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South - Central INDIANA BREWERS

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The Heartland Brew News

Chapter #164 of the BCCA

**Rolling into the new decade
with our trade show review
brewery tours, seasonal micro round up &
cans, collections, signs and new events on the horizon!**

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President's Message

Greetings fellow SCIB chapter members! Its been a long time in the works, but our 2009 newsletter has finally dropped and I'm excited to say this is a super issue! A full review of the year's events in the hobby with news, collections, and travel inside. Lets Go!

January news in December? A full year ago, Bob Ostrander contacted me and suggested that it might be a good idea if the SCIB chapter attend this years new B.I.G. Winter fest in Indianapolis. I discussed it with the other chapter officers and it was a resounding YES! The Brewers of Indiana Guild has established a wildly successful summer micro fest in Braodripple, IN for many years and this year was their first annual Winter fest held at the Indiana State fairgrounds Pepsi Coliseum. Lots of micro and craft brewers in attendance, and plenty of thirsty patrons ready to enjoy the event.

Tragically, thanks to a massive computer crash in November most collection pics of our chapter members have been lost. Oh well, the good news is that the collection remain intact for a whole new batch of photos. This issue features veteran collector Mike Livesay, as he opens his magic box of cans in a pull tab collection of delight. Also, a featured article from Greg Gerke on an old brewery that's had a

of new life from his Hoosier hometown. Don McDonough with a few news items from Kentucky. A tour of the Oberon brewery in Kalamazoo, MI!

Springfield, IL was the scene of CANvention 39 this year with many SCIB members in attendance. This show was the largest it's been in years with over 400 tables sold and the downtown Hilton completely sold out. We had a good chapter meeting and discussed our future Midwest Mega show in October and the second annual BIG and SCIB event at the Winterfest Micro event at the Indianapolis Fairgrounds early next year. Among the other highlights of CANvention was the running of our own Tom Goecker and Brad Ambruso for the BCCA Board of Directors. The election ended with Brad being the latest SCIB member elected to serve on the national level carrying on a tradition of our members serving as both directors and officers in the BCCA. Congratulations to both our fellow chapter members!

Below SCIB members Todd Morton & Steve Paddock at the 2009 B.I.G. Winterfest



On the home front, our 4th annual Midwest Mega Show was yet again another success. We have really achieved a stable event and are being swiftly recognized as one of the Midwest's best shows for can collectors!

We received several positive comments and feedback on the Rusty Bunch chapter's wildly popular website message board about our show, and received a great review on the Indianabeer.com website as Bob Ostrander from the B.I.G. attended our show and was "blow away by the by the variety and quality!" of the breweriana that showed up this year! Our show has become noted for having a wonderful array of beer cans from vintage o/i's, to the retro labels of the 50's & 60's to the UPC codes of the 80's right up to the aluminum cabottles of today's collecting scene. Brad Ambruso has been instrumental in bringing may collectors to our shows with his close association to the ABC chapter. Also in attendance was current BCCA President John Fatura and wife Paula. This marks the second time a sitting president has attended our event! Some chapter shows go for years before presidents attend! A special thanks to Tom Goecker for working with the hotel and managing the clubs money. Tom makes our show work with help form others in bring the passion of our hobby to Indianapolis!

*Mike Pope #32543
SCIB President.*



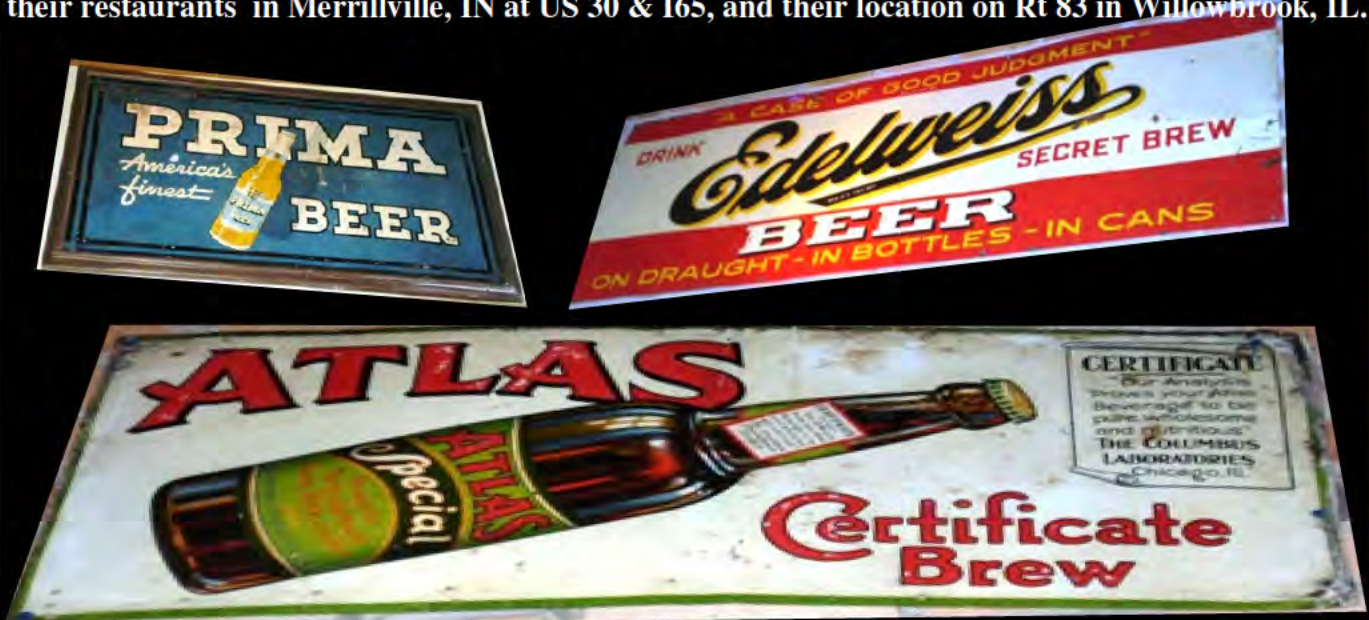
Beautiful pre-prohibition label from the IBC Progress Brand of the C. Maus' Topaz name. Courtesy of the P. Douglas collection.

A visit to a local Chicago restaurant reveals an unknown collection of Midwest breweriana.

Sign of the times!

By Mike Pope #32543

It should be of no surprise to any experienced breweriana collectors that sometimes the most beautiful and desirable collection pieces in our hobby can be found in the most unexpected places! Such is the case for a local restaurant chain located in and around the Chicago area. For over 40 years *Portillo's* has been serving the public great tasting food and is noted for their Italian Beef sandwiches. The local chain of restaurants has grown over the years and each restaurant has its own theme of interior decorations and decors. Two of their restaurants offer a surprising display of authentic breweriana advertisement signs and trays as well as other types of rare breweriana, for their patrons to enjoy while dining and taking a trip back to simpler times in the competitive world of advertising and brewing beer in America. Below are some of the examples found at two of their restaurants in Merrillville, IN at US 30 & I65, and their location on Rt 83 in Willowbrook, IL.



Above: Beautiful all original metal building signs of some of the most famous brands of Chicago beer in the early half of the twentieth century. The Prima and Edelweiss are rich in color and this enamel Atlas Special, Certificate Brew is stunning! Below: Not limited to advertisement signage only. These well preserved full page advertisements taken from Look Magazine are just as bright now as then. Brands include, Keeley, Atlas Special and Fox DeLuxe. Interesting to note Atlas' targeting the upscale crowd.





Above top row: Rare Chicago Club malt beverage sign from the prohibition era, and a nice metal Schoen's old lager beer from the Wausau Brewing, Wausau, WI. Above center; A nice IRTP litho Rheingold from the United States Brewing Co. and a beautiful Edelweiss sign advertising the new can containers of the day, and a price list menu chalkboard. Barley visible is the notation that 10 cans equal 1 case in the upper right of the price list. Above ; A beautiful enamel Atlas Special Brew and a familiar Blatz Old Heidelberg IRTP sign from Milwaukee. Below another prohibition era advertisement of the rarely seen Savoy Special cereal beverage from the United States Brewery c.1928





Crescent Brewery reopens in Aurora, IN

By Greg Gerke #28311

The Crescent Brewery last sold beer in Aurora, Indiana in 1897. That is, before it reopened in late 2008 in downtown Aurora. 112 years later, Dan Valas and his wife have brought brewing back to Aurora and Dearborn County. The Valas' leased a building at 327 Second Street and began brewing and selling beer in November '08. So far, they are brewing and selling 5 different and delicious beers, including: Great Crescent Blonde Ale, Great Crescent Cherry Ale, Crescent Mild Ale, Coconut Porter and Great Crescent Stout. The beer is currently being sold in half-gallon growlers and mini-kegs though there are plans to sell the Cherry Ale in bottles. The brew-

ery is only open from noon to 10:00 on Fridays and Saturdays. The mini-kegs can be purchased at local liquor stores. Meanwhile, the City of Aurora debates what to do with the historic beer cavern which is the original site where the brewery stored the kegs of beer in the 1800s. The cavern, situated overlooking the Ohio River is considered a historic site and the local park board has been attempting to restore it. Indianapolis architects were hired to study the integrity of the cavern and provide planning for restoration. Time has not been kind to the cavern, with thick vegetation growing on top and loosening mortar between the brick, making the structure unsafe for visitors. Waterproofing and fencing are among the recommendations for restoration. In addition, the ar-

chitects suggested re-pointing the cavern in a historically correct manner and closing the site to the public. A crib system such as what might have held beer at one time is one of the ideas being floated for the site. Decorative barrels could be placed in the cribs. Unfortunately, the Aurora Parks Board, which controls the site, has no budget to improve the site in the immediate future. The site, which contains approximately ¼ of an acre was given to the City of Aurora approximately 2 years ago. It is suspected that the original cavern had a roof, but no photos exist to prove this theory. Those travelling in Southeast Indiana can easily see the caverns from State Road 56 across from Lesko Park. So stop by the brewery for a tasty ale and drive past the historic caverns for a taste of the brewing past.



*Above;
The Great Crescent
Brewery as it stands
today at 327 Second.
Left, Interior of the
brewery today.
Right; The old
lagging caverns.*





By "Pirate" Mike Livesay #33279

After getting out of the Marine Corps in '68 and getting a place of my own, I thought it would be a nice idea to start a collection of something no one else was, beer cans. O.k., I can hear you all now! I put up shelves on one of my walls

the ground. There was already 1"x4" boards going horizontal on the inside of the box so we put 1"x4" boards 2" apart vertically for 4'x8' pegboard. We started 12" up from the floor with our pegboard hooks which held the 1"x4" shelves



Collection Spotlight: Pirate Mike's secret can stash!

in my kitchen and arranged them in alphabetical order, the best I could. Did we have a standard reference back then? In '81 I bought 4 acres of land to build a new house on. The first thing I did was build a 8'x20' shed to store some of my stuff in until I got the house built. I stored my beer cans in wooden ammo crates. At this time I had about 800 different cans 12 and 16oz and about 1500 extras. For the next 25 years or so, I didn't collect beer cans (per say) just a can her, a six pack there. I enjoyed going to different surrounding states to canoe and this would give me an opportunity to see what different beer cans I could get I had a brother that lived in Cape Coral, FL which took me through 4 other states which also help me to 'shop'

for the beer cans. We went 6" apart for the 12oz cans, and we could go 13 shelves high. In front we put our shelves 8" apart for the 16oz cans. We also put a storage area 4'x8' in the back where the rear door is located. A good friend of mine, Mike Miller, helped us with his pickup to haul the 4'x7' pegboards, 1"x4" and 2"x4' boards. Mike also put in electricity, lights, electric outlets and switches, but also put in two windows one in the storage area and another up front where the 16oz cans are displayed. I borrowed his spray gun and painted the inside white and it looks great! Some of the problems we ran into were the limited space we had to work in so we bought just enough material to do one job at a time, like putting the 1"x4"



for other beer cans. In '06 I was getting close to retirement and I was thinking about 3 things. No.1, Retiring and selling my place and buying a small RV and traveling. No.2, Getting back into can collecting as a hobby which I could

boards, then the pegboards. Also, Mike had other things to do other than wait for me to call, so it was a bit of an inconvenience at times. Then there was the problem of not getting enough pegboard hooks. The best ones



leave to my grandchildren besides my canoe. No.3, finding a place to keep and show off my beer can collection. Also at this time my father was getting ready to enter the nursing home so I bought his house to keep the nursing home from getting it. I sold my place, bought an RV and a 6'x12' utility trailer to put my wooden boxes of beer cans into. Now I'm trying to sell my dad's place and No.1 will be done. My great nephew, Andy Warren, found the BCCA on the internet for me. I joined in March of '08. No.2 Done. Onto No.3 and the rest of my story. A good friend, Jim Farris, told me about a couple of box trailers that his boss was selling. So we went to look at them. They were 8'x24 an overhead door on the back and one on hinges on the side up front. I was impressed and bought one. Jim had it moved to his place on a flatbed truck and placed on railroad ties laying flat on

ones we found to work the best at Supporting the 1"x4" shelves was at Menard's 2 per package. They only had 10 packages in stock. we went to three other Menard's in the Indy area about every other week and I stopped in two stores in Ft. Wayne on my way back from Frankenmuth, MI and the Summer Swap on July 19th. It took all summer, but we did it! In order for me to get caught up on my collection, I was buying 100 to 200 at every show I was attending. I found that at this rate I needed more shelves, so we put up shelves in the middle of the box, 8' long seperated 12" on the bottom and 6" on the top which makes it look like a tall tent with shelves on either side. One does have room to see all of the collection on the shelves. I will have to think about more room a shelves which will be my next story!



SCIB chapter member finds a new use for an old trailer and a unique way to display his collection!



South - Central Indiana Brewers Midwest Mega Show '09!



With technology what it is today, pictures of any show can be posted to the internet with in minutes instead of waiting for new photos to be published in the newsletter! This year we added a hospitality room that enjoyed initial success with members pitching in snacks and several quality brews. Table sales were very good with all slod and plenty of room to expand. No silly round

tables to deal with so an extra row was added. Good thing, as many awesome cans in a wide variety were in attendance. From the classic retro instructional cans to modern currents and aluminum bottles to crowntainers and cone-tops, our show has become known as a can show! With the beer can celebrating it's 75th birthday next year, our 5th annual show may have a special event!





SCIB Chapter members and friends!

Photos by Greg Gromosiak #3197 & Steve Pađđack #31210



Fred Johnson makes Gary Lange an offer he can't refuse!



Left to right; Greg Gromosiak, Tom Goecker and Tom Rutledge



Mike Pope & Steve Paddack



Todd Sandomerski & Chip Vering



You'll never meet a nicer guy than Hank Estes from Cincinnati. This was the first South Central Indiana Chapter show that He attended, but this made his 101st different chapter, that he has attended at least 1 show, a pretty amazing feat. He once attended a show in Alaska, that was 100% attended by all chapter members, (5)!!!



Roaming the trade floor, cans in hand!



Dave Cicchoracki and John McCoy



Friday night tasting event with some 40 year old beer!

A visit to Bell's Brewery

This year the BCCA held its May Board of Directors meeting at the Bell's Brewery in Comstock Michigan in conjunction with the Patrick Henry chapter's trade show. The Board of Directors and BCCA members who attended the event were treated to a private tour of the new facility by the brew master John Mallet. Below is an excerpt from the Bell's website and photos by the editor of the days tour.

Bell's Brewery, Inc. formerly Kalamazoo Brewing Company, founded by Larry Bell as a home-brewing supply shop in 1983, sold its first beer in 1985. Originally brewing in a 15-gallon soup kettle, the company has grown remarkably from its production of 135 barrels (1 bbl = 31 gal.) in 1986 to over 90,000 barrels in 2007. Bell's Brewery has grown from a tiny operation renting part of a former plumbing supply warehouse to a bustling, regional craft brewery. Over twenty years of brewing, Bell's Brewery has built a nationwide reputation as a creative and talented brewery, playing a significant role in changing the beerscape of the nation. Although the "microbrewery" revolution began on the West Coast in the 1970s, the Midwest saw this brewing development much later. Bell's Brewery stands as the oldest craft-brewer east of Boulder, Colorado. Originally self-distributed, Larry and crew brewed, bottled and delivered all of the beer to market for the company's first four years. By 1989, Bell's was shipping over 500 barrels annually and assigned its first wholesaler to further establish itself across the State of Michigan. After struggling several years to produce and sell robust, full-bodied ales against a tide of a mass-market domestic beer, Bell's began to see the demand for craft beer grow dramatically. Bell's soon ventured outside Michigan, continuing its solid growth and developing a reputation across the Midwest for the unique style and flavor of its Bell's brands. The brewery currently sells its beer across a fifteen-state area, through a network of over fifty quality wholesalers. In 2003, Bell's proudly opened a new production brewery in nearby Comstock, Michigan. The new brewery has now seen three major additions and encompasses 60,000 square feet of building on a 24 acre site. The Quality Assurance department has thrived in the new facilities, implementing procedures and techniques that assure that Bell's is consistently putting out the very best beer possible. Total brewing capacity now stands at 140,000 bbls. At the Kalamazoo Avenue location, an historical rehabilitation has brought about a pleasant architectural change to the city landscape.





BBC brewer moves to New Albanian Brewing Co.

David Pierce, longtime production brewer at Bluegrass Brewing Co.'s Main Street bottling facility, has moved to the New Albanian Brewing Co., 415 Bank St., New Albany, IN, where he will oversee barreling and canning operations. Pierce is a veteran local brewer who helped open Louisville's first modern microbrewery in the late 1980's, the now-defunct Silo. He later started BBC. His relationship with NABC co-owner Roger Baylor stretches back nearly 40 years, during which they often discussed working together. "we'd talked about it years ago, but dropped it for a long time," Pierce said. "but a couple of weeks ago, when Rodger and I were having coffee, he said, "Why don't you come work for me?" And that was it. It came together real fast."

Articles Submitted By Don McDonough #9155



Article from *The Courier-Journal* By Steve Coomes

Pierce said he'll work with NABC's two veteran brewers, Jesse Williams and Jared Williamson, but won't develop new beers. Rather he'll adapt their current recipes to large-scale production specs. Those new barrels and cans (Pierce said modern beer cans are much better than bottles at maintaining product integrity) will eventually roll into bars and restaurants in Louisville and surrounding cities. "There's a little artistic part going from a four-barrel system," said Pierce, comparing the size differences between NABC's current production machinery and what he'll help install this spring at its Bank Street Brewhouse, the microbrewery and pub Baylor opened in March. "Those guys have done a great job coming up with their own production lines."

Pumpkin ales are seasonal treats

October seems a bit shy this year. It's come creeping quietly across the landscape in a flurry of crisp brown leaves, a few streaks of yellow and orange, and faint hints of the flamboyant reds to come. Still, the thirst-quenching wheat beers of summer seem already out of date, and I'm not yet ready for the rich black stouts that will sustain me through the winter. Instead, I want a beer perfectly suited in color, flavor and spirit to the season at hand—and what better choice than pumpkin ale? It's a style of brew that traces its history to the earliest New England colonists, who found wild pumpkins plentiful, and English barley scarce and expensive. A decade ago, most pumpkin ales seemed like a novelty, more suitable for displaying than drinking. But these days, any well-stocked beer purveyor carries a selection of

in Milton, DE.) is a warm and indulgent as a Norman Rockwell print. It has a fine lasting head that slowly dissolves but never quite disappears. This is no pie; it's a big-flavored, malty ale (7 percent alcohol), but the spices come through with pleasant accents of cinnamon and nutmeg. So far this year, my favorite take is Schlafly Pumpkin Ale, brewed in St. Louis. Schlafly's bottling is another high alcohol brew - 8 percent by volume - but you'd never know it unless you read the label carefully. In the glass, it has a rich, coppery cast and a fine, creamy head. If you can stand to let it sit for a while, you'll find that it's still generating a little steam of bubbles a half hour after you pour it. And in this bottle, you have the best realized expression of what a pumpkin ale can be - a bouquet with hints of ginger and roasted squash,

crafty examples, and the best ones pull the difficult balancing act of invoking autumn spices and colors without obscuring the underlying rigor of the brewmaster's art. Buffalo Bill's in Hayward, CA, takes credit for being the first modern microbrewery to revive pumpkin ale, in 1985. But this year's bottling isn't as satisfying as it might be. In the glass, it has a foggy look—like an amber hillside viewed through a mist. The flavors seem more austere than celebratory, with a priggish, bitter edge and a powerful dose of clove. And through it forms a fizzy head when poured, the fizz dies almost as quickly as it foams up. If Buffalo Bill's bottling seems like a throwback to the more punitive Pilgrim spirit, Dogfish Head's Pumpkin Ale (brewed



Article from *The Courier-Journal* By Marty Rosen.

a foundation of finely made ale – and an integrated dash of cinnamon and nutmeg at a dosage calculated to accent rather than dominate the palate. either of these latter two beers would be perfect for sipping at the end of an autumn evening or serving alongside a dinner of roasted turkey and dressing. But if you hope to serve them at Thanksgiving, you'll need to lay in your supply now—by the end of November, they'll likely have disappeared from area shelves. In the meantime, look for them at liquor stores (especially places that offer a variety of craft beers, like The Keg in Clarksville, IN, or Old Town Wine and Spirits in Louisville) Dogfish Head Pumpkin Ale sells in four-packs for about \$9.00; six-pack of Schlafly Pumpkin Ale run about \$11.00.