



SOUTH-CENTRAL INDIANA BREWERS

Volume 2 No. 2
The Heartland Brew News

June — December 2006
Chapter #164 of the BCCA

2006 Year in review! Summer show reports, CANvention XXXVI, SCIB's very own trade show highlights!

Falls City
PREMIUM QUALITY
BEER
®

- **President's Message Year in review.**
- **Our Success! Highlights from our first trade show.**
- **Test Cans: So close to production and yet so far.**
- **East coast brewery fights for First Amendment rights.**
- **Show flyer attached!**
- **Chapter member roster, event calendar & other cool stuff!**

President's Message

And the beat goes on The end of 2006 can truly look back on a year of collection beer cans and other breweriana, one hardly knows where to begin! First on the local scene; The South-Central Indiana Brewers chapter of the BCCA has grown to over 40 members, hosted a very successful inaugural show (details inside) marking the return of a trade show to Indianapolis for the last ten years, and this newsletter, *The Heartland Brew News* has been awarded second place in the national chapter newsletter contest Announced at CANvention, in the category of chapters with under sixty members. That's right, an award winning publication! And you the chapter member made it possible. Simply review the past issues and you'll quickly see why. We've been lucky to have a few chapter members step up and offer some great photos, or typed up a couple of paragraphs, sent in something they saw on the internet or just offered a simple opinion on anything related to our hobby. Our chapter is strong because of our members. Great job folks!

On the regional scene; This year the change in hotel location really paid off for the Queen City chapter. Their premier show, The Luck of the Irish was a big success in

a new location not far from the old one. A huge ballroom for the trade floor, pool, exercise room easy access off the highway and all rooms grouped on specific floors make this a show to mark on your calendar! Up north, the Hoosier chapter is all set to launch an expanded version of it's spring show next year. It will be held at the Quality Inn in South Bend. I encourage all SCIB chapter members to attend as many of the Hoosier guys attended our show in September and contributed heavily to our raffle. Thanks guys! Out west The Gateway chapter has been a strong silent partner in the growth of our chapter and the success of our first show! They promoted our show in their newsletters and as a result, many collectors came from Illinois and the Chicago area. Their big outdoor summer show, Swap O Rama had the largest attendance in recent memory this year. If you've never been to that show plan on it next year!

On the national scene; CANvention 36 in Kansas City, MO this year was a big success! Attendance was up, no problems with BCCA—hotel relations, all the events went smoothly and the trade floor was easy to access as it was located in the same building this year. The quality of items for sale and trade on the floor was

simply outstanding this year! Also, several great restaurants and brew pubs were located near by that offered some killer bar-b-que specials! The best part of CANvention this year was the strong showing SCIB members who attended. With over ten members from the central Indiana region and the award recognition our chapter has fast become a well known part of the BCCA in just a short time. Members make that happen! Sadly, it appears that a Cincinnati CANvention in '09 is not going to happen. Contractual terms could not be reached. However, the CANvention committee is looking at northern Kentucky or the Springfield, IL for '09. Any suggestions or ideas would greatly be appreciated!

Back home again; In other SCIB related business, For some of us chapter dues are needed once again. Renewing your membership to the chapter keeps the spirit of collecting and our newsletters strong in maintaining the recognition we've achieved. Along with dues please consider purchasing a SCIB t-shirt! The shirt features our chapter logo design and the date of our first show. These are really nice quality items that help us out greatly both in visibility at other shows and for added revenue to the chapter.

Mike Pope #32543
SCIB President.



The South-Central Indiana Brewers First annual trade show!

SCIB chapter patriarch puts his spin on our show.

Our success!

By Lea Colvin #1468

Obviously, a show begins months before it's inception. However, I will begin with the eve of our first show. Mike England our BCCA president, came to my house to spend the night, shoot the breeze, go to the Oaken Barrel, shoot some pool, and go to our inaugural show. Little did he know that when a BCCA President attends a first show he is put to work! Yes, for the 9 o'clock show, Mike and I were putting up tables and preparing for the show at 7:15 am. Later, I had Mike drawing the raffle tickets which still kept him busy, but in the limelight. (It is a good thing that neither he or I won anything or else you could hear "FIXED" all the way to Iowa!) Personally, I feel that all BCCA Officers should be gratis members of the SCIB during their term as Officers. Then work should BE expected! Mike volunteered anyway, as he is that kind of a guy. Thanks to Mike for making our first show, as many shows have never had a BCCA President attend. Here's a big THANK YOU to our chapter Vice President, Fred Johnson, for getting us a beautiful hall for FREE! FREE! FREE! Now that is the way to start a chapter! We needed to establish a treasury and that we did. Good job Fred! OK I'm kissing asses, but nothing happens without the collective efforts of many. Thanks to Tom Goecker, Mike Draper, and Brad Ambruso for helping with the collection of table



Centrally located, the Knights of Columbus hall makes for a fine location.



Collectors from over eight surrounding states were in attendance.



A fine assortment of breweriana and vintage advertisements were on hand.



Also a strong assortment of Indiana cans and others from all over the region.

fees and to Greg Gerke for producing a great show flyer and advertisement. Thanks to everyone who had a part in this show's success. We have set a standard to grow upon. A nice touch was put into place when Derrick Morris had directions to his house out before the show. Everyone loves to show their stuff off and socialize. So people met over at Derrick's following the show and continued to enjoy their Saturday. The show itself was a nicely attended show with approximately 60 tables sold. After everyone was set up we had a 50-50 raffle which immediately put money into our treasury. 50-50's are always a good option for the membership and a win-win for the chapter. Shortly following the 50-50 raffle we had the big raffle with major items. I sold as many as I could but any lady could outsell me. Like Clint Eastwood says: "A man's got to know his limitations." Maybe if I had wore shorts! seriously, now, we did do very well as the raffle sold itself with many nice items. Thanks to the many contributions. I may make note now that a few people donated great stuff and could not even attend. You guys were mentioned and not forgotten! I would be remiss if I did not give kudos to all people who sent in articles for our newsletter, and to our editors Mike and Debbie Pope, as we, in our first year no less, won a prize in the newsletter contest. Let me say, as one who has been the judge, the competition is hard. Yeah, many of us sent in articles to enhance the newsletter but let me be the first to say, "hale to the Pope's!" (and they said there would never be a female Pope!



SCIB Members & Friends



In attendance were the current BCCA President Mike England (center) From Iowa and long time club members LeRoy Art (left) and Don Johnston (right) from Ohio.



Meeting of the minds. SCIB members plan for the show. From left to right are; Steve Paddack, Derrick Morris, Lea Colvin, Rand Burgh, Mike Pope, Tom Goecker, and Greg Gerke.



Steve with Kevin Lileck. Kevin is the author of the beautiful reference book: United States Beer Cans with Opening Instructions.



SCIB member John Coughanour was offering some premier condition flat tops, crwontainers and cone tops.



Chapter members and veteran BCCA alumni collectors Leroy Art from Ft. Wayne, IN and Lea Colvin



Many members of the Hoosier Chapter from South Bend, In came down for the day. Thanks for attending guys!



Chapter member and Budweiser authority Brad Ambruso brought a fine display of Anheuser Busch items for the day.



Tom Goecker hosted the summer chapter meeting and cook out.



At the show, Don Kaiser (right) gives the BCCA President Mike England a moment of his time and collecting philosophy!



Fred Johnson

SCIB Vice President
Treasurer and astute
collector/businessman.



Steve Paddack

SCIB Secretary, artist
and self proclaimed
"beer can idiot."



Debbie Pope

SCIB chapter mom,
newsletter helper
and trade show chef.



Mike Pope

SCIB President, newsletter
editor and motivator on 3
hours of sleep.

TEST CANS

THIS IS A TEST BY THE BREWERIES OF AMERICA. IF THESE HAD BEEN ACTUAL MARKETED BEER CANS, YOU WOULD HAVE BEEN INSTRUCTED WHERE TO GO AND BUY THEM. THIS IS ONLY A TEST!

Beer can collecting put to the test.

Test Cans by Fred Johnson #22874

The two catch phrases I most detest are “when I was a kid...” and “in my country...”. I am now forced to use both of these in the introduction to this article. When I was a kid in 1976, beer can collecting came to my country (Nappanee, Indiana). That first wave hit hard. Nappanee at the time was a town of less than 2,200 people, and there were well over a hundred collectors. I recall a show in Nappanee at the VFW when Tony Steffan brought a Purple Cow can to sell. I discussed this with Tony last year at the Collinsville, IL show, and he reminded me his dad drove him to that show, because he wasn't 16 yet. Those were the “good old days” “when I was a kid” “in my country”. I made a list of cans from The Beer Can Collector's Bible and Beer Cans Unlimited that were my Holy Grail cans. I eventually realized most of them were test cans, and I didn't really understand what that meant. What I did figure out was it translated into “you won't find this can in Nappanee”. I basically gave up, but told myself that if



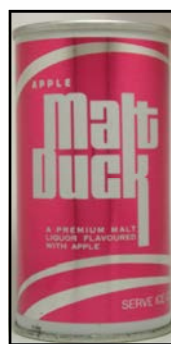
I ever see that cans on this list, I'm going to get them. Twenty years later, the opportunity began to present itself. “Test cans” is kind of a catch-all term to describe cans that are prototypes, test marketed, or were printed but not shipped for various reasons. I.E., the brewery went out of business. The new Brewery Collectables Club of America book United States Beer Cans volume 2 due out in May '07 will picture over 600 test cans, and will have an entire chapter written by Tim Roldan devoted to test cans. I consider Tim the leading authority on the subject, and have spoken with him many times. As my interest



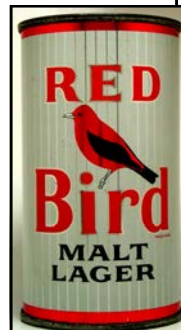
in test cans was initially driven by the cans pictured in the *BCU* and the *BCCB*, I have tried to focus on getting those cans for my collection. I have found that networking, over time, is a superior approach to obtaining these types of cans. First, it has helped me identify where an example is, and then allows for conversation about a possible trade. Shows are also a good way to pick up test cans. I cringe when I am forced to decide weather to bid on a test can on eBay, because of the different segments of bidders who “show up” for these auctions. I have seen many a “scorched earth” scenario when a test can specialist, a brewery specialist, and a home state specialist need THAT can for the

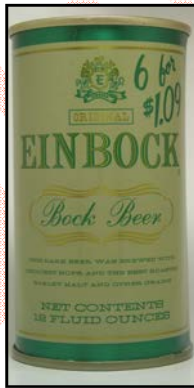
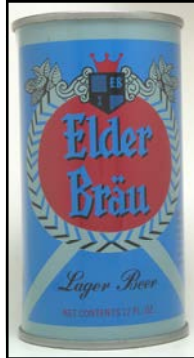


shelf. Of my favorite cans, I'd have to say is either the Apple Malt Duck, or the Red Bird. I believe there are 5 of the Apple Malt Ducks, and 3 of the Red Birds. I do not believe the apple was ever test marketed in cans, and it's brewer National decide to go with the grape variation. For the record, you could buy quart bottles of the Apple Malt Duck in Indiana when I was in collage. The women loved it. Enough said! The Red Bird prototype from Pabst-Newark. After it was determined they could not copyright Bred Bird, they changed the brand to Big Cat. Notice the similarity to the common Big Cat label. Another reason prototypes never get filled is that the design



to closely resembles protected copyrighted images or slogans. Maier Brewing Companies Brewmaster is a blatant rip-off of the Bavarian Club label by Huber Brewing, and even Maier didn't have the nerve to market the label.

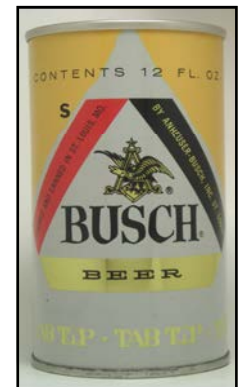




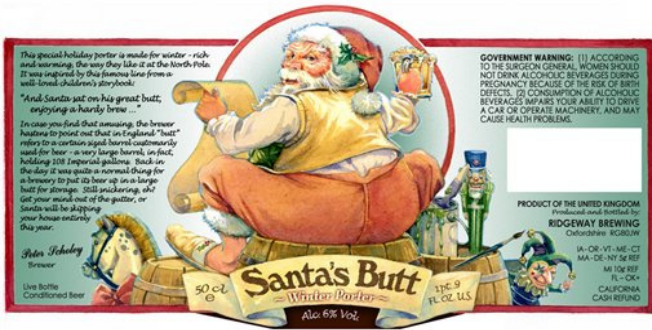
Look at their alternate design which they chose to fill. No wonder they are no longer around. The words "Mein" and "our water is matchless" at the bottom are common. There are at least 2 examples of cans that say "It's the water" at the bottom. Err, sorry Olympia, our bad!



Then there are the test cans that are MIA, they are unaccounted for, which is really sad. The "blue" Swinger label by Maier Brewing pictured in the BCCB is either lost forever, or in some closet collection somewhere. I have seen a Maier collection that has EVERY can from the brewery except that one. There is literally an empty space on the shelf for this can. The collection owner had cards with a picture of the can printed up, and has been handing them out at shows for twenty years with no luck. Test cans are a definite category in my collecting interests. If you ever have any questions about test cans or just want to chat about them, send me an email at; fredoziptop@sbcglobal.com.



South Central Indiana Brewers December 2006 Chapter Membership roster.



East Coast Brewery fights for First Amendment rights!

Associated Press.

PORTLAND, Maine— A beer distributor says Main is being a Scrooge by barring it from selling a beer with a label depicting Santa Clause enjoying a pint of brew.

In a complaint filed in federal court, the Shelton Brothers of Belchertown, MA, accuses the Main Bureau of Liquor Enforcement of censorship for denying applications for labels for Santa's Butt Winter Porter and two other beers it wants to sell in Maine.

The dispute recalls a similar squabble last year when Connecticut told Shelton Brothers it had problems with its Seriously Bad Elf ale. "Last year it was elves. This year it's Santa. Maybe next year it'll be reindeer," said Daniel Shelton, owner of the company in Belchertown. The lawsuit, filed Thursday, contends the state's action violates the First Amendment by censoring artistic expression. But the state says it's within it's rights. The label with Santa might appeal to children, said Main State Police Lt. Patrick Fleming. The other two labels are considered inappropriate because they show bare-breasted women. "we stand by our decision and at some point it'll go through the court system and somebody will make the decision on weather we are right or wrong," he said.

The lawsuit was brought by the main Civil liberties Union, which says beer labels are entitled to first amendment protection. "There is no good reason for the state to censor art, even are found on a beer label," said Zachary Heiden, staff attorney for the MCLU.

The label for the English-made Santa's Butt Winter Porter features a rear view of a beer-drinking Santa Clause sitting atop a barrel. The beer's name refers not only to Santa's ample backside, but also to the barrel. In England, brewers once used a large barrel called a "butt" to store beer.

Main also denied label applications for Les Sans Culottes, a French ale, and Rose de Gambrinus, a Belgian fruit beer. Les Sans Culottes' label is illustrated with detail from Eugene Delacroix's 1830 painting "Liberty Leading the People," which hangs in the Louver and once appeared on the 100-franc bill. Rose de Gambrinus shows a bare-breasted woman in a watercolor painting commissioned by the brewery. In a letter to Shelton Brothers, the state denied the applications for the labels because they contained "undignified or improper illustration."

The state reviews between 10,000 and 12,000 applications a year for beer and wine labels. It typically denies about a dozen a year because they contain inappropriate language or nudity, or might appeal to children, Fleming said.

"Basically, the standard we use is what are people going to see walking up and down a store aisle," he said. Shelton said his company filed a lawsuit against the New York State Liquor Authority last month after it denied his applications for six holiday-themed beer labels, including Santa's Butt Winter Porter. The state changed its mind but the lawsuit is going forward, he said.

In years past, the company has had labels challenged in a few states, including Ohio, North Carolina and Missouri, he said. States have the power to regulate alcohol through the 21st Amendment, which repealed Prohibition in 1933. "But I don't know where they get the idea they can ignore the rest of the Constitution," Shelton said.

Brad Ambruso #32859
brad.ambruso@sbcglobal.net

Leroy Art #6270

Richard Bacon #32067
rkbacon@insightbb.com

Mike Bender #2476
beerbender@juno.com

James Belot #28524
jimmarytom@verison.net

George Burge #26972
burge@compuage.com

Dave Cichoracki #29702
intocans@comcast.net

Lea Colvin #1462
lea1462@sbcglobal.net

Mary Beth Colvin #29537
lea1462@sbcglobal.net

John Coughanowr #28936
johnc2@ticz.com

Neal Dossett #27247
dutchess@insightbb.com

Phil Douglas #28597
ajaxbeer@sbcglobal.net

Mike Draper #16978
2211draper@comcast.net

John Ferguson #28318
fergkate@aol.com

Dave Gausepohl #22473
beerdave@fuse.net

Greg Gerke #28311
ggerke@cecinc.com

Tom Goecker #30033
gctom@hotmail.net

Fred Goerlach #14360
canworks@berkshire.rr.com

James Gordon #29794
james.gordon27@verison.net

Chris Hallock #32613
cvbeercollection@aol.com

Joe Hobaugh #29845
hobaughjoe@yahoo.com

John Huston #27408
mlhuston@localnet.com

Scott Johanson #29932
scott114@earthnethlink.net

Fred Johnson #22874
fredoziptop@sbcglobal.net

Don Kaiser #4604
kaiserhof@comast.net

Kevin Kious #29100F
whoisthealeman@aol.com

Gary Lang BCCA Member.
langeg@swdubois.k12.in.us

Don McDonough #9155

Jason Millican #32441
j.millican@insightbb.com

Derrick Morris #28003
knoindybeer@comcast.net

Todd Morton #32039
tmorton64@comcast.net

Rob O' Leary #32151
chexpress@aol.com

Brent Pace #20868
bppace@evansvill.net

Steve Paddock #31210
paintbox1@msn.net

Tom Peterson #29088
kybeerstuff@aol.com

Debbie Pope #32670F
dpope77@yahoo.com

Mike Pope #32543
huber1960@sbcglobal.net

Mark Raymond #31645
mraymond@indy.rr.com

Mike Rogan #704
miker@rcs.k12.in.us

Don Roussin #17470
Donald.l.roussin-jr@boeing.com

Scott Snyder #32584
snydererm@yahoo.com

Aaron Starkey #32671F
juniorsamples@yahoo.com

Don Stuck #32568
dstuck@inquest.net

Chip Vering #32203
rocknchip@aol.com

Wes Weaver #31132
hoosierbeer@sbcglobal.net

Rick Walker #32602
crlnfan@yahoo.net

Bob West #23333
exjockey19382002@yahoo.com

Art Zerby #7536

Susan Zerby #26800

UP COMING 2007 BCCA NATIONAL SHOW DATES!

Show Date City & State Host Chapter

Jan 13, 2007	Auburn, AL	Bama Cans
Jan 20, 2007	Burton, MI	Mid-Michigan
Jan 26, 27, 2007	Orlando, FL	Gator Traders
Jan 26, 27, 2007	Osage Beach, MO	Gateway & KC's Best
Jan 27, 2007	Milltown, NJ	Jersey Shore
Jan 27, 2007	Denver, CO	Mile High
Jan 28, 2007	Clark, NJ	Garden State
Feb 4, 2007	St. Paul, MN	North Star
Feb 4, 2007	Wauconda, IL	Bull Frog
Feb 11, 2007	Delafield, WI	Badger Bunch
Feb 15,16,17 2007	Fredericksburg, VA	Capitol City
Feb 24, 2007	Scottsdale, AZ	A-1
Feb 24, 2007	Canastota, NY	Officer Suds
Mar 2, 3, 2007	South Bend, IN	Hoosier
Mar 3, 2007	Aurora, CO	Columbine
Mar 3, 2007	Nashville, TN	Goldcrest 51
Mar 9, 10, 2007	Augusta, GA	Atlantic
Mar 10, 2007	Toledo, OH	Buckeye
Mar 11, 2007	Berwyn, IL	Windy City
Mar 15, 16, 2007	Erlanger, KY	Queen City
Mar 17, 2007	Macungie, PA	Horlacher & ECBA
Mar 17, 2007	St. Paul, MN	North Star
Mar 22, 23, 24, 2007	Harrisburg, PA	Keystone
Mar 29, 30, 31, 2007	Sacramento, CA	10 Western Chapters
Apr 1, 2007	Westmont, IL	Westmont Stroh's
Apr 12, 13, 14, 2007	Green Bay, WI	Packer & Badger Bunch
Apr 14, 2007	Tonawanda, NY	Simon Pure
Apr 15, 2007	Clark, NJ	Garden State
Apr 20, 21, 2007	Sioux Falls, SD	Dakota
Apr 21, 2007	Montgomery, AL	Bama Cans
Apr 22, 2007	New Ulm, MN	Shell's Border Batch
Apr 22, 2007	Middleburg Hts, OH	Lake Erie
Apr 28, 2007	South Bend, IN	Goebel Gang
Apr 29, 2007	Hilliard, OH	Gambrinus
Apr 29, 2007	Greenville, MI	Mid-Michigan
May 3, 4, 5, 2007	Fort Collins, CO	Columbine
May 5, 2007	Satellite Beach, FL	Gator Traders
May 5, 2007	LaCrosse, WI	North Star & Heileman
May 19, 2007	Los Lunas, NM	Roadrunner
May 19, 2007	St. Paul, MN	North Star
May 19, 2007	Kalamazoo, MI	Patrick Henry

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 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 47448.
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
Treasurer
- Steve Paddack #31210
Secretary
- Debbie Pope #32670F
SCIB Editor

GARFIELD



Hoosier Chapter

"Cabin Fever Reliever"

Beer & Soda Can Expo

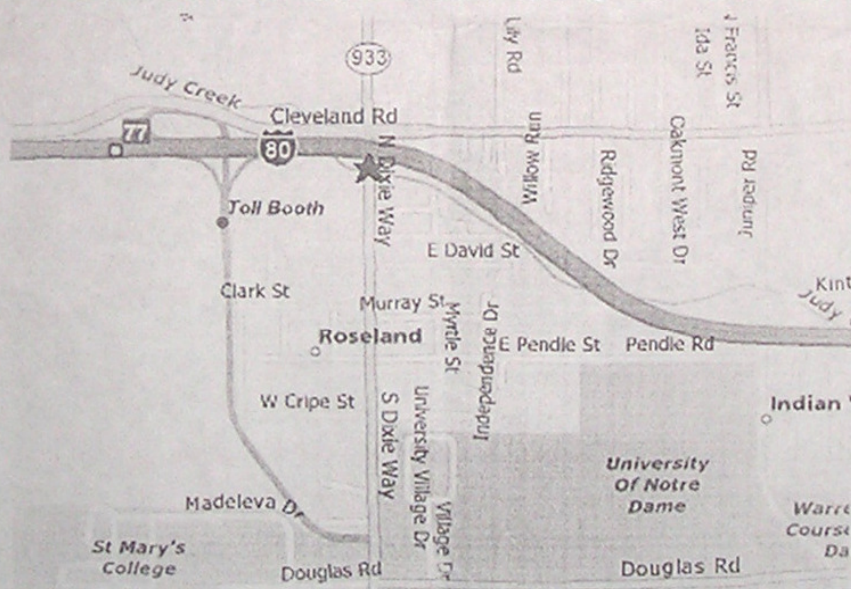
Friday March 2nd & Saturday March 3rd

Room to Room Trading w/Hospitality Suite on Friday
Beer/Soda Can & Breweriana Show w/Huge Raffle on Saturday
Show Open to Public @ 9:00 AM

Location: Quality Inn
515 Dixie Way North
South Bend, IN

For Reservations Phone: 574-272-6600

For Tables Contact Dave Cichoracki @ 574-674-2779



Beer Cans	Signs	Coasters	Steins	Neons	Advertising
Soda Cans	Bottles	Openers	Trays	Free Beer	