



Fort Sutter BEER

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South — Central Indiana Brewers

Volume 2 No. 3
The Heartland Brew News

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Chapter #164 of the BCCA

End of the year wrap up, trade show highlights CANvention review, winter snows bring winter shows!

President's Message

Greetings fellow collectors! Fall 2007 finds us once again at the close of yet another year of collecting great breweriana! What is your favorite piece you've added this year to your collection? Picked up a vintage can you'd thought you'd never own? Complete a current can series? Find that lost piece of advertisement? Sign? Chalk board menu? Back Bar item? Bottles, labels, crowns? Yes, this year has seen many great pieces acquired!

What's that? A non-Indiana can pictured on this issue of the *Heartland Brew News*? Yes, Indeed! This rare Fort Sutter IRTP flat was one of a recent find in California by Chris Ravert. A few showed up at the Brookdale Lodge show last month along with a few other rare labels including Cremo brand from Santa Rosa and an on grade Pacific Lager.

This year, CANvention 37 was held "A mile closer 2 heaven" in scenic Denver, Colorado. Located in the heart of the city, the Adams Mark hotel offered a great location. (the same location as CANvention 4 was held back in 1974!) 16th street in downtown Denver was alive with restaurants, clubs and free transportation. Also, some excellent brew pubs could be found. Back at the show, acres and acres of selling/trading on the main floor, and up in the rooms this years show planers tried to group all attendees together to encourage room to room trading with beer stations located on some floors.

The General Business meeting on Friday morning saw the SCIB Chapter take home second place in the newsletter competition for chapter with under 60 members *for a second year in a row!* Thanks once again to all our chapter members who have graciously contributed to our publication! This publication is a collective effort and all are welcome to contribute whatever breweriana related articles, ideas, thoughts, photos & artwork to keep our newsletter strong!

The United States Beer Cans Volume II (The Standard Reference of Tab Tops) as the little girl in the movie *Poltergeist* once said . . ."their heeere!" As promised over and over the tab top book finally dropped late last month and as anyone who has a copy can see, all the hype was not an exaggeration! This beautiful reference book will breath new life in the tab top genera of beer cans. A big salute to our new BCCA secretary Kevin Burrus for heading up the project!



Kevin Burrus BCCA Secretary/Tab Top Book producer holds a fresh copy of the new book at the binders. Kevin and Board Member Tom Hull personally oversaw the final editing and production of the book to insure quality. An awesome job guys!

This years SCIB trade show was another success for our chapter on the local scene! Thanks once again to chapter VP Fred Johnson for negotiating the Knights of Columbus Hall on the North Side. With the popularity of our show growing, Its time to start thinking about possibly upgrading our show to a new venue. With folks arriving from all over the region, overnight accommodations would be a terrific draw. Anyone in the central part of Indiana have any ideas or suggestions? Please speak up! We'd love to hear your ideas.

Dues time once again! Alas, it's time again to keep this dog & pony show going via our yearly dues. If you've received a return envelope with this newsletter, it's time once again to help keep this chapter afloat! Your small contribution is vital to the success of our newsletter and a decent show for the rest of the country to enjoy the awesome collectors from the great state of Indiana! CHEERS
Mike Pope #32543
SCIB Chapter President.



Second Annual SCIB Trade show weekend

SCIB Show Weekend By Mike Pope #32543

For our second annual trade show, the weekend started early Friday evening at Vice president Fred Johnson's house. Most of our southern area members traveling from a distance arrived first to take advantage of Fred's generous offer to have a sleep over at his place and everyone head to the show early the next morning to help with the set up. Fred had gone shopping at the local beverage mart and had the fridge stocked with an assortment of micro brews, ales, porters and the ever present *AB Natural Ice* for the more flaccid pallet.

Derrick Morris arrived with a few bottles of Belgium lambic brew and chapter secretary Steve Paddack once again showed up with another one of his favorite retro label brands of yesteryear in the form of *Black Label*.



Above: Friday nights pre show party included a viewing of Fred's collection and new shelves constructed by several SCIB members a month earlier. Below left: Gary Lange from Huntingburg, IN reviews photos of Tom Peterson's collection from Evansville. Below center: Steve Paddack admires a side-by-side match of the rarely seen Gold Medal label from the Indianapolis Brewing Co. Such cans are very rare in clean condition and both reside in SCIB collections! Bottom: Tom Goecker and Derrick Morris are lost in beer can bliss.



Local chapter members Lea Colvin and Chip Viering showed up and Rusty Bunch Chapter newsletter editor Chris Taylor arrived from Michigan. Tom Goecker from Seymour, IN arrived to partake in the Friday night festivities and the party was in full swing! A viewing of Fred's collection complete with a new shelving display lasted into the evening followed by fast paced, raucously humorous conversations, sharing of collection photos by others, and trading and selling of some great vintage beer cans. After all had their fill from the local pizza joint delivery, the evening wound down with folks falling asleep all over the house! All had visions of great breweriana dancing in their heads from the show that was but a few hours away!



For the second year in a row, the South Central Indiana Brewers Trade show has proven to be a success! Not only have we brought back a breweriana trade show to the Indianapolis area, we have also reintroduced the rest of the country to the fact that central Indiana is one of the easiest destinations to get to. The proof once again at this years show was that we had collectors arriving from Chicago, St.Louis, Louisville, Cincinnati, Pittsburgh, Cleveland and Detroit. Over 50 tables were sold, with about 100 people overall attending and walk-ins arriving with breweriana to sell. With the success of our second effort, there are ideas of having our show in the future at another venue. Not necessarily bigger in size, but with more amenities. The Knights of Columbus Hall has been a wonderful starting point for us! Now its time to think of overnight accommodations for our out of town guests, brewpub sponsors, media attention and a continued commitment to fill the void of breweriana and beer can collecting in an area of the country that truly needs this hobbies insight. Again, it all depends on the SCIB chapter members and their efforts. Our show this year was another success, lets keep up the good work!



SCIB Trade Show Highlights!



SCIB Members & Friends



Left: Tom Sliwa from Cicero, IN had impressive vintage cans for sale. Above: Fred Johnson and Steve Ekstrom from Chicago mug it up for the camera. Right: Chris Taylor and BCCA Vice President Pat Cornils.



Left: John Coughanowr displays a rare Indians advertisement piece with bunny ears in the background. Top: Beer Dave Gausepohl and Tom Petersen. Right: The elusive John Ferguson ponders a purchase. Bottom left: Debbie & Mike Pope. Below: Beautiful late summer weather saw brews in the shade with Dave, Pat, Fred and Lea Colvin in need of a good antacid! Bottom Right: SCIB member Leroy Art from Ft. Wayne, IN.



It's A Family Thing.....



Families are a big part of the SCIB chapter! It's great to see folks take the time to include their kids in the days festivities. Pictured here are, Left: The Rogan's from Richmond, IN. Top: the Morton's from Indianapolis. Right: the Morris family from Lawrence, IN. Thanks for attending!

THE NIGHT THEY DROVE OLD DIXIE DOWN

Brewer Works to Bring Back Dixie Beer

New Orleans (AP)

By Mary Foster

The old brick building where Dixie Beer was brewed before Hurricane Katrina is vacant. More than two years after the storm flooded it and looters devastated it, the building with its looming tower and ornate iron gate is gutted and surrounded by padlocked fences. But a century after its founding, the beer is coming back, say Joe and Kendra Bruno, who've struggled to keep the brewery going since buying it in 1986. "We've worked too hard to give up now," said Joe Bruno. "Dixie is fine, a lot of people want it back on the shelves and so do we." Beer industry pundits seem lukewarm on the brewery's prospects. After all, Katrina was one of a series of disasters befell Dixie down since founder Valentine Merz started production of the pale amber brew on Halloween 1907. Of the 13 beers that were once brewed in New Orleans, only Dixie Brewing Co. was left by the early 1980's. With microbreweries the rage, and the national market dominated by heavyweights like Miller Brewing Co. and Anheuser-Busch Cos., Dixie became the last major independent brewer in the Deep South. Once the city's favorite beer—living up to the slogan, "Around here it's Dixie Beer"—demand fell in 1975 after fumes from a chemical used to clean floors tainted the beer's flavor. The bad batch haunted Dixie's reputation long after the brew was back to normal. By the time the Brunos bought the company from Neal Kaye Jr. in 1986, the brewery was almost \$14 million in debt. Kaye had bankruptcy papers drawn up and was ready to file if the sale fell through.

The Brunos won't discuss their finances. Kendra Bruno is the granddaughter of the founder of Barq's Root Beer, a very successful soft drink producer in the south, and Joe Bruno was a real estate developer before getting involved with Dixie. The couple won't say how much they paid for the busted but once-beloved brand. "We only paid our lives, our blood, our sweat and tears," Kendra Bruno said. "We love the place Dixie has always had in this city." To compete with the craft beers, they developed Blackened Voodoo Lager, a dark beer, and Jazz Amber Light. They also produced a dessert beer, White Moose, with a taste of white chocolate. Dixie was producing just under 50,000

barrels of beer a year with national distribution, and things were looking up until Katrina's storm surge smashed levees and poured salty water into 80 percent of New Orleans on August 29, 2005. The flood waters took almost three weeks to recede. Bottling and packaging equipment was ruined. Carefully collected memorabilia was destroyed. "The loss was in the millions," Kendra Bruno said, and the couple did not have flood insurance. The building was left with gaping holes, through which looters carried away everything



from the wiring and the giant copper vat where the beer was brewed to the cypress barrels where it was stored. Now Dixie faces a fight just finding shelving space. Most of the U.S. beer market is controlled by three companies, said Megan Haverkorn of Beer Business Daily, a trade publication. Anheuser-Busch has about 50 percent, Miller 25 percent and Molson Coors Brewing Co. 13 percent, she said. What's left over is being gobbled up by micro-brews or the so-called craft beers. "Craft beers are huge right now," Haverkorn said, "they're getting a surge of growth similar to wine and spirits. People are kind of trading up from their regular beer." After Katrina, the Brunos tried brewing at a small brewery near New Orleans, but it couldn't produce in quantity. So a deal was worked out with Huber Brewery in Monroe, Wisconsin, to produce Dixie. Dixie brew master Kevin Stuart travels to Wisconsin to oversee the production, using the same recipe "Dixie is being distributed in Louisiana, Massachusetts, Illinois and Colorado."

Kendra Bruno said. Plans are to expand to Texas, Florida and New York and eventually into the international market. "We're sort of dolling it out at this point," Kendra Bruno said. "So far the production can't keep up with demand." But after a two-year absence, attracting fans again is going to be difficult, according to Steve Hindy, founder of Brooklyn Brewery in Brooklyn, New York. "Dixie had a pretty good niche pre-Katrina, especially for its specialty beer," Hindy said. "Blackened Voodoo was in a lot of restaurants in New York and specialty bars, but things have changed a lot since Dixie disappeared. The beer business is much more competitive now."

The Brunos have secured Distinguished Brands of Littleton, Colorado, as a distributor, but Hindy said even that won't offer a quick rebirth. "Distributors will take your beer, the hard part is at retail," He said. "There is limited shelf space and it's hard to get." Still, the Brunos are plowing ahead. Rebuilding is expected to begin soon, with operations beginning in 2009. "We want to put it in a smaller, state-of-the-art brewery in the building," Joe Bruno said. And there are more changes envisioned for the landmark brew house. A European-style beer garden is planned for the rooftop, and specialty shops would be a draw for shoppers. One model for the Brunos' plan could be the former Jax brewery on the edge of the French Quarter. At Jax, which was redeveloped in the 1980s after the brewery closed, trendy shops and restaurants are big draws. But unlike Jax, which is across from Jackson Square in the city's biggest tourism draw, the Dixie Brewery is on a Tulane Avenue strip that was depressed before Katrina and has been slow to recover. Marginal businesses, low-rent motels and empty buildings—many with extensive damage from the storm—indicate just how far the area has to go. The renovation of Dixie could spark an upturn for the whole area, Joe Bruno said. After years of what Kendra Bruno called "making more beer than money," the ambitious plans will again be costly. But even after the losses to Katrina, the Brunos have no doubt they'll do it. "Where will we get the money?" Joe Bruno said. "Who the hell's business is it. Nobody thought we'd get the money to keep going as long as we have. But we're not done yet."



11 Ounce Beer Cans

The red headed step child to the 12 ounces!

11oz Cans

By Chip Viering #32203

In the vast, wild world of beer can collecting, no genre of cans is more ignored or misunderstood than The 11 ounce beer can!! While a 7oz, 8 oz or 10 oz can might make sense since it offers the market place a smaller serving of beer, the existence of 11 ounce cans is a perplexing. Arguably there are several explanations. We will find that most 11 ounce cans were distributed by West Coast breweries in Oregon, Washington and California, for sale specifically in most western states. There are also some examples from Utah, Colorado and cities in the mid-west which I'll discuss later in this article....

There are several explanations for brewery's releasing beer in 11 ounce cans ranging from left over old Carrie Nation Laws to out-right rebellious behavior from West Coast brewers and distributors. The latter being the most popular and realistic. Alcohol taxation, always a volatile subject for brewers and providers of distilled spirits post-prohibition, became a huge controversy in our western most states. At some point in the early 30's (could be wrong) lawmakers decided to pump up the tax on all barrel, canned and bottle beer and declared a disproportionate amount of tax on the most popular sizes – that being the 12 and 16 ounce vessels. Rather than fight the well fortified state legislatures and taxation bureaucracy, the breweries decided to quietly comply – on their own terms. The decision was made to release canned and bottled beer in 11 and 15 ounce cans and bottles which effectively allowed them to legally pay a tax based on an 8 ounce formula for an 11 ounce beer, as well as a 12 ounce tax on the odd sized 15 ounce

cans and bottles. Thus, the breweries, who no doubt charged the same amount for a single 11 ounce can of beer as they would a 12 ounce can of beer, ended up paying a significantly less tax per can while retaining a slightly greater profit margin. So essentially 11oz and 15oz cans came about to undermine the alcohol tax laws!

There is at least one instance of a brewery filling standard 12 ounce cans of beer but had "11 fluid ounces" printed on the can. This is the famous and very scarce *Finer Flaver* from Monarch Brewing, Los Angeles. Instead of retooling the canning lines for an 11 ounce can, Monarch continued to use their existing 12 ounce canning lines, filled the can presumably with 12 ounces and paid a lesser tax!

While traveling out west last year, I had the pleasure of speaking to long time BCCA member Bob Meyers about his impressive collection. Bob is a veteran collector residing in Santa Barbara, CA and holds some of our hobby's most sought after O/I flat's and cones.

Bob shared some knowledge with me about 11 oz cans ... his thoughts confirmed the taxation twist but also sited that 11 and 15 ounce cans become ultimately MORE popular than bottles because the reclamation centers found it too hard to separate out the odd sized bottles and thus could not guarantee the western breweries would get their bottles back for refilling. Equally interesting is his explanation for the scarce 7 oz flat tops known in our hobby... Canadian Ace, Country Club, Ace Hi etc., to name only a few. These special 7 oz cans were made to distribute to the US hospitality industry – most were distributed to airline and rail food service divisions to be served on commercial planes and trains. Airlines and train services were required in many instances to collect and account for each can on each journey... therefore, the occasional 7oz can you might see out there was either saved as a souvenir from the journey or possibly absconded from the airports and/or train depot trash bins....



The only known "on grade" *Finer Flaver* 11 oz can in existence.
From Bob Meyers' collection.

Like the sound amplifiers of the legendary English rock band Spinal Tap all these cans go to 11 !!!



11oz cans

It's hard to say exactly how many different 11oz cans there are to collect. The USBC certainly includes almost all known examples, however, the extensive Rainer 11oz series cans add an additional 75-100 11oz cans not pictured in the USBC book. But most 11oz cans are scarce because of the limited distribution area. Unfortunately, I was unable to discover why some 11oz cans were filled in Non-Western States. Falstaff 11oz cans were filled in Omaha, NE and El Paso, TX. Were they sent to the west coast to compete with west coast labels? It's also interesting that with exception to Blatz, the big brands like Budweiser, Busch, Pabst and Miller didn't supply 11 ounce cans to the western marketplace

I like to collect 11oz cans mostly because it seems like a genre I could complete! While I have some scarce examples like the elusive Blatz Bock, rarely seen Dunkel Brau and the Brown Derby from Silver Springs, Tacoma WA, (I understand this can might not have made it to market, my Brown Derby lived as a flat sheet until it was rolled "can-around-a-can" - I've never seen another one) my search still continues for 6 or 7 rarely seen 11oz cans....

In this writer's opinion, the Holy Grail of 11oz flat tops are:

Finer Flavor from Monarch.

Super X from Fisher.

Goebel 22 (this is a squat 11 oz can rather than a typical tall 11 oz can and the USBC has it listed as Detroit but Beer-cans.org has it listed from Oakland, which makes sense)

Heileman's Old style Lager from Seattle (also a squat 11 oz can like the Goebel 22, and not pictured in the USBC book.)

Durst Beer from Tacoma.

Rheinlander from Highlander in Seattle.



Pictured above: Chip Viering's impressive 11oz collection includes the rarely seen Blatz Bock from Los Angeles, CA (third from top left) and the seldom seen Dunkel Brau from Tacoma, WA. (fifth from top left).



Above: Two CA Hamm's 11oz flats. Left, the common San Francisco version, Right, a rare Los Angeles label. Two western states 11oz labels include: Coors Banquet from Golden, CO. and Becker's from Ogden, UT. The left version is the dull gold variety, the right has a metallic finish. Below: From left to right, a natural progression of Buckhorn variations from San Francisco, CA. Steel (no contents), Steel (with contents along bottom). Aluminum (silver band along top). Aluminum (no silver band along top).



Tippecanoe & Tavern too!

Newspaper advertisements and labels from yesteryear.

Ads & Artwork By
Derrick Morris #28003



Here's a Delicious Recipe for
HASENPFEFFER
with Potato Dumplings

After adding to each cup, potato, let it stand in a jar with butter, salt, and pepper for several days, then boil over a hot fire and sprinkle same with the chopped onion, then add cheese. Cook until tender and serve in hot milk with potato dumplings and potatoes grated. (Note: substitute bread, fried in butter, several eggs, chopped potatoes, milk, pepper and salt.) Brew with and call this bottle wash hot for 1/2 to 1/3 of an ounce.

Serve With
Ye Tavern Brew

Order a Case Delivered Today
—call 2063 or your dealer

Small "spot" advertisements like this one often appeared in newspapers during the week featuring recipes for weekend meals.



Promotional postcard from the Thiene & Wagner Brewery was supplied to salesman traveling the region for potential clients. Note the early spelling of the city "La Fayette" Ind.

A POPULAR DISH
REAL WELSH RAREBIT

- 1/2 bottle of Ye Taverns Brew
- 1/2 teaspoon pepper
- 1 teaspoon dry mustard
- 1 tablespoon Worcestershire sauce
- 1/2 teaspoon cayenne pepper
- 1/2 teaspoon salt
- 1/2 lb. salt up with butter cheese

Mix everything except the cheese in a double boiler or in a cooking dish, or you prefer hot water. When very hot add the cheese, stirring constantly until it becomes creamy, serve at once on toast or crackers.

Lafayette Brewery, Inc.

Rabbit & other wild game were commonplace meals in the early part of the 20th century. Rare by today's eating habits.



Two beautiful Tippecanoe Beer labels from the La Fayette Brewery. The left label having the early Permit No. 7-U-734-A. Below, left to right: Three advertisements from separate beer distributors. Tippecanoe County Farm Account Book, White County Beverage Co. and the Central Illinois Distributing Co. Springfield, IL. These advertisements, most with a rural hunting theme, are all circa late 1930's. Some with actual published date noted.

Farm Account Book - Tippecanoe County

too good to miss

Tippecanoe and Tavern too!



LAFAYETTE BREWERY, INC.
LAFAYETTE, INDIANA

The Hunting Season Is On

Ye Tavern Brew

The Beer DeLuxe

Address in every area in which "wild game" is served!

The finest the famous golden-brown, delicious, luscious & refreshing, most delicious and full bodied.

1938 - White County Beverage Co. Inc. - 148 N. W. 1/2 Sec. 16, T. 12 N., R. 12 E., S. 10 W.

White County Beverage Co. Inc.

Phone 177

Illinois State Journal
Springfield, Illinois
September 23, 1939

Ye Tavern
THE BEER OF LUXE

SURE FIRE HIT!



ASK FOR IT at your FAVORITE TAVERN!

When men who know gather to quaff, it's ten to one their choice is YE TAVERN BREW. For consensus has it that this is the ONE beer that has everything—body, flavor, exhilaration, refreshment and smoothness.

DISTRIBUTED BY CENTRAL ILLINOIS DISTRIBUTING COMPANY
5 North Seventh

July 13, 1936 Journal & Courier, Sport Page
 Another Famous Old TAVERN
 "White Swan," Stratford-on-Avon, England



Ye Tavern Brew
 has that "old-tang" flavor
 that reminds you of
 the good old days!

**A POPULAR DISH
 REAL WELSH RAREBIT**

1 1/2 bottle of Ye Tavern Brew
 1/4 teaspoon pepper
 1 teaspoon dry mustard
 1 tablespoon Worcestershire sauce
 1/2 teaspoon cayenne pepper
 1/2 teaspoon salt
 1 1/2 lbs. cut up soft yellow cheese

Melt everything except the cheese in a double boiler or in a chafin dish, or pan over hot water. When very hot, add the cheese, stirring constantly until it becomes creamy. Serve at once on toast or crackers.

Lafayette Brewery, Inc.

IT'LL SOON BE...
OPEN SEASON FOR RABBITS!



Ye Tavern Brew
 adds zest to every meal at which "wild game" is served!

**Here's a Delicious Recipe for
 HASENPFEFFER with Potato Dumplings**

After rabbit is cut into pieces, let it stand in a jar with carrots, onions, carrots, parsley, lemon and spices for several days; then boil over a hot fire and sprinkle same with fine chopped onions, flour and salt. Cook until tender and serve in pot with potato dumplings; cold potatoes grated, flour, square-cut bread, fried in butter, several eggs, chopped parsley, salt, pepper and nutmeg. Mix well and roll into balls, which boil for five to ten minutes.

Serve With
 Ye Tavern Brew

Order a Case Delivered Today
 —call 3068 or your dealer
Lafayette Brewery, Inc.

Feb. 21, 1936 Journal & Courier
 Another Famous Old TAVERN
 "Cat and the Fiddle" Exeter, England



What long-lost "old-tang" flavor is back again —in Ye Tavern Brew!

Here's an Old World Recipe For
YOUNG GOOSE, PRASANT STYLE

1 cooking	1 chopped onion	12 glassed butter cubes
1 onion	1/2 lb. butter	12 olive-shaped carrots
1 carrot	1/2 pint cracked peas	12 olive-shaped turnips
1 tablespoon cherry	1 pint stock	1 clove salt
1/2 cup flour	1 egg yolk	1 pepper

Put up the onions in pieces, season them with salt and pepper. Cut the onions and carrots in slices. Heat 2 ounces of butter in a stew pan, cut in the sliced vegetables, the shallots, and the turnips; fry all together until tender, then add the cracked peas and the stock. Cover with the lid of the pan, and cook gently over the fire for forty-five minutes. While the bird is cooking prepare the sliced vegetables, paring them in sliced water separately. Place the stuffing in thick slices, shaking the vegetable slices in it until well coated. As soon as the bird is cooked, put it in a dish. Drain the liquid from the pan, add the cherry to it, thicken it with a roux made with 1/2 cup of butter and the flour, simmer for ten minutes; season to taste. Skim off the fat and pour over the peas, paring the dish with the sliced vegetable and cooked peas arranged in groups, and serve with Ye Tavern Brew.

Time required: 1 hour. Serves 4 persons.

Order a Case Delivered Today
 Phone 3068, or Your Dealer
LAFAYETTE BREWERY, INC.
 Lafayette, Indiana

Ye Tavern Brew

Above left: Three advertisement "strips" featuring old world cooking themes. Welsh Rabbit recipe from "Another Old Tavern White Swan Stratford-on-Avon, England" from the Journal & Courier sports page. Center: interesting advertisement featuring a recipe for Hasenpfeffer encourages customers to "Order a Case Delivered Today". From the Journal & Courier Nov. 8, 1935. Right: Young Goose & Peasant Style recipes from "Another Famous Old Tavern, Cat and the Fiddle Exeter, England from the Journal & Courier Feb. 21, 1936. Interesting is Lafayette Brewing Co's concept of selling beer not only for drinking, but for cooking purposes as well. A selling point long forgotten today.



Ye Tavern Brew
 The Best of Luxe

BREWED AND BOTTLED BY
LAFAYETTE BREWERY, INC.
 LAFAYETTE, IND., U.S.A.



DANIEL Boone BEER

CONTENTS 12 BOTTLES
 TAX PAID AT THE RATE PRESCRIBED BY FEDERAL REVENUE LAW
 DIST. NO. 7-4705-A, IND. PERMIT NO. 17

SOUTHERN INDIANA ICE & BEVERAGE CO.
 NEW ALBANY, IND.

Above center left: Another Old England theme label with coach and fox hunt party. Above right: An extremely rare Daniel Boone Beer label from the Southern Indiana Ice & Beverage Co. "Tax Paid at the Rate Prescribed by Internal Revenue Law, Dist. No. 7-U-705-A, Ind. Permit No. 17. Below: The whimsical "Everybody's Talking" cartoon series often appeared in the Sunday edition of the Journal & Courier newspaper from Nov. 1937. A history lesson in humanity of North America can be seen in these advertisements. The European establishment moving in and exploring with firearms, and the lone Native American Indian symbol and tribal namesake relegated to an advertisement icon.

"Everybody's Talking"



"You say cool Tippecanoe Beer is the 'cats' on a warm day?"



Tippecanoe
 your favorite brew
 LAFAYETTE BREWERY, INC.
 LAFAYETTE, IND., U.S.A.

"Everybody's Talking"



"Boy, won't that fine Tippecanoe Beer taste great when we get back!"



Tippecanoe
 your favorite brew
 LAFAYETTE BREWERY, INC.

"Everybody's Talking"

J. & O.
 Nov. 3, 1937



"Let's bear toward camp and pick up that case of Tippecanoe Beer!"



Tippecanoe
 your favorite brew
 LAFAYETTE BREWERY, INC.
 LAFAYETTE, IND., U.S.A.

Upcoming 2008 BCCA National Show Dates!

Show Date	State & City	Host Chapter
Jan 11-Jan 14, 2008	MO, South Australia	Kangaroo Cans
Jan 12, 2008	AL, Auburn	Bama Cans
Jan 13, 2008	MI, Flint	Mid-Michigan
Jan 25-Jan 26, 2008	FL, Orlando	Gator Traders
Jan 25-Jan 26, 2008	MO, Osage Beach	Gateway & KC's Best
Jan 26, 2008	NJ, Milltown	Jersey Shore
Jan 26, 2008	CO, Denver	Mile Hi
Feb 3, 2008	IL, Wauconda	Bull Frog
Feb 14-Feb 17, 2008	VA, Fredericksburg	Capitol City, Richbrau
Feb 16, 2008	MN, Medina	The Hamm's show
Feb 17, 2008	WI, Deerfield	Badger Bunch
Feb 24, 2008	IL, Joliet	Prison City
Feb 28-Mar 1, 2008	IN, South Bend	Hoosier
Mar 8, 2008	NY, Latham	Schultz & Dooley
Mar 8, 2008	GA, Augusta	Atlantic
Mar 8, 2008	OH, Toledo	Buckeye
Mar 9, 2008	AR, Eureka Springs	Progress, Ar-Can-Sas
Mar 9, 2008	NE, Omaha	Cornhusker
Mar 13-Mar16, 2008	KY, Erlanger	Queen City
Mar 15, 2008	OR, Portland	Cascade
Mar 29, 2008	NY, Tonawanda	Simon Pure
Mar 30, 2008	MO, Blue Springs	Breweriana Show
Apr 3-Apr 5, 2008	PA, New Cumberland	Keystone
Apr 6, 2008	IL, Downers Grove	Westmont Stroh's
Apr 10-Apr 12, 2008	WI, Green Bay	Packer & Badger Bunch
Apr 19-Apr 20, 2008	OH, Richfield	Lake Erie
Apr 19, 2008	SD, Sioux Falls	Dakota
Apr 20, 2008	MN, New Ulm	Shell's Border Batch
May 3, 2008	WI, LaCrosse	Old Style
May 3, 2008	FL, Satellite Beach	Gator Traders
May 3, 2008	IN, South Bend	Goebel Gang
May 4, 2008	MI, Greenville	Mid-Michigan

The South-Central Indiana Brewers Chapter of the Brewery Collectables Club of America is an organization that collects anything related to the brewing industry. With a particular interest in the breweries past and present in the southern Indiana region. Any questions, comments or suggestions may be answered at the following;

**Mike Pope 1144 Tuckaway Ln. Nashville, IN 4748.
812-988-2773 or
huber1960@sbcglobal.net**

DID YOU CONTRIBUTE TO THIS NEWSLETTER?

South Central-Indiana Brewers Chapter Officers

- **Mike Pope #32543
President**
- **Fred Johnson #22847
Vice President**
- **Steve Paddack #31210
Secretary**
- **Tom Goecker #30033
Treasurer**

Cool Links!

www.bcca.com

www.queencitychapter.com

www.geocities

www.therustybunch.com

www.cvbeer.com

www.collectorcarnivalshows.com

