

# The Breweriana Collector

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OF THE  
NATIONAL ASSOCIATION

BREWERIANA ADVERTISING

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## FOX HEAD WAUKESHA CORP.

# National Association Breweriana Advertising

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## COVER

Good design and strong graphics mark an outdoor Fox Head Waukesha sign from the extensive collection of John Schoenknecht. His article begins on page 7.

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## PRESIDENT'S PAGE

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Where does the time go? As I read through the Spring issue of *The Breweriana Collector*, I note that my last page was written while waiting for “a major Winter Storm” (for Chicago, at least, it was a major fizzle). Now we've been through the wettest spring I can remember (complete with leaky garage roof!) The Spring Board of Directors' Meeting at the annual “Luck of the Irish” madness by our Queen City Chapter, the Spring Ind'y Ad Show Hospitality Room, The Just For Openers Convention, two board meetings with The American Antique Association, a “Major Restructuring” at work (I survived) . . . all part of history. And now it's Convention season already!

With all the activities and responsibilities that require a share of my available free time, I often have only a “paper trail” to identify milestones and accomplishments. To wit: the satisfactory conclusion of an arbitration by the NABA Officers and Board of Directors of a serious dispute over a transaction between NABA members; one-and-a-half completed contracts with future convention host-hotels; completion of a listing of all Chicago beer openers (done on my computer) for our Monarch Chapter; the institution of a “Collector Membership” level, mailings to almost 100 collector clubs, and participation in a “Fool Me Once” seminar, all for AAA; the start of a process to improve NABA's bulk mailing process (note that so far, this process has nearly doubled the work of mailing for Bob Jaeger, our Executive Secretary, but that it has delayed the need for a dues increase for perhaps several years!) Add in two President's Pages, two quarterly progress reports for AAA's membership newsletter, major progress in computerizing The Brewers' Monk's business records, and I really get a sense of accomplishment. Would anybody else notice, or even care? Perhaps the two members we helped to resolve a conflict, the attendees at those future NABA Conventions, some collector who avoids being stung by a fraudulent reproduction, thanks to AAA, and my tax accountant. Such are the joys of volunteer work!

Hey . . . this is the Convention issue! I have a favor to ask of all of you who plan to come to Stevens Point. As part of NABA's emphasis on collector education, we plan to have our own “Fool Me Once” exhibit as an adjunct to Hamp Miller's seminar on Printing Techniques (if you missed it at Oldenberg last year, do not miss it again. The knowledge you gain could save you hundreds of dollars!) If you have a known reproduction of a Breweriana item, and/or the original from which the repro was copied (or a piece you have suspicions about), bring it to the Convention for (anonymous) display. Board Member (and AAA member) Bud Imboden is coordinating the display; he would like to hear what you are planning to bring, to limit needless duplication. Any breweriana reproduction (or fraudulent or fantasy) item is welcome – trays, lithos, glasses, mugs, whatever!

And who says “Nothing ever happens in Stevens Point?” Why just a few weeks ago a former “Snow Queen” was arrested for robbery. Seems she coaxed men into taking a ride with her into the countryside, and then convinced them to exit the car, strip, and rub snow all over their bodies. She then, allegedly, drove off with their clothes (and wallets)! Now top that for a happening, Big City, USA!!

See you all (or many, anyway) at the Point in a few weeks. Catch me somewhere, introduce yourself, and let me buy you a beer (or soda)! No Brewers' Monk tour this year, so Robbie and I hope to have more time for room-to-room, and other social activities!



## From Your Editor

Wisconsin is a special chapter in my life; it is where I went to University after WWII when Madison was still a medium-sized city and Quonset huts served as extra classrooms for us veterans. It is where I met my future wife and my first child was born, and southern Wisconsin became a recurrent theme in our lives. My first position was with Pabst in Milwaukee, a strong number three brewer then, after Schlitz and Anheuser-Busch. My wife's parents lived in Janesville, very easy to visit with the children. My former mentor at the University is still alive; he was 90 when I visited him last October after the Monarch show. There are many good memories to cherish, and there is still time to add a few.

As you can see from the cover, the Waukesha Brewing Company is featured in this issue. Like the article on Grand Rapids which appeared in the Fall 1991 issue, I edited a story which had appeared in a publication which few of us would see. John Schoenkecht's article appeared originally in The Antique Bottle and Glass Collector. It has been illustrated with photographs from his own, the John Brandt, and the Walter Schwanz collection, and augmented with information from Bob Pirie's recent article in The American Breweriana Journal.

The other feature article is by Larry Moter of Richmond, Virginia. Larry collects brewery stocks, and if he could only go back in time like they can in some science fiction stories, he would be sitting pretty. I have added a couple of items from the Stroh archives.

Attempts to obtain good material from the Stevens Point Brewery proved unsuccessful, but on page 25 there are photos of the buildings over the years. Stevens Point held on and survived, and we salute its courage and wish it success for the future.

*Pete*



Above: Schaefer stock, 1880's. Stroh archive.



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## MICRO/BREW PUB UPDATE

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**A**midst all the openings of microbreweries and brewpubs, there are also occasional failures. Chicago's Berghoff Restaurant added a brewery, a logical move as the former Berghoff Brewery in Ft. Wayne was well known. Unfortunately there were serious problems in getting enough customers to the location, and the brewery closed in April.

The listing of recent openings in continued, with a focus on Western States. Cripple Creek, Colorado has a Wild Wild West Gambling Hall and Brewery. Those who have vacationed in Colorado know that tourists are expected to accept some make-believe, so we don't know just how wild that gambling hall really is, but deal me in. In civilized Denver your thirst can now be slaked at the Buckhorn Brewery, in addition to the established Wynkoop and Walnut Breweries. Colorado Springs has a Heavenly Days Brewpub. In the bad old days there would be a Heavenly Nights Hotel upstairs. Now the ladies only wait at the tables, and they may not wait very long.

The Portland Brewing Company has been raising funds through a public stock offering, and also raising two 140 bbl kettles into the new and much larger plant. The kettles were obtained from a German brewery and will increase the capacity sixfold. Portland's McTarnahan's Scottish Ale was a gold medal winner last fall. Also in Oregon, the Liberty Brewing Company has rung up its first sales in Lake Oswego.

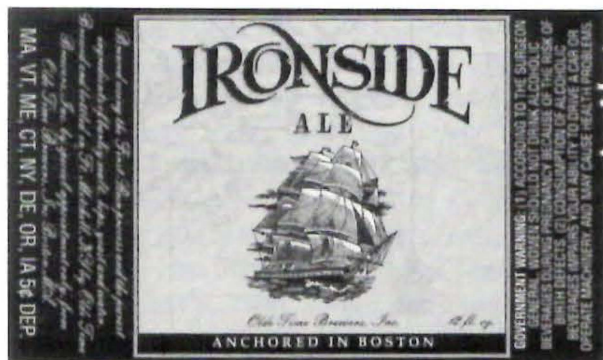
Bert and Sherry Grant of the Yakima Brewing & Malting Co., which spearheaded the microbrewing trend in the northwest, learned the hard way that the Bureau of Alcohol, Tobacco and Firearms has no sense of laissez faire when it comes to label regulations. According to an AP report, an inspector ordered the brewery to stop making alcoholic apple cider and to stop selling Grant's Celtic Ale and Spiced Ale. The hard cider has been made for seven years but may be legally a wine, and the ales were blocked for what seems to be minor administrative deviations. The Grants recently opened a \$2.5 million brewery and produced about 7,500 barrels. That is a very decent size operation. Bert, who learned brewing 30 years ago at Stroh in Detroit, now has to learn to dot every i and cross every t – a disgusting chore for a real brewer whose ales have enough hop bitterness to please the dourest of Scots.

In the university town of Moscow, Idaho, the Treaty Grounds Brewpub is open for negotiations, but does not offer credit to a degree. Boise's Harrison Hollow Brewhouse has opened and is willing to fill any hollow leg. Further south, if you wish to go pub crawling, California has golden opportunities. Newly opened are Benchmark in Sunnyvale and Moonlight in Fulton. The Benchmark is run by Pete Slosberg of Pete's Wicked Ale fame, formerly at the Palo Alto Brewing Company. The Dead Cat Alley Brewpub has at least two lives and reopened in Woodland.



*Above: Brewkettle from Germany being moved into new Portland brewery.*

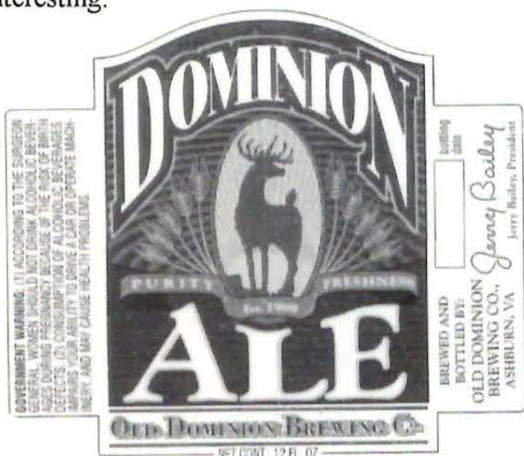




The Peninsula/South Bay area can boast some of the best beers and finest food, according to an article in the Peninsula Times Tribune. Dan Gordon and Dean Biersch have Gordon Biersch Brewery Restaurants in San Jose and Palo Alto, serving Pilsner and prawns, and are competing with Lou Jamison's Tied House Cafe and Brewery in Mountain View. These brewpubs are humming – they are places for people to meet. Lust and lager were not discovered in California, but they seem to understand the chemistry better there.

That leaves the Southwest, where the Russell Brewing Company started brewing in Santa Fe. And Barley's Brewpub in Phoenix, which was owned by four Englishmen, has been purchased by former banker and home brewer Bill Garrard, and renamed Coyote Springs Brewing Company. Brewmaster Clark Nelson brews a variety of beers and ales, including a fresh peach beer – sounds interesting.

We heard through Foaming at the Mouth, the quarterly newsletter of the Schultz & Dooley Chapter (BCCA) that the Brown & Moran Brewing Co. has opened in downtown Troy, New York. Gary Brown, Jim Moran and restaurateur Peter Lindley pooled their resources and converted a burned-out print shop into the Capitol District's (Albany, Schenectady and Troy) first brewpub. They are serving a fine mix of ales, porter, weizen, Adirondack Gold, even a cherry ale, plus guest brews like Hudson. The pub has been well accepted.







**Waukesha Spring Brewing Co.**  
WAUKESHA HEALTH BEERS  
ALL MALT, CLUB HOUSE, EXTRA PALE, OLDE BROWNE  
OLD ALES & STOUT  
AND MALT TONICS  
FOX HEAD WAUKESHA SPRING WATERS.  
GENERAL OFFICES, MILWAUKEE, U.S.A.  
P.O. BOX 124

## THE SMILING FOX\*

John M. Schoenknecht

**A** short article in the August 5, 1893 edition of the Waukesha County Democrat tells of the ceremonies planned for the laying of a cornerstone of a "mammoth building" in the city of Waukesha, Wisconsin. That building was to be the Waukesha Spring Brewing Company, one of Wisconsin's many small local breweries. The original investors in the brewery were a group of Chicago saloon owners, headed by Matthew Thome, who founded it as a cooperative. They wanted to capitalize on Waukesha's reputation as both a resort center and as a producer of some of the country's finest mineral waters. Thome became the first president.

On August 18th of that same year, prominent Chicago investors and businessmen arrived in Waukesha in a special railroad car for the cornerstone ceremony. Accompanied by village officials, the visitors marched to the site of the new building. After M.J. Keane of the Chicago Board of Trade and others spoke, the cornerstone was laid, photographs of the founders were taken, and cards of the contractors, architects, and a copy of the *Brewers Journal* were sealed in a proper container within the stone. The Waukesha Spring Brewing Company was born.

The brewery was located on the corner of Grand Avenue and Williams Street, next to the Northwestern Railroad Depot. This was one of the best locations in the city, as thousands of tourists passed through the depot each season. The imposing brewery was dominated by a large red brick tower which was capped with a huge flag pole. The Imperial Spring was located in front of the building. Even in a city noted for its unique spring houses, this one stood out. It was in the shape of a twenty foot bottle and was capped by a huge eagle which held a banner proclaiming "Imperial Spring."

On June 17th, 1894, the company opened its 100,000 barrel brewhouse. Two thousand guests came from Chicago on special railroad cars, and another five hundred people came from Milwaukee to celebrate the opening.

Unfortunately, within a few months, the new company experienced losses, and almost declared bankruptcy. Representatives of the Milwaukee and Chicago breweries tried to purchase the beleaguered company in November. The following year a group of stockholders were seeking control by the removal of Fredrick Marx, who had been appointed the receiver, claiming mismanagement. The parties were able to resolve the conflict by December.



*John Schoenknecht was born in 1951 in Cedarburg, Wisconsin. He attended Cedarburg High School and UW-Oshkosh, graduating in 1974 with a B.A. in Education. Since then he has been teaching Art at Morgan Butler Middle School in Waukesha. Although John is still unmarried, genealogy, gardening, bicycle riding, painting, and pursuing work on his Masters Degree in Education keep him occupied. John's main interest is collecting memorabilia from the many springs which once graced "The Saratoga of the West." He would like to hear from anyone who has a similar interest, or items from Waukesha for sale.*

\*The Smiling Fox was published in the April 1991 issue of *ANTIQUE BOTTLE & GLASS COLLECTOR*, Box 187, East Greenville, PA 18041 and is reprinted by permission. It has been edited for The Breweriana Collector.





*President Emilie Lindemann, surrounded by excited employees, on the night that prohibition ended.*

In February 1896 the brewery was put back on its feet when Chicago backers settled with creditors and invested \$200,000 in a reorganization. This proved insufficient, and in June the brewery was sold at auction to Martin W. Sherman for \$126,000. Another \$200,000 was invested in a newly organized firm, which opened as the Waukesha Imperial Brewing Company. The new financing permitted a bottling plant to be constructed to expand distribution. Later that year a Fox Head Tonic was introduced, and soon this little smiling fox would come to symbolize the company itself.

April of 1899, the Imperial Spring Brewery became the Milwaukee/Waukesha Brewery. Charles Manegold, who had been a supplier of brewery products to the previous enterprise, became the president of the new brewery. He was assisted by his son-in-law August Lindemann. The firm was incorporated in June of 1903.

True to its name, the brewery opened an office in Milwaukee, and increased the production of the popular Fox Head Health Beer and Tonic lines. Also brewed were Old Ale and Stout. The labels on these bottles were marvelous examples of art work. Other labels included *Waukesha Health Beer, Special Club House Brew, Waukesha Imperial Pale, Munich Imported Pale, Health Beer Extra Brew, Imperial Extract of Malt, Hop and Iron, Imperial Tonic, Imperial Ale, and Porter, Waukesha Imperial Water and Waukesha Imperial Lithia Water.*

A new bottling plant was added in 1902. Other improvements included a new storage shed in 1904, and an addition to the bottling house in 1905. A miniature of the Imperial Spring greeted visitors to the 1964 World's Fair in St. Louis. It was the pride of the growing brewery. By this time a smiling fox head had replaced the eagle on top of the bottle.

Mrs. Emilie Lindemann, daughter of Charles Manegold, took over the brewery at the death of their father in 1928. She was one of the few women brewery owners in the country. Mrs. Lindemann was very active in Milwaukee civic affairs and saw the brewery through the hard times of prohibition. During this time, the brewery was reorganized as the Fox Head Beverage Company. In 1930, the Company employed one hundred people and had a fleet of twelve trucks. The specialties were not only Fox Head Mineral Water and a line of flavored sodas, but also Fox Head Pale – "not a near beer, but a malt beverage."

The end to prohibition called for a celebration. An article in the local paper described how the owners, workers, and truck drivers cheered the first trucks which rolled out of the brewery on that April night. The years after repeal generated more growth for Fox Head, now called the Waukesha Fox Head Corporation. Several "characters" became popular, including brewmaster Adolph Heuss, a portly man who held his job for many years.



In the fall of 1936, Fox Head "400" was introduced. This was the most popular of all Fox Head products, and was shipped all over the Midwest as well as to the East through an extensive distribution system. Production gradually increased to 110,000 barrels a year. In 1943, Mrs. Lindemann retired as president, and Charles Knapp was appointed as only the fourth president in the brewery's history. He had been with the business for over two decades, serving as general sales manager where he established the eastern market for the brewery.

Fox Head began advertising on television from 1953-1955, when the "Fox Head 400 House Party" was sponsored by the brewery. It starred Pat Murphy and Maggie Daly, and featured amateur and professional entertainers. A radio program, "The Chez Show," was also sponsored by Fox Head.

During the 1950's, the new general manager, Albert Kirschstein, succeeded in tripling production. He was a flamboyant dresser known for his stylish suits and the ever present white carnation in his lapel. He was also known for greeting his guests in the Rathskellar. Kirschstein was a strong supporter of theater and sometimes brought the entire cast of a Milwaukee production to the Waukesha brewery. This all ended with his unexpected suicide.

In August of 1955, the Fox Head brewery was purchased by Fox DeLuxe Beer Sales of Chicago; and by January of 1956, the production of Peter Fox Brewing Co. of Chicago had moved to Waukesha. Arthur Feicht took over as chairman of the board and Franklin Huber became president. This was a good move for the company as production increased to 220,000 barrels a year. Expansion continued, and on October 31, 1958, Fox Head absorbed Waukesha's other brewery, the Weber Waukesha Brewing Company. New officers were appointed: Howard C. Hartman of the Weber firm

became president; Edward F. Hoban chairman of the board; and Andrew H. Schnell executive vice-president. By this time Oscar Flatt (rather an ironic name) was brewmaster.

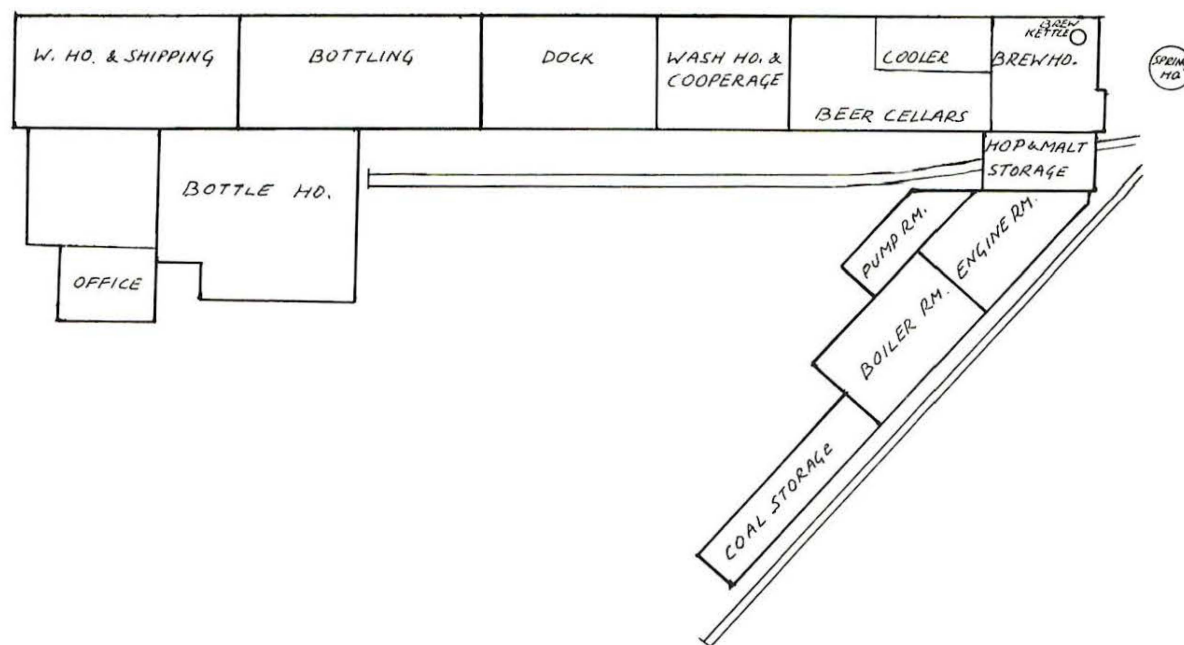
As the decade of the 1950's closed, a most interesting aspect of the brewery came to light, one that eventually contributed to its downfall. A 1960 Waukesha Freeman article quoted Fox Head president Arthur Feicht as saying he "quit his job and dropped 52,000 shares of company stock on the advice of (Tony) Accardo, Murray Humphreys and Henry Morgan, president of Premium Beer Sales, a company with Accardo connections."

Humphreys, an early ally of Al Capone and Jack Cerone, another Accardo associate, bought stock in Fox Head and promised that one hundred salesmen would sell Fox Head beer in the Chicago area if Tony Accardo was put on the payroll at the salary of sixty-five thousand dollars a year. Tony Accardo, listed as a salesman for a Chicago beer distributor, was a notorious former associate of Al Capone! The mob had invaded the growing Waukesha brewery. Another Capone figure, Sam Giancana, acquired an interest in Fox Head but fled arrest warrants.



*The Brewery after repeal, north facade. Photo taken in 1934.*





Above: Plan of Fox Head - Waukesha Corp. Brewery, based on Sanborn map..

In a very short period, Fox Head generated heavy losses because of increased competition, a large payroll, and outmoded facilities. On July 1, 1962, G. Heilemann bought the plant and closed it. One hundred twenty workers lost not only their jobs but all of their pension and benefits. Veteran employees alleged that poor management caused the downfall; others said that the declining quality of the beer and wasting money on such products as "champagne beer" were the causes. Whatever the reason, the closing of the brewery was a blow to the workers and the shocked community.

G. Heilemann used some of the labels at their Sheboygan, Wisconsin, location and later in LaCrosse, Wisconsin. In 1974, the rights were sold to the Pickett Brewery of Dubuque, Iowa, and later to the Schell brewery in New Ulm, Minnesota.

After prohibition, the brewery produced the following products under the Fox Head label: *Mineral Water, Health Beer, Vat Aged Lager, 400, Ale, 400 Light, 400 Dark, Pale, Bock Beer, Christmas Beer, Old Browne Health Beer and Tonic*. Also, *Club House, Old Waukesha Ale, Fox Deluxe and Spring City Beer*.

The following products were distributed in cans under the Fox Head label: *Non-Alcoholic dry, plain Fox Head, Ale, 400, 98, 97 Stout Malt Liquor, 400 Bock, 97 Malt*

*Liquor, Old Waukesha Ale, Real Draft and Vat Aged Lager*. The following labels were also canned: *Fox Deluxe, Mr. Lager, Old England, Reserve of Wisconsin, Wisconsin Premium and Wisconsin Private Club*. Fox Head also continued to bottle a line of soda waters.

The accompanying map shows the brewery as it looked in 1939. All the departments are readily visible: the beer cellars, brew house, wash house, hop and malt storage, engine and boiler room, coal house, cooper shop, bottling room, warehouse, bottle and case storage and offices. Everything was neatly in place in one complex. After the beer was brewed in the older part of the brewery, it was piped through underground tunnels to the newer bottling house. There it was stored and eventually shipped via the Northwestern Railroad tracks or by truck.

The old building stood empty for a few years after the closing. The ravages of time and vandalism caused it to become an eyesore. The "Waukesha Freeman" carried several articles about the battle over the condition of the building. A few attempts were made to repair the problems, but finally the old part of the building was demolished. The newspapers carried pictures of the front tower falling to the wrecking ball with the caption "Going, Going, Gone." A few loyal employees rescued such items as an inter-office telephone, a door handle, a brick, and even



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some of Manegold's book and photo albums! The 1934 addition was saved and is now used to house light industry.

The statue of Gambrinus which stood outside the brewery was also gone by 1970, but it had a colorful history. Old King Gambrinus had apparently originated in front of the McAvoy Brewery in Chicago where Albert Kirschstein (the flashy manager of Fox Head) had at one time been the manager. The statue was sold to a plumber for the lead it contained, but before it could be removed it was stolen by a group of University of Chicago pranksters. Kirschstein rescued the statue and brought it to Waukesha where it was installed on a fenced-in-pedestal in the back lawn of the brewery. Old time employees recalled that even there the old king was subject to jokers, and every spring his mug was filled with fresh lilacs. In 1949 the statue was moved to the front of the brewery and refurbished. When the brewery was sold to Heilemann, the statue was moved to Sheboygan, and from there the trail is rumored to have ended in LaCrosse.

For the bottle collector, the brewery offers the opportunity to collect a lot of interesting and beautiful bottles. The earliest are blob topped bottles from the Waukesha Imperial Spring Brewing Company, including the Minne-

apolis branch. The tonic and ale bottles from this time show the smiling fox in his earliest version.

The Milwaukee/Waukesha bottles also feature embossing with paper labels. The exquisite drawing, combined with the ornate lettering, resulted in some of the finest labels known. Of particular interest are the Fox Head Mineral Water bottles. They were produced in one-half gallon size, and judging from the number of them around, they were quite popular. Even the little ceramic stopper shows the smiling fox head!

The prohibition sodas are also very collectable. The post-production bottles start with very fine art work on the labels, but as time progressed labels became less attractive. In the late 1940's through early 1950's, a new concept marketing was introduced and the friendly fox head was replaced by "Headly." This was a stylized fox head who was certainly not as attractive, but he was popular. He even ran for president in 1956, and a campaign button was issued on his behalf.

Fox Head breweriana are also quite numerous. Among the rarest is an Imperial Spring Brewing Co. tray. There are three Fox Head trays, and a fairly rare blue tray



*President Emilie Lindemann with brewmaster Adolpf Heuss at the dedication of the King Gambrinus statue in 1936.*





*Above: The brewery after repeal, east facade.*

showing a young woman dressed in the style of the 30's. Other collectibles include the usual assortment of breweriana, including miniature bottles and a cane.

In 1988, a group of Waukesha historians known as the Waukesha 1834 Club (the year Waukesha was founded) arranged for a tour of the brewery. They were amazed as they crawled into the old tunnels. As they walked through the old bottling room, they saw that the floors were crowned to hold the weight of the bottling machinery. The bottling plant was currently being used as a knitting mill. The Rathskellar was still intact. As they looked at the beautiful wood panelling, the ornate light fixtures and the stained glass fox head windows, they could almost hear the voices of the past. One of the most interesting parts of the tour came as the owner of the building took the members into the basement and pointed to a mysterious looking trap door. There were gasps of surprise as he opened it and revealed a twenty foot deep spring. This was “Fox Head Spring,” used to supplement the water from Imperial Spring in the brewing process. The intake pipe was still visible in the bottom of the clear blue water.

In April of the same year, the 1834 Club held a reunion of Fox Head employees. Amid a huge display of memorabilia, much information was exchanged and many memories were shared. Workers were asked to share what they did in the brewery, and the club heard from the man who hammered the bungs into the full barrels, and the man who “pitched” the wooden barrels. Members of the club were surprised and gratified that over forty people attended this reunion.

The history of Fox Head is bittersweet. Many of the workers talked about the good times, the togetherness they shared, the sense of family they had, and yet they also spoke

of the disappointment and bitterness they felt at the closing of the brewery.

Recent years have seen the resurgence of micro-breweries. Perhaps one day the smiling fox head will make another appearance. If he does, there will be a lot of smiling people in Waukesha, Wisconsin.

### **SOURCES**

Waukesha Freeman, various issues and articles in collection of the author.

Resort Chat, located at Waukesha County Museum Research Library.

Waukesha County Democrat, newspapers in possession of the author.

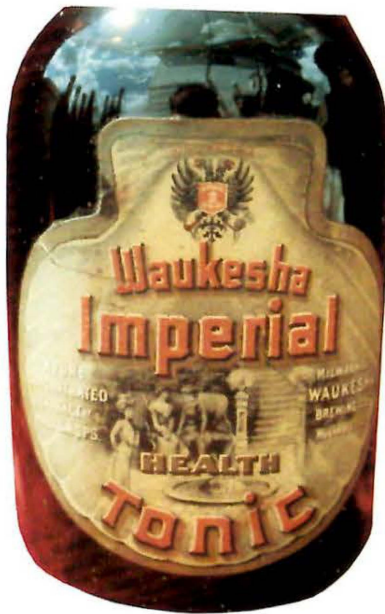
Pirie, Robert “History of Fox Head,” American Brew-eriana Journal, November-December 1992.

The Milwaukee Journal, various articles in collection of the author.

Koenig, Gib, Once Upon A Prairie, Waukesha Free-man, 1984.



## WUKESHA: PRE-PRO IMPERIAL ITEMS



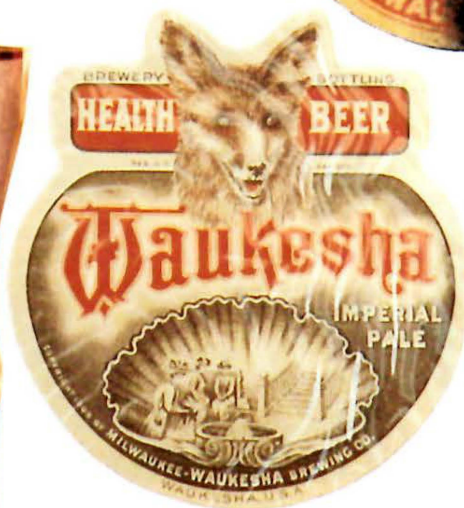
Items from the early Imperial period, with a modified German eagle emblem, are very scarce. The tray is the pride of Walter and Geraldine Schwanz, and is the only one known; the two etched glasses are also from their collection. The bottle with label at left belongs to John Brandt. John Schoenknecht's fine still life below shows a typical Wisconsin meal – brats, hot potato salad, rye bread and beer.





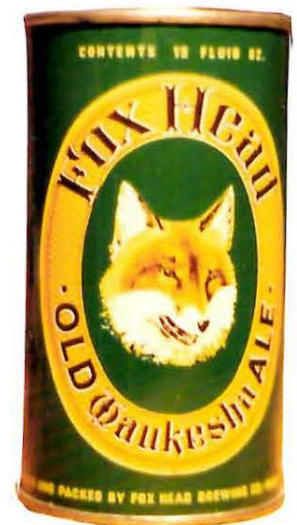
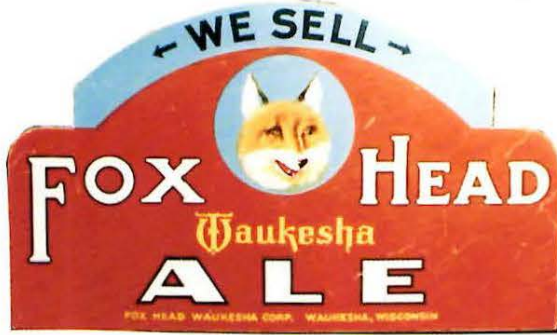
## WAUKESHA: THE PRE-PRO FOX

The fox first appeared before prohibition, and had a voracious look. The Bock sign, Old Ales and Stout R-O-G, and the two glasses are from the Schwanz collection. John Brandt has the Health Beer label and bottle at lower right.



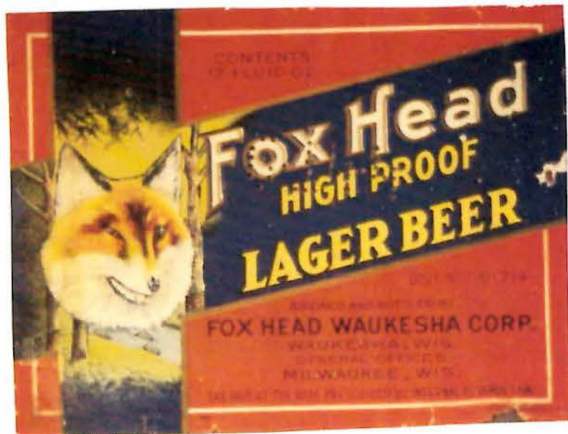


# WAUKESHA: THE FOX IN TRANSITION





# WAUKESHA: FOX HEAD LAGER

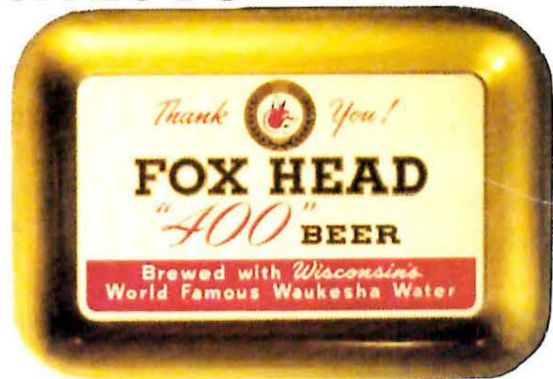
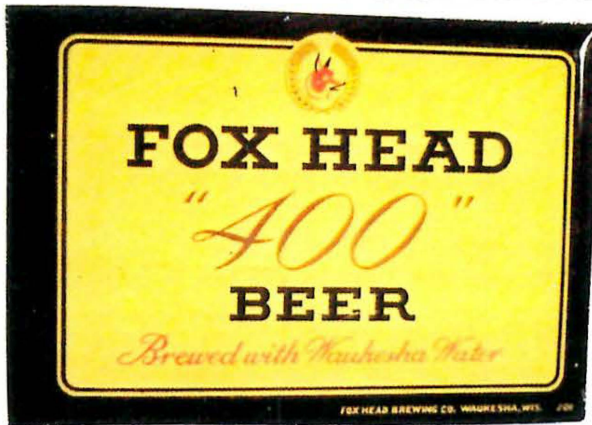


Later and cheerful version of logo for Fox Head Lager Beer used a red and black or navy color scheme, often with yellow highlights. Outdoor embossed sign is a prized item in the Schoenknecht collection, while the curved dealer sign and the backbar sign at top belong to Walter Schwanz.

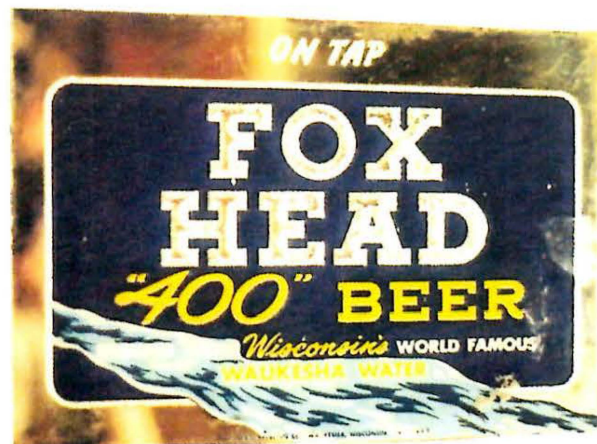
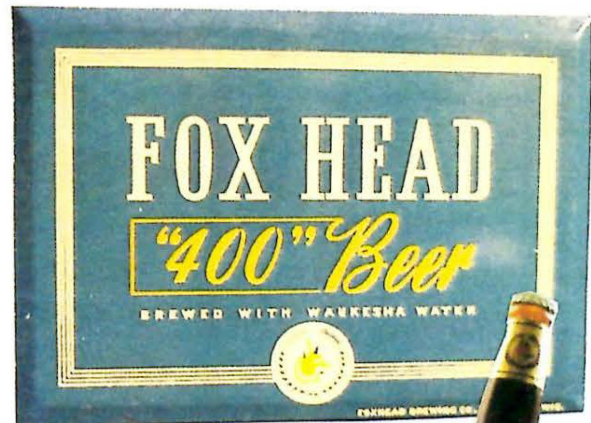




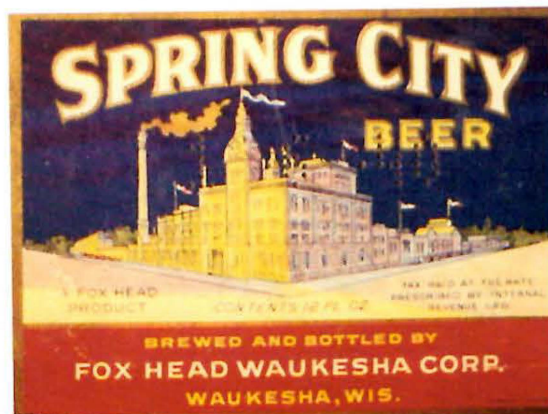
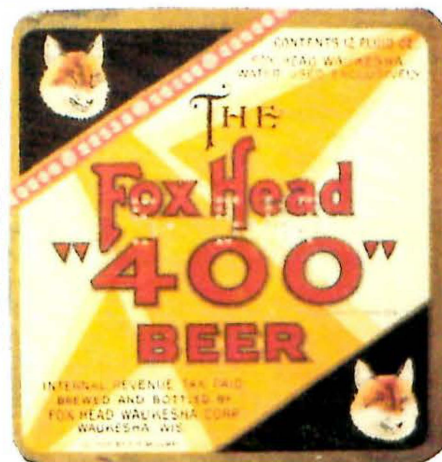
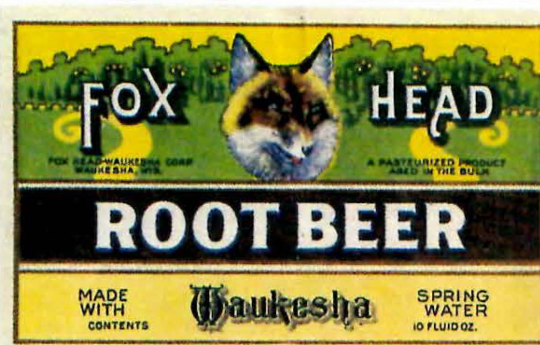
## FOX HEAD "400" WITH OLD AND NEW FOX LOGO



Stylized fox head design replaced the familiar "smiling" fox in the late 1950's, during a period when many traditional designs were updated with mixed results. Schoenknecht and Schwanz collections.





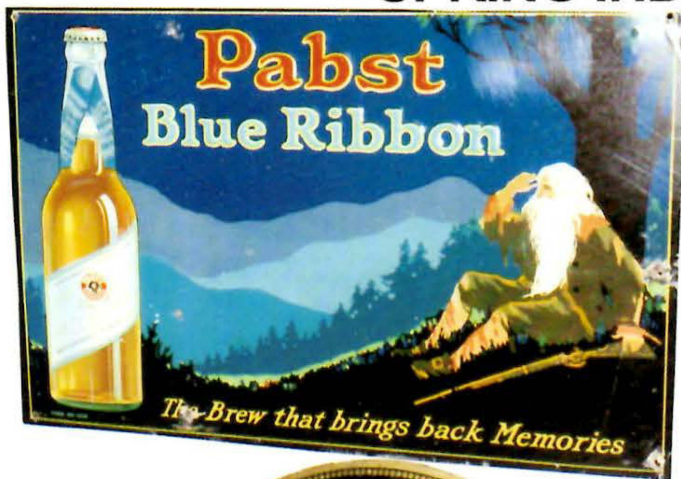




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## ITEMS OF INTEREST: SPRING INDY SHOW

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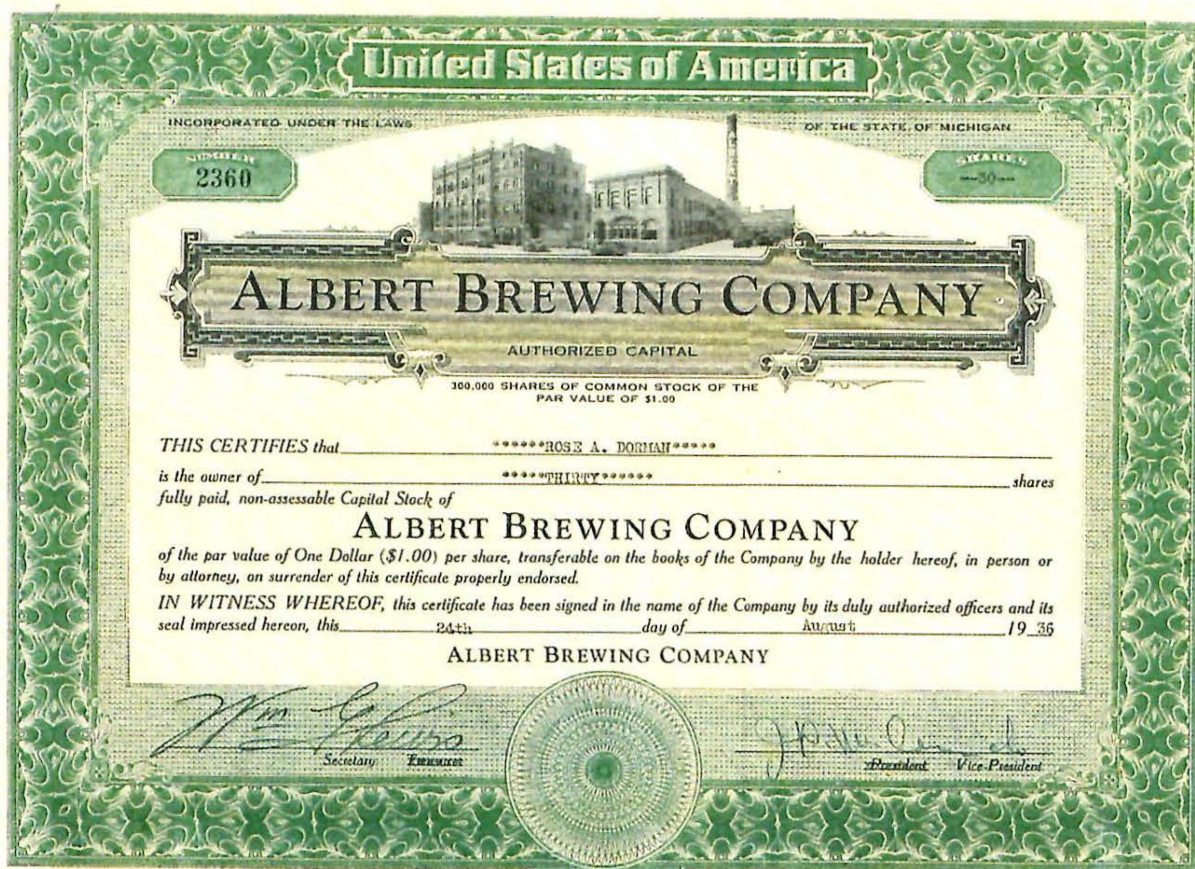


Eye-catching items seen at the show include a Schoenling sign in bold graphics; a very attractive prohibition sign shown by David Hirsch of Morton Grove, IL; a large and detailed factory litho by Jay Milliman of Denver, PA; a tall stein for Independent of Chicago by The Millers of Greenfield, IN; a very impressive Chicago Shield by Dave Delongchamp of Perrington, MI, and an unusual repeal sign in strong graphics by Ron Fritz of Williamsburg, MI.





# DETROIT BREWERY STOCKS





# Brewery Stocks

Larry Moter

**B**rewery stocks are one of the more unusual collectibles in the brewer-maniac scene. This type of niche collectible seems to appeal to a growing number of collectors who specialize in stocks for their own sake, or who collect everything from a specific brewery or region, including paper items.

A stock is a financial document that denotes ownership in a corporate entity. There are three types of stock certificates, namely Capital Stock, Common Stock and Preferred Stock.

Capital Stock existed around the turn of the century, and the term is now obsolete. Pre-pro stock certificates are usually Capital Stock Certificates, where the total amount of capital of the corporation is stated on the certificate. Common Stock is the voting stock of the corporation. There are frequently classes like "A" or "B" Common Stock that denote voting rights or lack of them. Preferred Stock lacks voting rights but entitles the owner to be paid dividends before Common Stock.

The stock itself is usually a fine example of the printers art with elaborate engraving. Stocks may be issued in different colors; if there is a color change it is usually at 100 shares. The vignette, or scene, of the stock can be quite elaborate. Vignettes are usually "stock" scenes like the "stock" scenes of many pre-pro trays where only the name of the brewery changed. This was particularly true of certain printers of stock certificates. The Colombian Bank Note Company has used the same vignette for the stocks from Tivoli or Altes, Minneapolis Brewing Co., ABC of St. Louis, National Brewing Co. of Michigan, and Frank Fehr Brewing Co. These are only examples from my collection – no telling how many other stocks have the same vignette! It can also illustrate a corporate logo like that of Goebel Brewing. That stock makes you want to reach for a lager from the cypress casks of Goebel.

The value of a stock certificate can depend on whether the stock is signed by its founder, is a specimen (given to brokerage houses as an example), or an unissued blank. Sometimes one can find a temporary certificate, like the Kraft Brewing Co. of Detroit in my collection. Does anybody have a Kraft Permanent Certificate?

Brewery stocks can be very tough to find. Only a few of the big boys were publicly traded (Michigan examples are Altes, Goebel, Mundus, Tivoli, National Brewing Co. of Michigan). These are easier to find than stocks from a privately held company which are usually owned by family and/or a small group of corporate officers. They are hard to track down, especially when the firm ceased business decades ago, but can pop up in the most unusual places.

One should also be aware of other financial documents that are collectible, like bonds and warrants. Gold bonds existed prior to prohibition and are extremely collectible. Warrants are similar to a stock option.

A list of Michigan Brewery Stocks from my collection is listed below:

Altes Brewing Co. – Common – 1951  
Goebel Brewing Co. – Common – 1934  
Kraft Brewing Co. – Common (temporary) – 1936  
Mundus Brewing Co. – Warrant – 1932  
Sebewaing Brewing Co. – Capital – 1955  
The National Brewing Co. of Michigan – Common – 1962  
Tivoli Brewing Co. – Common – 1934

Stocks from the Albert Brewery Co. (successor to Mundus) and the Cadillac Brewing Co. are known. Please write me if you have a stock to add to this list (Larry Moter, Route 1, Box 310, Woodford, VA 22580) and send me a copy. An update would be nice for future publication; I am also attempting to compile a nationwide list of known brewery stocks.

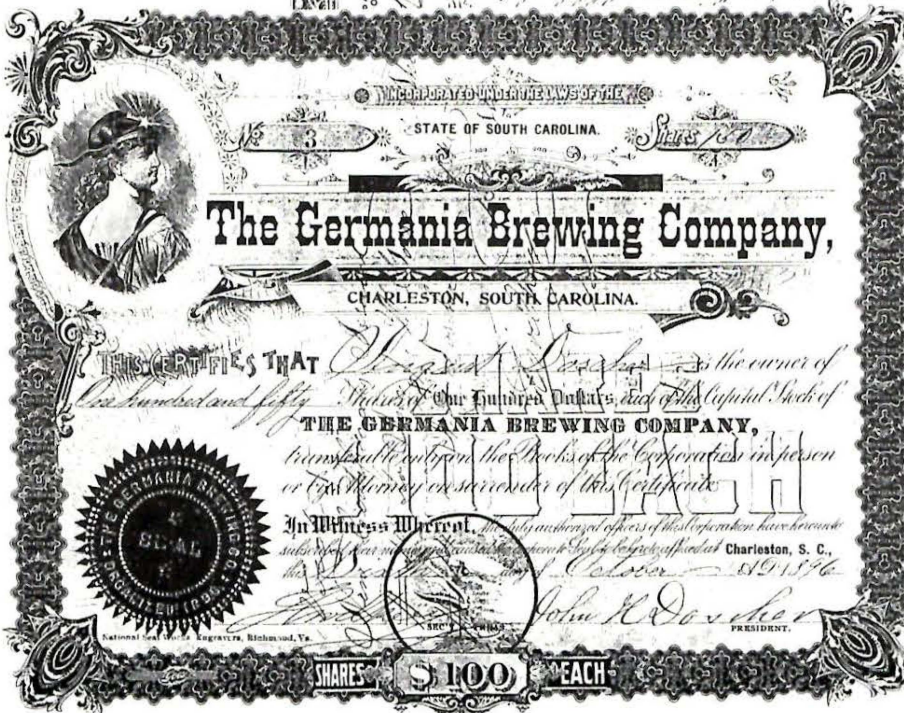
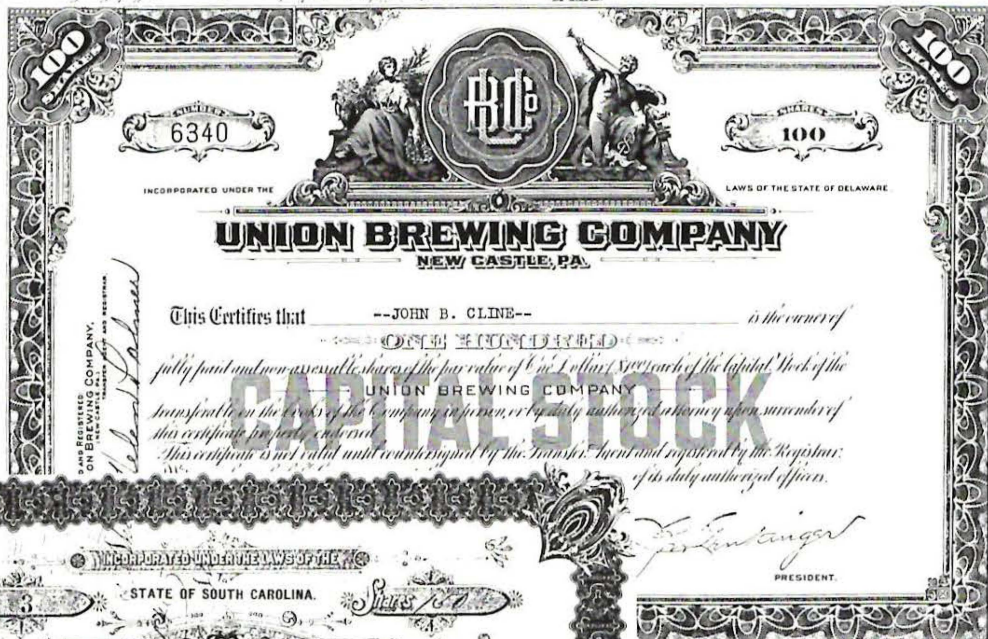
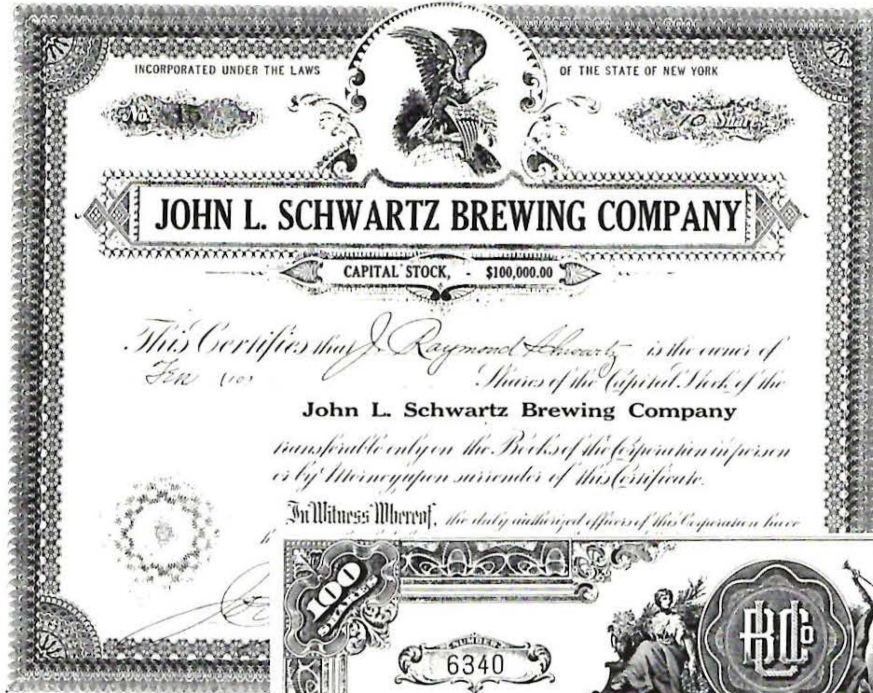
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*Larry Moter has stocks from about 90 breweries in his collection. He is executive director of the Virginia Chapter, National Electrical Contractors Association.*

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# Capital Stocks

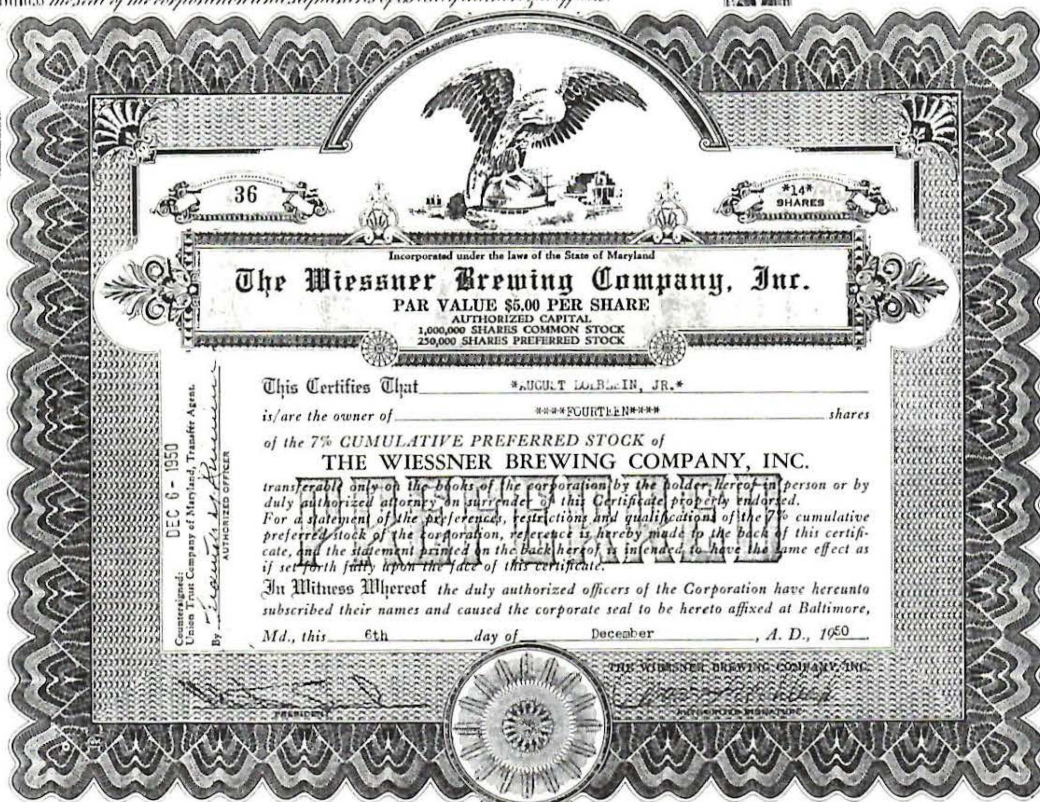
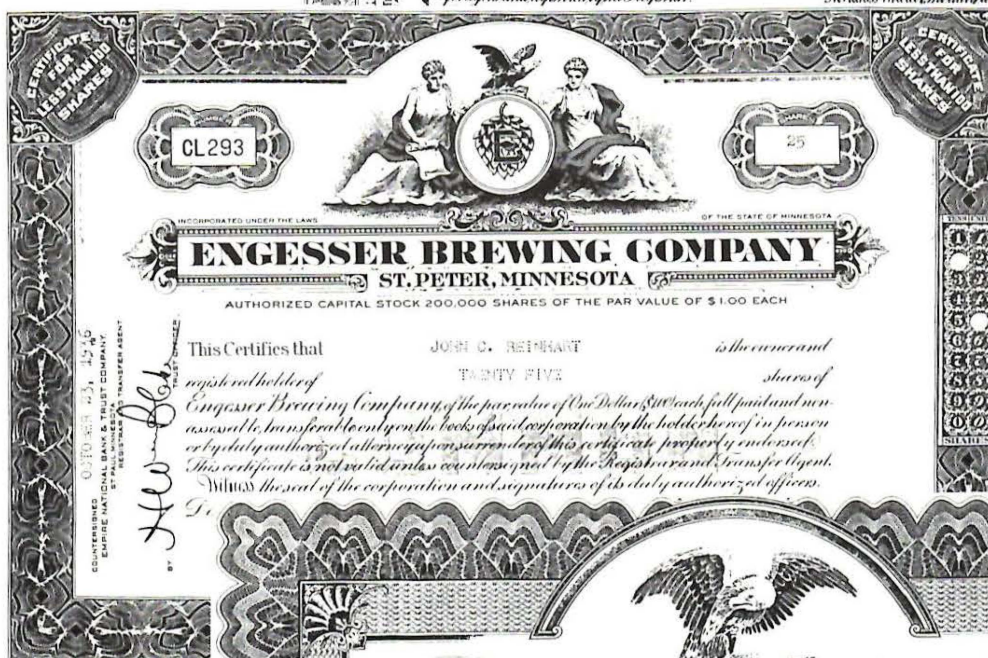
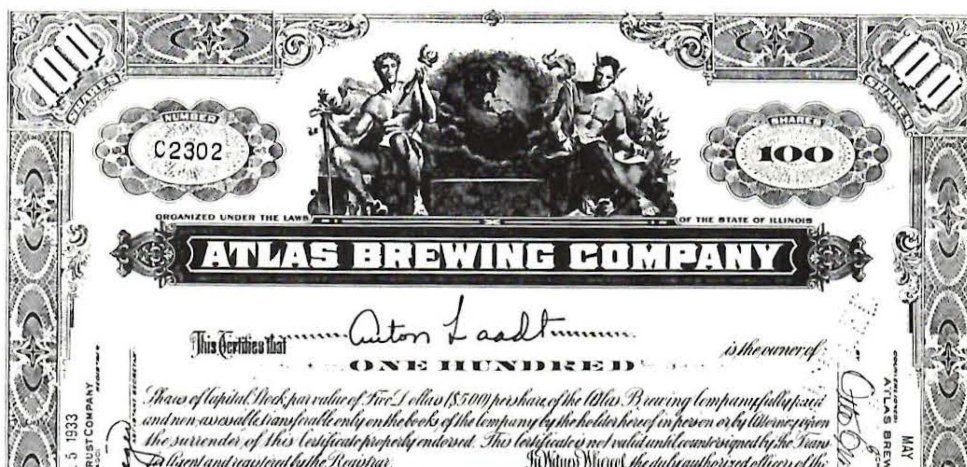


Germania Brewery of Charleston, S.C. was closely held by the Doscher family, and this certificate is one of the rarest in the Larry Moter collection, and one of the most ornate.



## Typical Stocks

Vignette of Engesser stock had empty circle for corporate logo, in this case a hop cone behind an E.





## Interesting Vignettes



Tivoli stock is interesting because it showed a farm and factory, and the allegorical Science held a microscope and test tube. This vignette, however, was generic and the factory bore no resemblance to the Tivoli brewery. Stock by the Columbian Bank Note Co. was issued Aug. 1, 1934. Vignette was kept when brewery's name was changed to Altes in 1948. Below, Galland-Henning capital stock in Stroh archives, here reproduced 60% actual size, has engraving of malting drums. Brewer Rudy Schaefer of New York invested \$1,000 in 1893. Slowly rotating drums were popular with some maltsters before prohibition, when 300-600 bushel batches were the norm and labor costs were low. Increase in batch size to several thousand bushels after repeal doomed drums in favor of compartments.





# STEVENS POINT BREWERY



The beginning of the brewery goes back to 1857. After several changes in ownership, Andrew Lutz acquired the brewery in 1880, and remained in charge for 17 years. In 1902 the Stevens Point Brewing Co. was organized and a bottle shop was erected., Ludwig Korfmann bought a majority stake in 1924. At that time the name was changed to Stevens Point Products Co. The brewery remained in the Korfmann family until 1975, when long-time manager Felix "Phil" Shibilski became president. Recent changes are listed in the "What's Brewing" column.



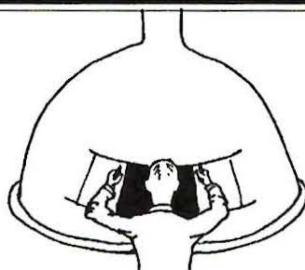
Part of the original fieldstone wall can be seen in the center of the postcard. The Bottling Department building later became the office, now houses a hospitality area with gift shop.





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# WHAT'S



# BREWING

Very bad weather during the first quarter and a weak economy in states along both coasts was unkind to beer sales. Even Anheuser-Busch was hurt to the tune of 1.5 million barrels (7%) in lower sales than a year ago. A-B has often been limited in certain packages during the summer, and the opening of the new brewery in Cartersville, Georgia should alleviate these shortages. The Budweiser brand replaced the "Nothing beats a Bud" with a new and gentler slogan: "Proud to be your Bud." The label format is also being changed.

On the international front Michelob will be distributed in Germany by the importing firm Columbus, which also handles Mexico's Dos Equis. A-B is said to be shopping for breweries in France, now a reasonably open and growing beer market. Scottish & Newcastle has taken on the distribution of Coors. It seems to be an odd couple – the people known for ale selling Coors. However, the trend in the U.K. is for lager, ale by large brewers is under pressure, with a determined minority of Real Ale lovers.

Back in the Golden Valley, Coors is giving its new president and chief operating officer W. Leo Kiely III lots of challenges, beginning with distributing an expanding product line. The new top management addition should permit president and CEO Peter Coors to concentrate on longer range planning. Leo Kiely is not a "beer man," having come from Frito-Lay. Adolph Coors is definitely changing.

Detroit has been busy with new products for the Stroh and Augsburger lines. Several brands have become available in cold-filtered draft versions; the latest is Stroh's Draft Light. The specialty division Augsburger has added a Weiss (wheat) to its Golden, Bock and Dark. There will be an Oktoberfest in the fall and a Doppelbock in the winter.

Further west in LaCrosse, G. Heileman has taken a hard look at the strength of their brand names. In a reverse of the usual strategy, the Colt 45 name, associated with malt liquor for 30 years and with Heileman since 1981, has been bestowed on a beer. Colt 45 Beer will join Cool

Colt Malt Liquor. Time out for a historical note: Colt 45 was developed at the Altes Brewery in Detroit under National's (of Baltimore) ownership, and was produced in Detroit; the brand came to Heileman with the acquisition of National.

There is other news from Wisconsin. Barton Beers Ltd., the Chicago-based marketer of liquor and imported beers which took over the Stevens Point Brewery last fall, is being purchased by the Canandaigua Wine Co. The price is close to 125 million, about half in cash. Canandaigua is the third largest U.S. wine producer, and sees the acquisition as an opportunity to be active in the beer, wine, and distilled spirits segments. This strategy did not work for Heublein a couple of decades ago when it bought the Hamm brewery in St. Paul. No significant changes are expected for Stevens Point according to James Ryan, executive vice president of Barton Beers.

In Middleton, the Walter Brewing Co. plans to reintroduce Eau Clair All Malt beer under new ownership, after the Hibernia Brewing Co. failed. President Cynthia Ancil, who purchased the business in 1990, has long-range plans to reopen the old Walter brewery in Eau Clair as a brewpub. And in Monroe, Joseph Huber's bottling line has reopened six weeks after it was damaged by a serious explosion in the government storage cellar below the bottling floor. The Kloster Andechs label, which is brewed under license from the Andechs monastery in Bavaria, will be expanded to include seasonal brews.

After Dry, Malt, and Clear, we have a new category to taste-test: Wheat or Weiss. USA Today gave wheat beers some good ink, mentioned the growing popularity of the class by microbrewers and described Anchor Wheat, Augsburger Weiss, Samuel Adams Wheat and Seattle's Wheat Hook. It is an acquired taste, but on a warm summer day, the taste for good what beer can be acquired in a few minutes.

PHB



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## BOOK REVIEW

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*Randy Carlson, The Breweries of North America: The Calendar 1993/94 (Carlson Brewery Research, P.O. Box 758, Walker, MN 56484, 1993). \$10 postpaid. \$7.50 to NABA members until publication of the next issue of The Breweriana Collector.*

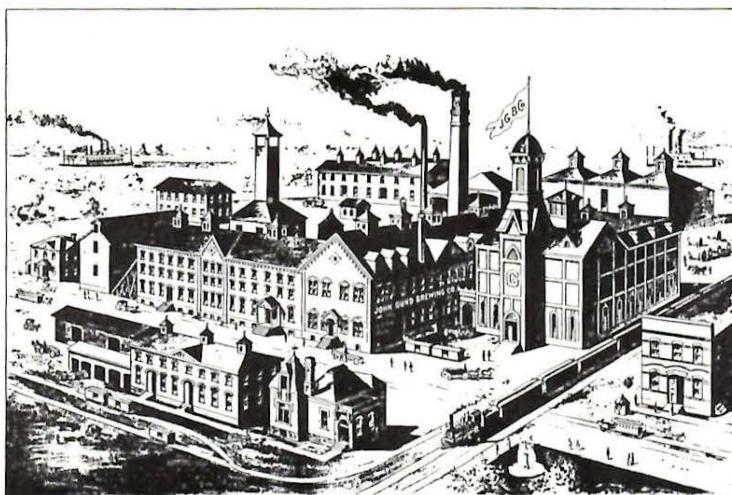
Member Randy Carlson has assembled a calendar of 15 drawings of breweries from the book *The Great Breweries of America*, published in Chicago by the Lanward Publishing Company in 1894, covering the months from October, 1893, to December, 1894. He has provided for each date a fact from *The Brewers Journal* of 1893, 1894 or 1895, most of which do not purport to be precisely on the centennial date. Those that are on the exact date are marked with an asterisk. Most of the actual dates are of deaths of brewers or of fires, but if anyone is looking for a theme for a party, he should feel free to celebrate the centennial of the opening of the George Ringler brewery in New York on Saturday, March 26.

The calendar is very well done. The illustrations are the sort of Victorian engravings that lose nothing in reproduction. They provide a visual cross-section of the industry, from the unpretentious Voigt brewery in Detroit through the typical gravity-flow brewery of the Texas Brewing Company in Fort Worth to the massive — and mercifully, still extant — plants of Anheuser-Busch in St. Louis and Pabst in Milwaukee. Most of the drawings have the vertical exaggeration one expects in advertising art of the period and all have the usual effort to express bustling activity by smoking chimneys, wagons, railroad trains or steamboats. Although the drawings are black-and-white, they are of the character and quality we have come to know through the familiar color lithographs of Centlivre and Eberhardt & Ober. All of the illustrations are of U.S. breweries, but some of the facts are of Canadian events — accounting for the use of “North America” in the title.

The facts for each date will give you plenty of information to drop, if you move in circles in which that is a mark of status. For the year ending June 30, 1893, the United States exported 3,200 gallons of beer to Ecuador, and when central Fargo, ND, was leveled by a fire, local businessmen refused to rebuild the area unless they could build a brewery. I feel positively obligated to know things like that!

Randy Carlson has long since established himself as a leading brewery historian, and this calendar is up to his high standard. If you want to contribute to his projected 1995 calendar, furnish him with a letterhead, bill, or similar piece of paper containing an illustration of a brewery. If he accepts, he will reciprocate with a copy of the calendar, and you will have the satisfaction of contributing to something quite nice.

GWH



JOHN GUND BREWING CO.  
LA CROSSE, WIS., U.S.A.



# EXECUTIVE SECRETARY'S REPORT



The dues year ended May 31. Your dues card expiration date should be May 31, 1994. If not, please send \$20 (Canadian member \$30, Overseas members \$40) to N.A.B.A., 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. This will be your last dues notice.

The election of three directors will be held for the term of two years. Please return all ballots before July 28, 1993 to N.A.B.A., 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Many thanks to Clinton Imboden for serving four years as a Director. All other officers still have one year to serve of a two year term. The '93 Pre-Convention should be very interesting and everything is ready for the Stevens Point Convention. The Auction will be on Friday and the Buy-Sell-Trade on Saturday.

Welcome to the following members. It is our hope the N.A.B.A. will be of help in your collecting breweriana.

## '93 CONVENTION BUY-SELL-TRADE SESSION SATURDAY, AUGUST 7

Sincerely,  
Robert E. Jaeger  
Executive Secretary

## NEW MEMBERS

ANTHONY, RICK (Mary)  
2607 116 Avenue West  
Milan, IL 61264  
309-787-8335  
Mugs steins; neon signs; openers; salt shakers;  
tip trays; trays; Budweiser, Hamm's

ARDAN, ROBERT (Mary)  
RD 2 Box 8697  
Milford, PA 18337  
717-686-2880  
All breweriana; bottles; glasses; history; mugs  
steins; signs; Pennsylvania

ARNOLD, BUTCH  
2055 Lind Street  
Quincy, IL 62301  
217-223-8529  
All trays; Busch Memorabilia;  
Anhauser Busch, Busch

BARRETT, CHARLES T. (Chris)  
12489 Arslan Lane  
Spring Hill, FL 34609  
All breweriana; books; magazines; brewery equip-  
ment; coasters; glasses; mugs steins; post cards

BERGMAN, ROBERT J. (Trudet)  
742-A Scott Avenue  
Oshkosh, WI 54901  
414-235-2871  
Bottles; cases; labels; openers  
Rahr Brewing Co. Oshkosh

CALMES, STEVE  
565 W. Arndt #125  
Fond du Lac, WI 54935  
414-924-0514  
Mugs steins  
Bud, Miller, Coors, Old Style, Strohs, Leinenkugel

CERRI, KEN  
335 E. 257th Street  
Euclid, OH 44132  
216-289-7689  
Cans; lithos; neon signs; signs; statues; trays  
All Cleveland Oh. Brwgs.

CHRIST, LEE (Sandy)  
RT 1 Box 280  
Howells, NE 68641  
402-986-1499  
Knives; mugs steins; Anhauser Busch, Budweiser

DAVIS, CHARLES  
14 Ingrid Court  
Wilmington, DE 19808

DIDUL, CLAUDETTE  
345 East 80th Street #17A  
New York, NY 10021  
212-249-1813  
All breweriana; barrels; bottles; neon signs;  
photos; tap knobs  
Various items for film production, set dressing

ELSON, BOB (Lori)  
409 So. 10th Strete  
Gas City, IN 46933  
317-674-7609  
All breweriana; clocks; mirrors; mugs steins;  
signs; Strohs

FOSNOW, TROY  
315 Garver Avenue  
Rockford, IL 61102  
815-965-2659  
Corkscrews; matches; openers  
Rock River Brewing Co., Rockford, IL

GASKELL, D.  
15645 Veronica  
East Pointe, MI 48021

HARTOY INC.  
1967 Tenth Avenue North  
Lake Worth, FL 33461  
407-586-5556  
All breweriana; bottles; mugs steins; photos;  
signs; trays

HICKS, DON (Patricia)  
3581 Arbor Street  
St. Joseph, MI 49085  
616-429-4271  
Cans; glasses; mirrors; neon signs; signs;  
reverse on glass; Michigan items

HOFFMANN, WILLIAM N. (Loretta)  
1711 Rock Drive  
Decatur, IL 62521  
217-428-8772  
Glasses; mugs steins

JELINEK, LARRY (Loretta)  
2150 Kellogg Avenue  
Waukegan, IL 60087  
708-662-3733  
Bottles (Wisconsin); Miller High Life (Anything)

JOHNSON, CHRIS  
32 North Avenue  
Burlington, VT 05401  
802-865-0460  
Cans

KAISER, DOUG (Kim)  
915 Third Street  
Hudson, WI 54016  
715-381-1703  
Glasses; openers; signs; Walter's (Eau Claire),  
Fitgers, Leinenkugel's

KEMPF, BARRY JON (Dawn)  
5355 Lee's Crossing Drive, Apt. 6  
Cincinnati, OH 45239  
513-662-0228

MADDOX, ROBERT  
1208 N. Hickory Lane  
Kokomo, IN 46901  
317-459-3438  
Bottles; cans; labels; bottles with paper  
labels; Standard 12oz. Anber Brown

MAPES, ROGER F.  
8799 N. 1000 Avenue  
Cambridge, IL 61238  
309-476-8354  
Foam scrapers; mugs steins; pitchers;  
signs; tip trays; trays

MEADOR, CHARLES O. (Cynthia)  
143 Hilton Road  
Stokesdale, NC 27357  
919-427-6318  
Bottles; cans; history; mugs steins;  
neon signs; signs; Budweiser

MEYER, THOMAS A.  
8554 Klevenville-Riley Road  
Mount Horeb, WI 53572  
608-798-3824  
All breweriana; Wisconsin Breweries  
Burlington Brwg. Co.



## NEW MEMBERS

### MUNSHAW, ROBERT W. (Marcia)

11109 E. 19th Street  
Independence, MO 64052  
816-252-0919  
Foam scrapers; mugs steins; pinbacks;  
signs; tip trays; trays; Goetz, Anheuser Busch

### NELSON, RICK (Amy)

217 W. Phillips Avenue  
Ladysmith, WI 54848  
715-532-3165  
Bottles; cans; labels; Fitgers, Northern  
& Peoples Breweries

### HERMAN, DOUG

P.O. Box 15695  
Augusta, GA 30919

### NIEDERMAIR, DON (Marilyn)

409 Kane Street  
Fall River, WI 53932  
414-484-3802  
Niedermair Beer Neosho WI; Lone Tree Island Beer

### NORMAN, DICK (Louise)

90 Balsam Dr., P.O. Box 242  
Winter Park, CO 80482  
303-726-5035  
Dealer; full matches

### NOVAK, JEFFREY A.

714 East Higgins Road  
Schaumburg, IL 60173  
708-310-0033  
Cans

### PIRIE, BOB

P.O. Box 156  
Chanhassen, MN 55317  
612-933-6723  
Books; magazines; glasses; history; photos  
Hamm's, Gettelman

### POTTER, SANDRA

4300 Montclair  
Independence, MO 64055  
816-478-1683  
Ash trays; glasses; mugs steins; neon signs;  
pitchers; salt shakers; Hamm's

### ROLLER, MICHAEL

10501 Curran Blvd., Apt. 8-G  
New Orleans, LA 70127  
504-244-8959  
Books; magazines; cans; signs; trays

### SCHLESSER, ROGER A.

200 Beth Circle  
Mount Horeb, WI 53572  
608-437-8960  
Coasters; glasses; mirrors; neon signs; signs;  
trays; Hamm's

### SCHULTZ, JEFF A.

308 East Vest Street  
Jefferson, IA 50129  
515-386-2033  
Glasses; mugs steins; pitchers; playing cards;  
salt shakers; A & B Pheasants & Wildlife

### SELBY, STEPHEN (Roberta)

Blind Dog Cafe  
101 Fair Street  
Lewisburg, WV 24901  
304-645-4196  
Bottles; cans; coasters; crowns; mirrors; tap knobs

### SEROVY, DAVE (Sheila)

201 Hilltop Road S.W.  
Swisher, IA 52338  
319-857-4696  
Hamm's Bear, Hamm's

### SMITH, ROBERT J. (Sheryl)

23951 15 Mile Road, Lot 11  
Bellevue, MI 49021  
616-763-9609  
Cans; mugs steins; Hamm's and anything with  
Robert Smith (Schmidt's)

### SNYDER, WILLIAM (Margaret)

11536 Sprinkle Road  
Vicksburg, MI 49097  
616-649-4341  
Cans; glasses; history; signs; Champagne  
Velvet; Terra Haute Brwg. Co.

### STARCK, BRENT R.

RT 1, Box 1403  
Lake Geneva, WI 53147  
All breweriana; Wm. Ruehl

### STARK, MITCHELL

649 De Kalb Road  
Tumbling Shoals, AR 72581  
501-362-7070  
All breweriana; cans; glasses; mugs steins;  
tap knobs; trays

### STORZ, PAUL (Vicki)

4003 Drumm  
Independence, MO 64055  
816-373-9664  
All breweriana; bottles; brewery equipment;  
cans; cases; glasses; signs

### THEDE, WARREN R.

3106 Jersey Rodge Road  
Davenport, IA 52807  
319-359-3043  
Glasses; Hamm's

### TROVA, ERNEST T. (Carla)

6 Layton Terrace  
St. Louis, MO 63124  
314-994-7184  
Statues; Falstaff

### VEAL, MARY M. (Wayne)

1987 Ficus Court  
Stone Mountain, GA 30083  
404-498-6263  
All breweriana; bottles; cans; coasters; knives;  
mugs steins

### VYZRALEK, FRANK E. (Dolores)

702 Capitol Avenue  
Bismarck, ND 58501  
701-223-1857  
Bottles; history; labels; Breweries of Minnesota;  
North & South Dakota

### WHITE, THOMAS E.

20 Gaddis Drive  
Fort Thomas, KY 41075  
606-441-6781  
Bottles; glasses; paper items; photos; Pre-  
Prohibition; Cincinnati Breweries

### WINTHEISER, JERRY

5851 Duluth Street  
Golden Valley, MN 55422

### YOUNG, ALLEN

550 S. High Street  
Columbus, OH 43215  
614-444-8456  
Brewery equipments; labels; mugs steins; signs;  
trays; Hoster Brewing Co.

## BUY—SELL—TRADE

**Die Cast Model Stroh Tractor Trailer:** Beautifully detailed 1:64 scale model of 1930's with authentic Stroh's logo, precision crafted; send check or m.o. for \$13.95 + 3.50 S/H to White Water Collectibles, Dept. B, P.O. Box 170512, West Palm Beach, FL 33417.

**British Breweriana For Sale:** Pump handles/clips (inc. brass), trays, towels coasters, etc., Cliff Hodges for photos, list. 25 Ascot Crescent, Stevenage, Herts. SG1 5SS England.

**Thoroughbred Racing Signs:** Buy-Sell-Trade Sterling, Pfeiffer, Rolling Rock etc., also Ky Derby, Preakness, Belmont; also horse decanters. Lisa Keyston, 53 Frontier Way, Tinton Falls, NJ 07753.

**Berghoff (Ft. Wayne) Beer Signs Wanted:** Also "bubbler" signs with "neon glass" letters, nice porcelain enamel signs. Robt. Newman, 10809 Charnock Rd., Los Angeles, CA 90034-6606. (310) 559-0539.



# SELLING A MAJOR MINNESOTA BREWERIANA COLLECTION



MERVIN EISEL'S  
PAGES OF THE PAST  
701 WASHINGTON  
BRainerd, MN 56401  
(218) 829-3871



- \* Signs and artifacts from about 50 Minnesota breweries
- \* Items small to large, common to very rare
- \* All on display for your inspection
- \* Includes: neons, reverse on glass, tin, wood, cardboard, porcelain, Gluek's stained glass window, moving, lighted, and others, mostly common trays, rarer enameled glasses, a few etched glasses, china, lamps, clocks, rare openers, and much miscellaneous from major and minor breweries
- \* Many smaller breweriana items for sale at shop throughout sale. Includes: matches, bottle caps, bottles, tap knobs, cards, etc. A large collection of books on brewing and brewery histories will be sold individually throughout the summer; some are very rare. Some brewery laboratory equipment and cooper's tools.
- \* Brewery artifacts to be sold separately as a lot for \$9,500 or best offer. Ideal for museum or brew pub display. Includes: 55 barrel copper brew kettle, copper bardelot cooler, keg, washer, keg filler, wood malt mill, 3 bottle fillers, 2 cappers, 7 fermenting tanks and miscellaneous. Must make appointment to see.

## AUCTION RULES

- \* Bids accepted from June 1 to August 16, 1993. Items are on display Mondays through Saturdays 10:00 A.M. to 5:00 P.M. Mail or phone bids accepted 10:00 A.M. to 5:00 P.M. Mail bids must be received by August 16. Phone bids will be accepted until midnight CDT on August 16. The highest bid will be given at the shop or over the phone, but the confidentiality of the bidder will be protected.
- \* All items will be sold to the highest bidder. In the event of tie bids, the earliest bid will be given preference.
- \* Minimum bids: (\$1.00 - \$49.00) \$1.00; (\$50.00-\$99.00) \$5.00; (\$100.00-\$299.00) \$ 10.00; (Over \$300) \$ 25.00  
No top all bids acceptable. Minnesota buyers must pay sales tax or furnish tax exemption number.
- \* Items must be paid for and picked up between August 17 and September 6, Mondays through Saturdays, 10:00 A.M. to 5:00 P.M. Packaging and shipping at bidder's expense.
- \* All sales final. The right to reject any or all bids is reserved.
- \* Items on bid will not be sold prior to the close of the auction.
- \* Photos are available for \$3 each; refunded if returned within 10 days.



# EVENTS OF INTEREST

- Aug. 12-14 *Canadian Brewerianist Convention. Talisman Hotel, Ottawa.* Paul Rivard, 2061 Vincent St., Ottawa, Ontario K1G 2M8. (613) 521-2191.
- Aug. 13-15 *Monarch, Weekend at Paul's Campout*, beer cans, breweriana. Paul Zagielski, 8939 W. Cedarville Rd., Lena, IL 61048. (815) 369-2135.
- Aug. 15 also  
Nov. 28 *Queen City BCCA & NABA. Cans & Breweriana, Cincinnati, OH.* Browns way at Gaily, VFW Post 3740. Dave Gausepohl (606) 371-4415.
- Aug. 28 *Michigan's Dog Gone Good NABA Chapter Summer Swap IV, Frankenmuth.* Mark Brooks (517) 624-5749, for auction (517) 686-1636.
- Sept. 8-12 *BCCA Convention XXIII, New Orleans, Louisiana*, 747 Merus Court, Fenton, MO 63026-2092, membership required.
- Sept. 18-19 *Antique Advertising Show, Indianapolis State Fairgrounds, NABA Hospitality*, Friday, Sept. 17, 8 p.m. Holiday Inn North, poolside (US 421 & I 465).
- Oct. 8-9 *ECBA-NABA Breweriana Show, Canton, OH.* Holiday Inn, I-77 exit 109 to 4520 Everhardt; Jack Kern (216) 854-5282.
- Oct. 10 *Antique Ad & Bottle Show, Madison WI*, Quality Inn So., Hwy. 12 & 18, Bill Mitchell 4901 Hwy. 10E, Stevens Point, WI 54481.
- Oct. 14-16 *11th Annual Midwest Breweriana Show*, Holiday Inn Central, Omaha. John Mlady, 11506 S. 25th, Omaha, NE 68105. (402) 345-7909.
- Oct. 17 also  
Dec. 12 *Brew City Ad Show*, Serb Hall, 5101 W. Oklahoma, Milwaukee. Jim Welytok, W220 N7161 Townline Rd., Sussex, WI 57089 (414) 246-7171.
- Oct. 24 *Schultz & Dooley Annual Fall Show, Albany, NY.* Elks Lodge, S. Allen St., Dennis Hefner (518) 877-6199.
- Oct. 29-31 *Monarch Fallfest, Palatine, IL.* Quality Hotel Rt. 53 & US 14. Paul Zagielski, 8939 Cedarville Rd., Lena, IL 61048. (815) 369-2135.
- Nov. 5-6 *Valley Forge Brewery Collectibles Show, George Washington Lodge.* Larry Handy, P.O. Box 593, Warrington, PA 18976 (215) 491-9557.
- Nov. 6 *Atlantic Annual Strohfest, Winston-Salem, NC.* Stroh Brewery. Glenn Raisner (919) 869-2499.

## GLASSES, MUGS & STEINS



Articles on our auction have been in the *Antique Trader*, *Yesteryear*, *Antique Week*, *The Breweriana Collector*, *American Breweriana Journal*, *Stein Line*, etc.

### MAIL AUCTION #10 COMING: FALL 1993

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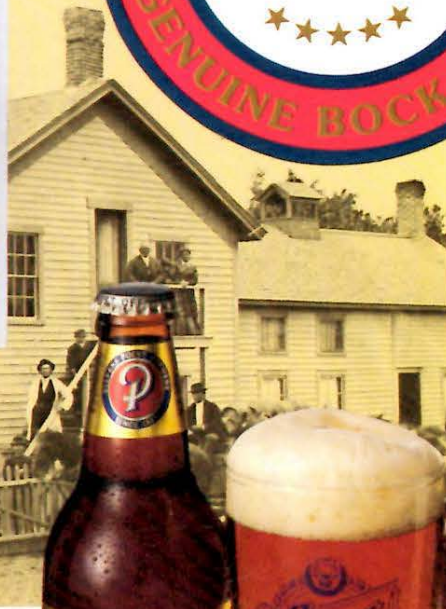
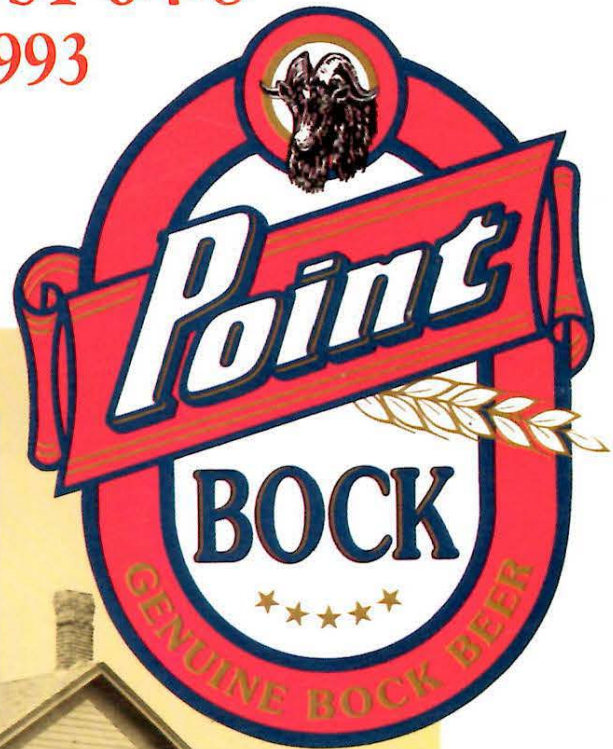
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NABA's 22nd CONVENTION  
STEVENS POINT, WI  
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STEVENS POINT  
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1902 – 1993

