniels
 2 4 James Garner, actor
 2 4 Loretta Lynn
 2 4 Louise Mandrell
 2 4 Janet Quist [Lone Star model]
 2 4 Susan Saint James, actress
 2 4 Cat Sundeen, radio personality
 2 4 Conway Twitty
 2 4 Stevie Ray Vaughan
 2 5 Funseekers Mike Bixby, unidentified, and Retzloff, Canyon Lake, Texas
 2 5 Lone Star special events personnel, 1980
 2 5 Ralph York, recording engineer for Red Headed Stranger, 1981
 2 5 Roger Collins, partner in One Nite Bar & Dive, Austin
 2 5 Tip of Texas trail ride [Special Events Department], 1978
 2 5 Stan Retzloff, Texas Independence Day party, La Vallita, San Antonio, 1986
 2 5 Tip of Texas trail ride, TU Presentation, unidentified, 1980s

2 5 Larry Trader, Pedernales Country Club/Golf Club manager
 2 5 Funseeker Dee _____
 2 5 Pappy Yoakum, owner of truck fleet, Florida. Nashville at the CMA awards, 1976
 2 5 Russ Clanton, Lone Star distributer, Conroe Texas
 2 5 Dave Davis, Austin
 2 5 Gair Allee, Lone Star sales at armadillo race
 2 6 Retzloff with various groups
 2 7 "In Luck [Texas] with Casey and the Boys"
 2 8 Darrell Royal Gold Tournament [snapshots of attendees, crowd, and performers - Special Events Department]

Willie Nelson

2 9 Photographs of Willie Nelson [Includes candid snapshots, picture of Nelson with Lone Star beer and talking to reporter, Nelson in studio after listening to Red Headed Stranger recording, promotional portrait from RCA]
 2 10 Willie Nelson with Retzloff [candid snapshots including series of 3 photos where Willie asks if he wants to "burn one."]
 2 11 Willie Nelson with Darrell Royal, Leon Russell, and unidentified individuals
 2 12 Nelson performing at Lone Star sales meetings [2 different years]
 2 13 Nelson performing [includes photo of Nelson at CMAs taken by Retzloff]

Performers - Identified

2 15 Jimmy Buffett [CBS publicity packet including 4 photographs]
 2 15 Charlie Daniels Band
 2 15 Cheap Trick
 2 15 Kinky Friedman
 2 15 New England
 2 15 Jody Payne
 2 15 Leon Russell
 2 15 Sammi Smith
 2 15 Rusty Wier
 2 15 Steve Wilson [Terror and the Cat]
 2 15 Neil Young

Performers - Publicity Photos

3 1 Asleep at the Wheel (2)
 3 1 Baillie and the Boys [signed]
 3 1 Clarence Gatemouth Brown [signed]
 3 1 Freddy Fender [signed]
 3 1 Foster and Lloyd [signed]
 3 1 Steven Fromholz with Susan Saint James [Good Buddies still]
 3 1 James Garner [signed]
 3 1 Alan Jackson [signed]
 3 1 Wynona and Naomi Judd [signed]

- 3 1 Last Chance Band [signed]
- 3 1 Louise Mandrell [signed]
- 3 1 Johnny Paycheck [signed]
- 3 1 Billy Walker [signed]
- 3 1 Jerry Jeff Walker
- 3 1 Unidentified band
- 3 2 Performers – Unidentified
- 3 3-5 Photos of others

Series IV: Willie Nelson

Souvenirs, 1978, undated

- 3 6 Caesar's Palace program featuring Willie Nelson & Family
- 3 6 Caesar's Palace reserved seating sign for Willie Nelson
- 3 6 Golden Nugget table tent featuring Willie Nelson in the Gold Strike Lounge
- 3 6 Ramada Airport hotel, Corpus envelope. Room 270, "Wild, Bill"
- 3 6 Flattened Supertape recording box "Willie Nelson Corpus Christie Tex Live, 1-4-78"
Signed for Retzloff's birthday, January 4, 1978
- 3 6 Neil Hickey business card w/ notes re: TV Guide photo of Nelson
- 3 6 Willie Nelson & Family notepad
- 3 6 Golf score card (blank) from Pedernales Country Club
- 3 6 Notecard (blank) featuring "Willie Blue Skies" painting by Steve Brooks

Programs, 1974-1975, 1986, undated

- 3 7 Bralley Ranch First Annual Fourth of July Picnic [front and back cover only; Lone Star Beer ad on back cover]
- 3 7 Willie Nelson's Second Annual Fourth of July Picnic, 1974
- 3 7 Willie Nelson's Third Annual Fourth of July Picnic (7 copies) [Inside back cover has mail in form for Lone Star schooner poster by Jim Franklin], 1975
- 3 7 Wrangler presents Willie Nelson and Family, 1986
- 3 8 Willie Nelson Official Discography (3 copies), 1982, 1983
- 3 9 Press Packets: CBS Records (2 copies; one in envelope); Columbia Records (in envelope)

Published Books, 1976, 1980

- 3 10 The Best of Willie Nelson, 1976
- 4 1 Willie Nelson Songbook, 1976
- 4 2 Willie Nelson Family Album, 1980

Series V: Memorabilia

- 4 3 Travel luggage tags: Puerto Vallarta, Mexico; Las Vegas, Nashville, New Orleans

Clubs, Businesses

4 4 Duke's menu
 4 4 Inner Sanctum Records business card for James Cooper
 4 4 Plaza Hotel: restaurant and room service menus
 4 4 St. James Club advertisement
 4 4 Sunset Marquis postcard (blank)
 4 4 Texas Hatters catalog
 4 4 Union Plaza hotel folded letter (blank)
 4 4 White House office of the Vice President letterhead

Ticket stubs, 1974 - 2009

4 5 Waylon Jennings, Billy Joe Shaver & Ray Wylie Hubbard. Lone Star Jamboree, Dallas, Texas, June 1, 1974
 4 5 Charlie Daniels Band. Volunteer Jam, Middle Tennessee State University Murphy Center, Murfreesboro, Tennessee, September 12, 1975
 4 5 ZZ Top. Fandango, Memorial Auditorium, Dallas, [ticket taped to invitation at post concert party at the Electric Ballroom] , November 29, 1975
 4 5 Willie & Waylon Live at the Summit, December 31, 1975
 4 5 Charley Pride. Municipal Auditorium, Austin, January 18, 1976
 4 5 Waylon Jennings, Amazing Rhythm Aces. Gregory Gym, Austin, April 2, 1976
 4 5 Willie Nelson. Benefit for a Friend. Gilley's, Pasadena, Texas, April 8, 1976
 4 5 Willie Nelson's Picnic. Day 3. Cotton Bowl, Dallas, Texas, July 3, 1978
 4 5 Electric Horseman, Caesar's Palace [Invitation], December 22, 1979
 4 5 ZZ Top. Expect No Quarter. Convention Center Arena, San Antonio, January 4, 1980
 4 5 United States Capitol, Washington D.C. (2 tickets), 1980
 4 5 National Air and Space Museum (3 tickets), 1980
 4 5 The Vice President's Gallery [Walter Mondale], 1980
 4 5 ZZ Top. Expect No Quarter, December 29, 1980
 4 5 Willie Nelson. Reunion Arena, Dallas, Texas, December 30, 1980
 4 5 Houston Livestock Show and Rodeo, 1981
 4 5 Neil Young. Convention Center Arena, San Antonio, July 18, 1980
 4 5 Texas Renaissance Festival. The King's Gourmet Feast, October 1, 1983 and October 6, 1984
 4 5 One Knite Reunion. Benefit for Musicares. Stubbs Waller Creek, Austin (2 tickets), May 23, 2004
 4 5 Charlie Daniels Band. Longneck Legends with Kevin Fowler. Concrete Street Amphitheater [3 tickets plus envelope], June 12, 2009
 4 5 Columbia / Epic / Monument Records: The Nashville Family of Music. Dinner show, October 18, [no year], Municipal Auditorium
 4 6 Terlingua International Chili Cookoff. [3 judges certificates] , November 3, 1984

Backstage passes, badges, 1980-2009, undated

4 7 CMA Awards Show [Willie Nelson's guest], 1983 and 1984
 4 7 Charlie Daniels Band, January 12, 2009
 4 7 Charlie Daniels Band, January 8 [no year]

4 7 Charlie Daniels Band [6 badges], 2007 - 2013
 4 7 Indie Bash and Brew at the Brewery, October 24, 2009
 4 7 Willie Nelson and Family [First picnic? Name badge with photo]
 4 7 Willie Nelson and Family, Palladium, Dallas, February 26, 1979
 4 7 [Willie Nelson, Del Rio] VIP Parking, October 21, 1980
 4 7 Willie Nelson, San Antonio, December 3, 1980
 4 7 Willie Nelson Backstage Pass (metal), 1981
 4 7 One Knite Reunion (2 VIP passes), May 23, 2004
 4 7 Merriweather Post Pavilion, 1980
 4 7 Hank Wilks
 4 7 Wrist band (green, orange, white)
 4 7 Artist badge

Sew and iron on badges, 1978-1982, undated

4 8 Lone Star: 2 small badges; 1 large; 1 "Lone Star 150 Private Stock"
 4 8 American Flag
 4 8 Texas Flag (2)
 4 8 Caesar
 4 8 Charlie Daniels Band Volunteers [large]
 4 8 Waylon
 4 8 Welcome to Backstage Texas [artwork by Jim Franklin]
 4 8 Viva Terlingua
 4 8 Texas Hatters "We Top the Best" [large]
 4 8 Texas Opry House [iron on] (3)
 4 8 Tarpon Rodeo, South Padre Island (2), 1980
 4 8 South Padre Island Billfish Association, 1982
 4 8 Port Mansfield Fishing Tournament
 4 8 Port Aransas Deep Sea Round up, 1978 and 1980
 4 8 Premium Quality Certified
 4 8 Travis County Constable

Bumper stickers

4 9 Lone Star Beer (19)
 4 9 Willie Nelson (11)
 4 9 The Winters Brothers Band
 4 9 David Allen Coe (3)
 4 9 The Charlie Daniels Band
 4 9 "I Shot JR" [Dallas television show]
 4 9 The Alliance Wagon Yard, Austin
 4 9 "I Love Jill"
 4 9 "Live Music is Better"
 4 9 "Official Car: U.S. Secret Service"
 4 9 KOKE FM (3)

Pins and buttons, 1980 - 2006

5 1 Lone Star Beer [bottle]
 5 1 Texas Sesquicentennial [Texas flag]
 5 1 Lone Star Light [State of Texas]
 5 1 Southern Trailriders [Horseshoe]
 5 1 State of Texas with confederate stripes
 5 1 Lone Star [Armadillo in State of Texas] 2 copies
 5 1 Armadillo pin [Gift of Bob Dylan]
 5 1 Go Western Gala [State of Texas], 1994
 5 1 Fiesta San Antonio, April 14-25, 1993
 5 1 Willie Nelson lettering
 5 2 Merle Haggard
 5 2 Smiley Face
 5 2 Lone Star [Armadillo]
 5 2 The San Antonio [Rose] [State of Texas]
 5 2 Texas Hatters
 5 2 Carter/Mondale/Willie Nelson [green circle], October 12, 1980
 5 2 Lone Star [red, plastic]
 5 2 Lone Star [Armadillo holding bottle]
 5 3 Lone Star Beer [blue oval]
 5 3 Willie and Family: Me and Paul Productions [State of Texas]
 5 3 Lone Star, Texas Aggies [bottle]
 5 3 Lone Star [boot]
 5 3 Republic of Texas Chilymiad [white State of Texas]
 5 3 Lone Star Beer [Bottle cap]
 5 3 Lone Star Light Beer [blue with white lettering]
 5 3 K-BUC AM 1310/FM 107.5
 5 3 Tennis shoe with wings
 5 3 Armadillo
 5 3 Lone Star [bottle]
 5 3 Lone Star Light [blue, plastic]
 5 4 Neil Young Solo Tour
 5 4 Canadian Flag
 5 4 World Class Hobie Association [Lone Star sponsored Hobie Cat]
 5 4 Alabama / RCA
 5 4 Rolling Thunder Revue [4 buttons: yellow, red, green, orange]
 5 4 Stevie Ray Vaughan, World Premiere Album Riverboat Cruise , April 17, 1984
 5 4 344
 5 4 Willie Nelson [photo]
 5 4 Lone Star: The National Beer of Texas
 5 4 Yo Santa. Jingle This
 5 5 Lone Star 150: Private Stock Beer

5 5 Viva Terlingua! Behind the store in '84
 5 5 Lone Star Beer. Let's Rodeo
 5 5 Kinky [Friedman] for Governor, 2006
 5 6 One More in '74
 5 6 Willie Nelson Live, Caesar's Palace (2 copies)
 5 6 Willie Nelson "The King of Luck"
 5 7 Firefall
 5 7 The Charlie Daniels Band. Saddle Tramp
 5 7 Peter Frampton "I'm In You"
 5 7 Not to Worry [Yellow circle]
 5 8 Out to Lunch
 5 8 Charlie Daniels Band. On Stage
 5 8 Not to Worry [white circle]
 5 9 Jerry Retzloff nametag for Houston Pod Casi Hot Stuff
 5 9 Jerry Retzloff sponsor nametag for the Darrell [Royal] & Willie [Nelson] Invitational
 5 9 Jerry Retzloff paperweight business card
 5 10 San Antonio Livestock Show and Rodeo, calf scramble, 1983
 5 10 San Antonio Conservation Society
 5 10 Houston Livestock Show and Rodeo. Trail Ride Committee
 5 10 Whiskey Flats Honorary Sheriff, Kernville, CA
 5 11-12 Houston Livestock Show and Rodeo "Committeeman" nametags, (8 nametags) , 1993 - 1997
 5 13 Lone Star beer cuff links [?], Gerald Ford tie clip
 5 14 Official Lone Star Drinking Glove

Belt buckles, 1975, 1986, undated

6 Willie Nelson [tennis shoes]
 6 Texas Hatters
 6 Grand Ole Opry. 50 Years
 6 Texas Sesquicentennial, 1986
 6 Lone Star Beer. Kinky Friedman "Texas Jew Boy" acrylic with scorpions
 6 Lone Star Beer [shield]
 6 Pull Tab buckle
 6 Hoyt Axton
 6 Rolling Thunder Revue
 6 Unidentified, 1975
 6 Luckenbach Post Office

 7 KEXL 104 1/2 Stereo
 7 Kessler American Whiskey
 7 Maxell cassette tape
 7 ZZ Top "That little band of Texas"
 7 ZZ Top "Tejas"

7	Armadillo Van Clan
7	Drilling Tools, Inc.
7	Pearl inlay
7	Plain buckle
7	Darrell & Willie Invitational [luggage tag]
7	Horseman Officer. Houston Rodeo [badge]

Matchbooks and rolling paper

8	1	Hotel Riviera, Las Vegas, NV
8	1	Sportsman's Lodge, Studio City, CA
8	1	Zig-Zag rolling paper
8	1	Four Queens Hotel & Casino, Las Vegas, NV
8	1	Oat Willie's, Austin
8	1	Doug Weston's Troubadour, Los Angeles, CA
8	1	Hall of Fame Motor Inn [Nashville]
8	1	Beverly Hills Hotel, CA

Guitar picks, 2008, undated

8	2	CDB [Charlie Daniels Band]
8	2	Willie's Fourth of July Weekend (red w/gold), 2008
8	2	Willie's Fourth of July Weekend (white w/blue), 2008
8	2	Willie's Fourth of July Weekend (white w/red), 2008
8	2	Kinky Friedman (blue w/ white)
8	3	Rings (2): Armadillo ring and plain gold ring

Audiocassettes

9	Willie Nelson Picnic, Vol 1: Rusty Weir, Greasy Wheels, Willia Alan Ramsey
[Digital Item]	Willie Nelson Picnic, Vol 1: Rusty Weir, Greasy Wheels, Willia Alan Ramsey
[Digital Item]	Willie Nelson Picnic, Vol 1: Rusty Weir, Greasy Wheels, Willia Alan Ramsey
9	Willie Nelson Picnic, Vol 2: B.W. Stevenson, Michael Murphy
[Digital Item]	Willie Nelson Picnic, Vol 2: B.W. Stevenson, Michael Murphy
[Digital Item]	Willie Nelson Picnic, Vol 2: B.W. Stevenson, Michael Murphy
9	Willie Nelson Picnic, Vol 3: Willie Nelson
9	Freda / Alvin Crow at One Knite
[Digital Item]	Freda / Alvin Crow at One Knite
[Digital Item]	Freda / Alvin Crow at One Knite
[Digital Item]	Freda / Alvin Crow at One Knite
9	Flatlanders. Side A: Album / Side B: Live Possibly at One Knite
[Digital Item]	Flatlanders. Side A: Album / Side B: Live Possibly at One Knite
[Digital Item]	Flatlanders. Side A: Album / Side B: Live Possibly at One Knite
9	D.K. Little (Moon Pie) / Storm's 3rd at One Knite
[Digital Item]	D.K. Little (Moon Pie) / Storm's 3rd at One Knite

[Digital Item] [D.K. Little \(Moon Pie\) / Storm's 3rd at One Knite](#)
 9 Six Pak commercial audiocassette

Series VI: Oversized Materials

10 Scrapbook for a Texas Declaration of Independence event

Oversized photographs

10 1 Group photographs (3 copies)
 10 2 Lone Star advertising
 10 3 Janet Quist (model)

Framed Items

14 Kinky Friedman with cigar and Lone Star beer can. Inscribed: "Reverend & Sally – God Love you folks. Thanks for bein' an American. Fondly, Kinky" [8" x 10"]
 14 Ggroup with Lone Star beer bottles. black/white]9" x 14"]
 14 Willie Nelson Spirit [inscribed]]8" x 10"]
 14 Willie Nelson collage: Framed newspaper photograph of Nelson. Taped to the outside of the frame: Willie Nelson guitar pick, a sticker name tag from the 1974 July 4th picnic, a 2013 Willie Nelson & Family wristband, and a Record World clipping about Redheaded Stranger. [12" x 15"]
 14 Willie Nelson on stage with Lone Star beer sign. Taped to the outside of the frame: Willie Nelson & Family wristbands from 2010, 2011, and 2013 [12" x 15"]
 14 Blond woman drinking from a plastic Lone Star beer cup [5" x 7"]

Lone Star Beer – Articles about, and Print Advertisements, 1975-1978, undated

10 4 "For the Good Times" Full page ad, The Action, , November 1975
 10 4 "The Best of Company" Full page ad, The Action [Featuring Willie Nelson], September 1976
 10 4 Full page ad, The Action [beer cans on river], September 1977
 10 4 "No Place But Texas" Full page ad, Action Magazine [artwork by Sam Yeates], March 1978
 10 4 All About Beer, vol 1, no. 4. published by the Beer Drinker's Intl., Inc. Includes article, "Lone Star Beer: The 98 Per Cent Solution" by Bruce Lorange and full page ad on page 7 with artwork by Yeates
 10 4 Austin Sun, Vol. 1, No. 15. [Lone Star ad on back featuring B.W. Stevenson, Rusty Wier, and Steve Fromholz for the Cross Country Music Specials] Cover sheets only, April 3, 1975
 10 4 Austin Sun, Vol. 1, No. 27. [Lone star ad on back featuring Ray Benson], September 19, 1975
 10 4 Austin Sun. Interior pages only [Lone Star ads with artwork by Sam Yeates], December 16. 1977
 10 4 Texas Sun, September 17, 1976
 10 4 Iconoclast. "Lone Star Gambles to Win Texas Music" , September 6, 1976

10 4 Iconoclast. "Lone Star Bottles Beer Drinking Music", August 30, 1976

Album covers

10 5 Six Pack, Vol. 1 featuring Willie Nelson, Ray Wylie Hubbard, Cooder Browne, Don Bowman, Steve Fromholz, and Geezinslaw Brothers. Lone Star Records

10 5 Red Headed Stranger, Willie Nelson. [inscribed, signed]

10 5 Redneck Mothers

10 5 Juz Love dem ol' Greezy Wheels [cover art by Jim Franklin]

10 5 Urban Cowboy Original Motion Picture Soundtrack

Posters, 1974-1981, undated

10 6 Continental Club calendar [11" x 17"], December 1981

10 6 Kinky Friedman. Rockefeller's Night Club, Houston. November 20- 21, no year. [Inscribed to Jerry & Sally], [11" x 17"]

10 6 Kinky Friedman "Invasion of the Killer Jews" Austin Opry House. Artwork by Micael Priest [11" x 17"], October 31, 1977

10 6 Michael Murphey. Cedar Frost – Armadillo Headquarters. Artwork by Jim Franklin. [11" x 17"], March 22-23, 1974

10 6 Austin's First Spring Concert, Bull Creek Party Barn. Artwork by Kerry Awn. [11" x 17"], 1974

10 6 Stormy Monday. One Knite Dive Bar, [11" x 17"]. March 11, no year

Willie Nelson Posters, 1974-2002, undated

10 7 Pineywoods Country Festival, April 6 & 7, no year. [8.5" x 11"]

10 7 Tribute to Cosmic Cowboys. Benefit concert. Artwork by Micael Priest [8.5" x 11"], February 10, 1974

10 7 "A Big Willie at the One Knite" Artwork by [Golliver] 2 copies – one on cream, one on green [11" x 17"], December 15, 1975

10 7 "Willie Nelson Show" Bull Creek Party Barn. [11" x 17"] May 27, no year

10 7 Willie Nelson with Billy Joe Shaver, Milton Carroll, and Geezinslaws Brothers. Bull Creek Party Barn. [11" x 17"] May 27, no year

10 7 "Second Annual Fourth of July Picnic" College Station at the Texas World Speedway. Artwork by [Boo Thomas Byerly] 2 copies [11" x 17"], July 4, 5, and 6, 1974

10 7 Willie Nelson with Geronimo Trevino. John T. Floore Country Store. 2 copies [11" x 17"], April 2, 2002

Series VII: Newspapers and Magazines

Newspapers and magazines related to Willie Nelson, 1974 - 2003

11 1 Billboard, June 16, 1979

11 1 Country Music, February 1976

11 1 Cream, February 1976

11 1 Life. [cover and article only], August 1983

11 1 Life, April 1985

11 1 Newsweek, August 14, 1978
11 1 Record World, March 6, 1976
11 1 The Texas Flyer Parade, April 1974
11 1 Texas Monthly Birthday Tribute to Willie, 2003
11 1 Texas Music, May 1976
11 1 Texas Music, Spring 2003
11 2 Willie's World [Willie Nelson Fan Club], Spring 2003
11 2 San Antonio Star, January 8, 1984
11 2 Southern Voice. "Everything you Wanted to Know about Willie Nelson's 4th of July Picnic but Didn't Know Who to Ask", June 28, 1974
11 2 Weekender [San Antonio Express News], January 6, 1984
11 2 Austin Notes. Willie and Waylon Open the Austin Opry House", July 1977
11 2 Sunday. "A Visit with Willie Nelson's Momma and Poppa", September 5, 1976
11 2 Austin American Statesman insert: Austin Music: Progressive Country (2 copies), July 14, 1974
11 3 Clippings relating to Willie Nelson
11 4 Clippings relating to Music and Performers

Music Magazines and Newspapers, 1975 - 2002

12 AARP Modern Maturity, September/October, 2002
12 Austin Sun, Vol. 1, No. 14. [Death of artists Ken Featherston] (2 copies), November 14, 1975
12 Austin Sun, Vol 1, No. 17. [Kinky Friedman on cover; Lone Star ad featuring Craig Hills on back cover], May 1, 1975
12 Billboard, October 1, 1975
12 Billboard, December 20, 1980
12 Billboard, December 25, 1982
12 Billboard Spotlight: The First Century, 1877-1977
12 Buddy, February 1975
12 Circus, August 31, 1978
12 Country Music, December 1975
12 Country Music [no cover], September 1981
12 Country Rambler, December 2, 1976
12 Country Song Roundup, December 1976
12 Entertainment Weekly, November 1993
12 Hit Parade, April 1976
12 Iconoclast, February 21, 1975
12 Iconoclast, April 26, 1974
12 Iconoclast, November 14, 1975
12 Images, August 9, 1976
12 Pearl, March 1975
12 Pearl "Texas Beer Trilogy", October 1974
12 Rocky Mountain Music Express. Lone Star ad on back featuring Merle Haggard], May 1978

- 12 Texas Monthly, May 1973
- 12 Texas Monthly, February 1982
- 12 Texas Monthly, May 2000
- 12 Texas Music, June 1976
- 12 Texas Sun. [Lone star ad on back: Travis County Waterways map], April 15, [1977]
- 12 Texas Sun, March 25, [1977]
- 13 1 Oversized photo of Willie Nelson's TV Guide Cover portrait. 2 framed photographs

Oversized newspapers

- 13 2 Newspapers relating to Willie Nelson
- 13 3 Daily Texan newspapers
- 13 4 Nashville Banner newspapers
- 13 5 Tennessean newspapers
- 13 6 Newspaper clippings relating to music

Series VIII: Clothing, accessories, and other promotional items

- 14 5 ceramic coasters with photographs of venues [Poodie's Hilltop, Luckenbach P.O., The Continental Club, The Hole in the Wall, & Willie Way street sign] , circa 2013
- 14 Foam drink koozie, "Compliments of Texas Hatters" in remembrance of the first annual second signing of the Texas Declaration of Independence

Clothing

- 15 One Knite Dive & Tavern T-shirt. White
- 15 One Knite, "The dive too tough to die" T-shirt. White
- 15 Willie Nelson: Roll Me up and Smoke Me. T-shirt. Yellow/Green
- 15 Willie Nelson Running Society T-shirt. White
- 15 "Proud to be a Jew" The Kinky Experiment T-shirt
- 15 Lone Star Texas Music Special: Longnecks Love Luckenbach T-shirt
- 15 First Funseekers Fourth Frolic T-shirt. Purple
- 15 Charlie Daniels band Volunteers short-sleeved Henley. White
- 15 Willie Nelson & Family on the Road Again. Satin jacket with "Jerry" embroidered on front. Black
- 15 Lone Star beer "Sidekick" embroidered satin jacket with "Jerry" on front. Orange
- 15 Funseekers satin jacket with "Jerry" on front. Red
- 15 Lone Star hat band from Texas Hatters. Leather [cracked]
- 15 Leather belt with Lone Star belt buckle
- 15 Willie Nelson bandana. Red. [2 versions]
- 15 Willie bandana. Blue
- 16 Straw hat with Lone Star hat band and "Willie Nelson Family" badge pinned to it. Crushed and with some tears

17 Lone Star "Dude" hat (tan) by Master Hatters of Texas sold in Texas Monthly magazine. Felt with leather Lone Star hatband

18 Light grey cowboy hat with Lone Star pin [Master Hatters?]

19 Grey felt hat with woven hat band belonging to Stan Retzloff

20 Black suede hat with braided band similar to one Willie Nelson wore

20 Blue Paia Maui [Nelson home in Hawaii] baseball cap inscribed "To Jerry Love Willie Nelson, 2009"

Series IX: Posters

Map-case Dr. 25 Proposed Revision to the Texas Declaration of Independence (6)

Map-case Dr. 25 Willie Nelson – Live Broadcast from the Troubadour

Map-case Dr. 25 Third Annual Country Music Jamboree, May 1, 1976

Map-case Dr. 25 Neil Young / Hawks & Doves

Map-case Dr. 25 Neil Young / Comes a Time

Map-case Dr. 25 Lone Star: Schooner in a Long Neck [artwork by Jim Franklin] (2)

Map-case Dr. 25 Lone Star: Texas Gold [artwork by Jim Franklin]

Map-case Dr. 25 Texas Gold [without the Lone Star ad text]

Map-case Dr. 25 Lone Star: Long Live Long Necks [artwork by Jim Franklin]

Map-case Dr. 25 Elect Richard "Kinky" Friedman Justice of the Peace, Pct 1. [inscribed, signed], May 3 1986

Map-case Dr. 25 The final goodbye of the legendary One Knite, 2013

Series X: Framed Items

Frame Annex B "25 Years with a Bullet" framed record, Feb. 8, 1989
6-B-2

Frame Annex B Photograph of Willie Nelson Performing at Bull Creek, 1974
6-B-2

Frame Annex B "A Proposed Revision of the Texas Declaration of Independence" [signed]
6-B-3

Frame Annex B Oil painting of the signing of the Texas Declaration of Independence, Sam Yeates
6-B-3

Roll-storage Annex B Black trunk "Fragile: Sound Equipment