

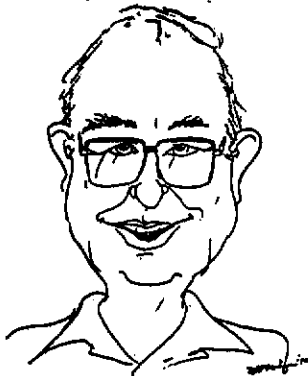
Beer Can Collectors of America

Three Rivers Chapter
910 Milton Ave.
Fort Wayne, IN 46806



Three Rivers Chapter *BREWSLETTER*

Sept. - Dec. 1991



FROM THE BAR OF THE PRESIDENT AL BRAND #1336

Attendance at all the shows that I have attended seems to be on the increase. Circle City Chapter had a good turn out for their first show, held at Nap Town Brewery. Law says 12 oz. the most to each person. No beer could be carried in. I'm still dry. Silver Bullit had a good turn out and a good raffle. Walt and I stayed at John McGuire's cottage Fri, night. Thanks for your hospitality John. Some shows nearby are Renners in Youngstown, Oh. 9/14-15. if you are not going to Santa Clara Hoosier Oct. 5. Sterling Brewers Oct. 12. Old Dutch Oct. 19. Wooden Shoe Oct. 27. Windy City Nov 17. Queen City Dec 1. Then the big one DEC. 7 TURKEY TROT AT VOIGHTS RETREAT 7900SELLER RD 10 AM-3PM

Our June outing at Salem Center was a great success. the cajon chickens were delicious. There will be Cajon turkey on Dec. 7 Be There.

THREE RIVERS CHAPTER 1991 OFFICERS

AL BRAND #1336	PRESIDENT
JIM CRAIG #27694	VICE-PRESIDENT
MARY CRAIG #27784	SECRETARY
CAJUN JEFF KLEBE #27864	TREASURER & EDITOR

BEER WARS

One of the lesser-known Three Rivers Festival events was hitting some beer tent operators in the wallet last week, although festival goers were the happy beneficiaries of what we'll call Beer Wars.

It seems all the operators, including the ones who run the official beer tent in Freimann Square, had an unwritten agreement to keep the price of a beer at \$2. Then, no sooner than the unofficial tents had opened, did one of them cut it to \$1.50. Soon another was selling brew for \$1.

Don't worry. None of them are losing money. We're told you can get 170 12-ounce glasses of beer out of a 16-gallon keg, which even at retail sells for less than \$40. Charge \$2 a glass, and you've taken in more than \$340. Sell it by the can, and you're paying maybe \$9 for a case and selling it for \$48.

And as we all know, the only thing that's a bigger draw than elephant ears at this event is beer.

CIRCLE CITY INDY CHAPTER

Beer Can
Collectors
of America.



INDIANAPOLIS BREWING CO.

SITE FOR SHOW

Derrick Morris, C.C. Prez went all out to insure a good time at the first show of the year for their newly initiated chapter. This show had an interesting-n-appropriate setting.... The Indianapolis Brwg. Company's building. Long drive from Salem Center (approx. 4 beers), but had good company w/ Better-Half and Brother Don 1. On the northern edge of Indy we took a pit stop for Petro. Thence to McD's for fuel for Bro Don 1 and a restroom break the trio. Don and I hit the Mens room, where I embarrassly blew out the button on my britches, OOPS. As Bobbie sewed my shorts ((yes I was standing ther wearin' em) in the parking lot no less), people using the drive-thru were either amused or disgusted.

As soon as we hit the brewery's doors, I spotted LeRoy and his better half. Don and I admired his breweriana items-n-cans. From the Art's booth I turned and saw a can I've wanted for years, a Snap Cap Pabst Quart, in pretty fair condition. After acquiring the quart Better Half-n-I enjoyed walking the floor. Lotsa currants from Mike Doty and company from the Evansville area. Picked up a Brewery's Light-N-Dry, plus the offer to quench the thirst with one, which was graciously accepted. Mike talked of their upcoming show in Evansville, in which Better Half-N-I will be attending Oct. 12. While down south we hope to drink a few Lemp. We picked up 2 Lemp cans, the Regular and the light, but wern't able to sample a taste.

Saw Al Brand and Walt Stafford . A welcome sight after a long trip, these gentleman were. After our samples of the house brews were downed, the task of bringing home goodies was in line. Bobbie picked out plenty of PBR items. Bottles, a name tag holder, 1976 Bicentennial price markers and an old tap handle were quickly considered ours.

Talked to Rusty Buncher and campaigner Nick Johnson. Can chivalry is not dead, as he gave a nice Pabst Bock to my Better Half. Having nothing to trade for the can, our thoughts will be to even up this deal in the future. I believe Nick gave Bobbie a Nat Boh cone also. Nice guy, good luck with the campaigning, Nick! Also saw The Miller's wheelin' and dealing. Haven't seen this crew since an auction in Auburn around the summer of '88. Was able to get my mitts ona PowerMaster Colt 45 from Derrick. At one point in time Bobbie and I were going to travel to Chicago to stock up on these controversial cans, but luck and planning never left the fort.

The raffle was pretty good, we had 3 winners out of 6 tickets. Hopefully the C.C. Chapter's Shows will continue, as this writer likes to travel to the Capital every once in awhile. See Ya'll next year.



GRUNTS N' GROANS

SOOOOOOO GOOD

"At first, it didn't taste like anything. It went down like water. Then it sank in and it was so good." — Sgt. Hubert Bonner on the taste of his first cold beer.

Had the chance to quaff a few Main Street and Dusseldorf brews in July. While in Indy for the Circle City Show, a trip to the liquor was a must! We picked up Indianapolis Brewing Company's Main Street Premium Lager, Main Street Golden Pilsener, and the Duesseldorf Draft Ale. Pretty tasty, worth the SIX for SIX!! ALSO picked up 2 6's of the Oldenberg brands, Oldenberg Premium Beer and Oldenberg Blonde, a dry light Pils. Tis great to have "TRUE BREWS" dotting the market. My folks were in the Nashville, Tennessee area and were able to purchase 3 singles each of Market Street Pilsener Draft and Market Street Bock.....WAY TO GO BOHANNON BREWING NASHVILLE!!!! All the labels on the bottles of the brews mentioned would make awesome designs on CANS....Wishful thinkin'!

Been getting some currants since dumping has been pretty light. Consumed-N- Collected two 24 ounceers; a Little Kings and a Christian Morlein Bock. The C.M. Bock was as delicious as the can's appearance...Truly a Ragin' Cajun FAV*O*RITE! AT TRC'S July Mtg. I was able to purchase a six-o-Falstaff in cans. The brewery in Ft. Wayne may be idle, but the Falstaff shield still shines. PICK A SIX TODAY!

Obtained two PER mini cans from our TRC Sage. One is a 100 Million Barrel Commemorative can, the other a souvenir can from 1950 or so. My better half went to a garage sale and picked up a Red Cap Ale lighted sign for a buck. The sign matches THE BEER CAN COLLECTORS BIBLE # 2370. Miller Lite Football Handbooks are out for all you schedule fans. Anybody know when Lite put out it's FIRST football handbook?

HAVEYANOTICED the Dominoes Pizza/Coca-Cola ads on TV with the pro quarter backs? Check out the soda cans.....I thought tab tops were obsolete.

DON'T DRINK

and DRIVE

you might

hit a bump and

spill your beer



"Under The Influence: The Unauthorized Story of the Anheuser-Busch Dynasty" by Peter Herson and Terry Ganey; Simon & Schuster; 461 pages; \$25.95

By **DAVID SHAW**
Los Angeles Times

It is rare that one encounters a book that is simultaneously as fascinating and as flawed as this oddly compelling account of the Anheuser-Busch beer barons and their assorted wives, mistresses and children.

Fascinating? There are enough suicides and other deaths — not to mention divorces, affairs, parent-child estrangements, political finagling, accusations of Nazi sympathies and self-indulgences — to make Robert Ludlum, Harold Robbins and Judith Krantz all sob with envy.

Flawed? The book has more hyperbole, speculation and portentous foreshadowing than there are hops in St. Louis and Milwaukee combined.

Chapters and sections in this book end with ominous observations such as:

■ "His son gave a pistol to Gussie's son, a gift that would have tragic repercussions."

■ "He purchased even more weapons, one of which he would later pick up in a moment of desperation."

■ "Once he strode onto the scene, the dynasty would never be the same."

done a remarkable job of unearthing information about how Busch and his progeny created and sustained their empire, fought off competitors and Prohibitionists alike and lived like royalty, a law unto themselves, in sybaritic splendor.

A simple, straightforward account of their financial maneuverings, political infighting, family conflicts and tragic fascination with firearms would keep any reasonably sentient reader riveted to the page.

The story of the Busch family, unembellished, is an unparalleled tale of greed, power, sex and disaster. It's also a tale made to order for two journalists to tell, journalistically. But Herson and Ganey have chosen to overstate and speculate in a way that would make any decent newspaper editor cringe and scream, "Rewrite."

Rumors and implications of wrongdoing by the Busches are passed along — uncritically, anonymously — often in language that is almost a parody of irresponsible journalism.

Various events are described as "probably" having happened for this or that reason. Someone "speculated" that something else happened. August A. Busch III is said to have "led the palace coup that forced (his father) Gussie from the throne of Anheuser-Busch — stabbed him in the back, one family member reportedly said."

At one point, the authors devote two

The story of the Busch family, unembellished, is an unparalleled tale of greed, power, sex and disaster. It's also a tale made to order for two journalists to tell, journalistically. But Herson and Ganey have chosen to overstate and speculate in a way that would make any decent newspaper editor cringe and scream, "Rewrite."

■ "As for Lilly, her ordeal in Key West wouldn't be her last run-in with federal agents."

This might be dismissed as merely an unfortunate stylistic tic — an inability to write smooth transitions, compounded by an exaggerated sense of the (melo)dramatic — but it is all too typical of the basic "gee whiz" tone of a book that hypes a tale in no need of hyping.

paragraphs to a rumored extramarital affair between one Busch and a "vivacious redhead" who ran a chic dress boutique in St. Louis, only to conclude, "There was no evidence, however, that August A. and Nellie even knew each other."

If you can suspend your critical faculties long enough, this book can be rewarding in what it reveals about big business and small-minded people. But, too often, the authors get in the way. They refuse to let their generally superb material speak for itself.

Although the Kennedys, it has oft been said, are America's uncrowned Royal Family, Herson and Ganey would have you believe, for example, that "not even the Kennedys can compete with ... (the) influence" of the Busch family.

Poppycock.

There is no gainsaying the enormous effect the Busches and their beers — Budweiser, Michelob, Busch, Natural Light and all their sudsy offspring — have had on American popular culture and American drinking habits. But have the Busches, for all their beer, really been more influential than the Kennedys? Or the Rockefellers? How about the Fords? Has beer really had a greater effect on our society than the automobile and the assembly line?

If hyperbole is your cup of brew, this book's for you.

Adolphus Busch — born in Germany, the second youngest of 22 children, known as "the Prince" — founded a dynasty that became one of the wealthiest and most bizarre in the world. Busch himself is the man who "brought bottled beer to the masses." One of his descendants was later presumed murdered. Two were kidnapped, one by an armed suitor who threatened to kill himself in front of her if she didn't marry him that very day. Another Busch bought a major league baseball team, the St. Louis Cardinals. Yet another spoke and gestured so vigorously that she once broke her wrist while banging on the dinner table during conversation.

The beer that Busch began with — originally made by his partner, Eberhard Anheuser — was so bad that customers often spit it back over the bar. Adolphus himself preferred wine to beer and often referred to his showcase beer, Budweiser, as "dot schlop." But he was determined to improve its quality and he passed along this determination to future generations; Anheuser-Busch now brews what the book says is "arguably the most consistently excellent beer ever mass-produced." Certainly it is the most successful; the company sells almost 44 percent of all beer brewed in the United States.

Peter Herson and Terry Ganey, reporters for the St. Louis Post-Dispatch, have

A contract brewer in Oshkosh plans to re-introduce the Chief Oshkosh label in a new formulation, using an exclusive variety of Belgian barley malt, the company's president said Tuesday.

Mid-Coast Brewing Inc. plans to roll out Chief Oshkosh Red Lager by the end of the month in Winnebago, Outagamie and Fond du Lac Counties, Jeff M. Fulbright said.

By the end of the summer, the brew should be available in two-thirds of the state, including Milwaukee, he said.

Fulbright, a former restaurateur, developed the beer along with technicians at the Siebel Institute, a brewing school in Chicago.

Mid-Coast will be the first US company to use the Belgian malt, which produces a red color, Fulbright said.

Chief Oshkosh Red Lager will be brewed at the Stevens Point Brewery, although Fulbright said he eventually may want to start his own brewery.

"Starting a brewery is a romantic thought, but the overhead is phenomenal," Fulbright said.

"We'd rather put that money into getting the product out there, getting stabilized. If the support is out there, we can get a brewery started later on."

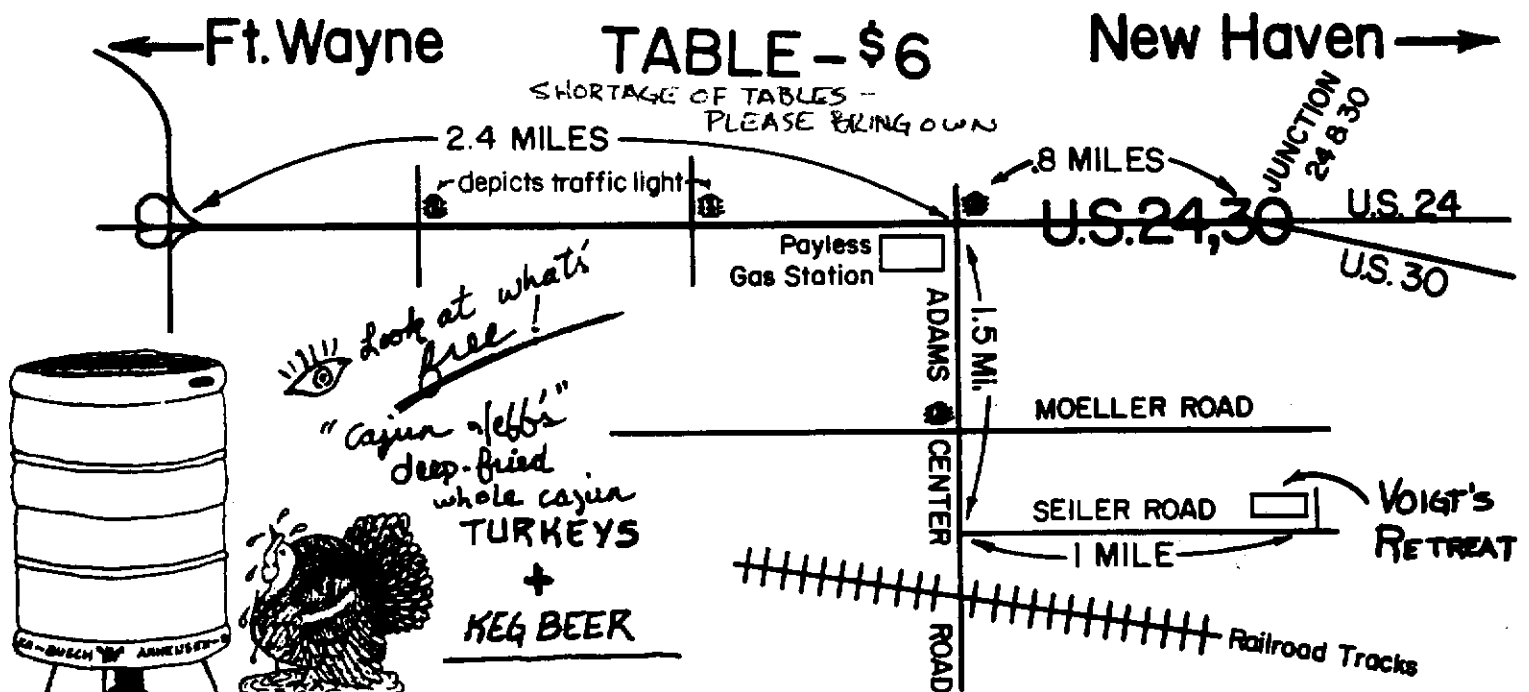
Mid-Coast also plans other varieties, including a bock and a light beer, Fulbright said.

Anyone interested in a Cribbage Scrimmage should see THE MASTER to set a time/date for a tournament. From what I've heard, Al is a tough one to beat. Suitable dates could be after the meetings of Oct./ Nov. at The Acme.

THREE RIVERS CHAPTER BEER CAN SHOW

18th Annual Show, December 7, 1991
10am to 3pm

at Voigt's Retreat, 7900 Seiler Road



Raffles for:

*Come join your friends
in
Historic Ft. Wayne's
OWN*



• cones

"TURKEY TROT"

• signs



• turkeys

AL BRAND (219) 745-1264

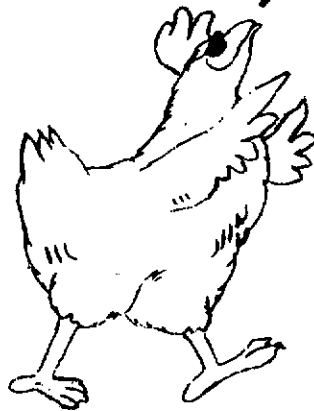
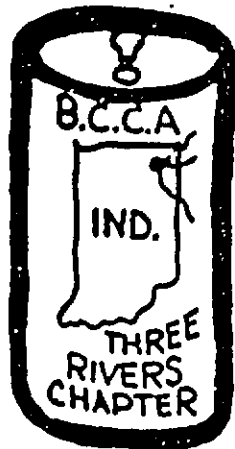


• displays

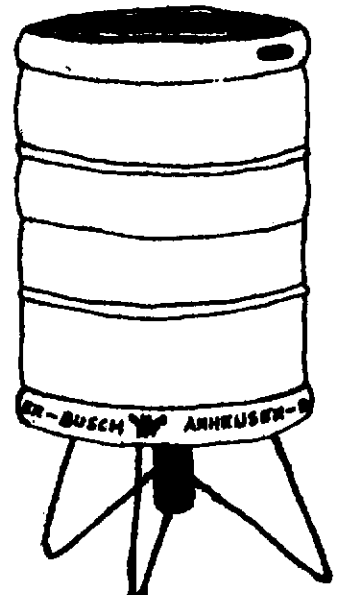




Beer Can Collectors of America



Folks from 4 states
"Chicken Out" in
Salem Center, June
15th, for TRC's
HOOSIER HOSPITALITY WEEKEND



About 70 people braved gusty winds June 15th that would have made the Windy City Chapter proud. If not for the westerlies, though, the 90+

heat would've been a tad too much for this writer, being the ragin' cajun cook for the day. The only casualty from the high winds was a collapsed canopy attached to Bill Wisniewski's truck. I heard glass break, but was informed it wasn't too bad of damage. While on the subject of Bill, he stated this was his first attendance of an Indiana show... hope there will be many more as he had some awesome brewerian displayed. Bill and I were able to talk during one of my few and short breaks... great guy! I just met the Buckeye Chapter Prez earlier this year at their March show.

ON the flyer for this show I put on the time to be 5am to Midnight. Questions-N-Comments were made regarding the 5 o'clock starting time. I figured I'd be up all Fri. night anyway so what the hay, eh? Nobody in their right mind would be here that early, right? Wrong! Around 4:30 here comes Circle City Prez Derrick Morris, bright eyed and bushy tailed. DED-I-CATION for this avid canster. I might add that the house had TRC members Darrol, Don's 1 & 2, Kirk and good friend Tommy Sheets in attendance, preparing for the day by setting up tables by headlights, at 2:00am, gettin' signs posted at 2:30, cookin' arena established, etc. Thank Y'all for the participation.

We had 75 pounds of cajun birds ready for the fryer, along with 30 pounds of tayters and 100 hot dogs. Oh, and a lot of HAMBURGER BUNS!?!?! Don't ask. If you do ask, ask Darrol.

I, once again, was-a-busy like the ragin' cajun I am, so getting around the grounds was limited. This 'ol boy was able to pick up an old Pabst envelope w/ the famous oyster display from the turn of the century. Also picked up a nice Simon Pure ruler. Al brought up from the Fort a nice selection of labeled bottles for me to look thru. Although I had most of 'em, I did get a dandy Hoff-Brau IRTP and a beautiful Hoosier Beer IRTP. Craig Shoda also brought up a box-o-bottles for yours truly to check out. I picked up six embossed bottles to call my own. I could kick myself in the duff for not getting a dandy Centlivre bottle that was distributed years ago in a southern state...OH WELL.

cont.

The tips on the raffle went well, plenty of items to distribute. Thousands of THANKS for all the support. Of the three 3 drawings, the main prizes (cones) went to Buckeye Bill Wisniewski, TRC member Bob Koch, and an Old Style cone to TRC member Darrol Young. A fine array of mirrors were snatched up, along with trays, signs, and posters. Hey folks, plenty more for our winter show, remember. Nothin' like a good raffle to compliment fine food-n-friends.

I did have time, after numerous remindings, to pick out some cans for a pair of youngsters that attended. They are new members of the TRC. Nick Johnson of Churubusco and Mark McMahon of Ft. Wayne, it is nice to welcome you aboard and hope you'll have many, many years of collecting ahead of you. Remember members, we'll all be replaced someday as we are not immortal. For our fine chapter and ultimately the BOCA to continue, interests must be kindled for the youth. Have a moment to spare for the new collector. I remember when I was a young whippersnapper. Some of the "elders" of can collecting took time to brighten my day by motivating me. Plus a few freebies of cans helped too!

June 15th, Salem center was proud to have lotsa TRC members, 15 or more. Patrick Henry reps were here, along with Buckeye Sage Bill W. If I left out your chapter, either you didn't write it down on the sign-up sheet or you weren't here.

Special appreciation goes to our V.P. and Sec'y of TRC, Jim-N-Mary Craig for gathering goodies for the show, and an awesome and appropriate goodie for the Cajun Cookster. "Cajun Beer" was brought up to me to spice up my morning and yo buddy the flow for the show was a go, yo. This reminds me that chapter functions require chapter members to organize. Right now I'd like to thank all you yahoos that helped make this show "all together"

- Cajun 7/66 -

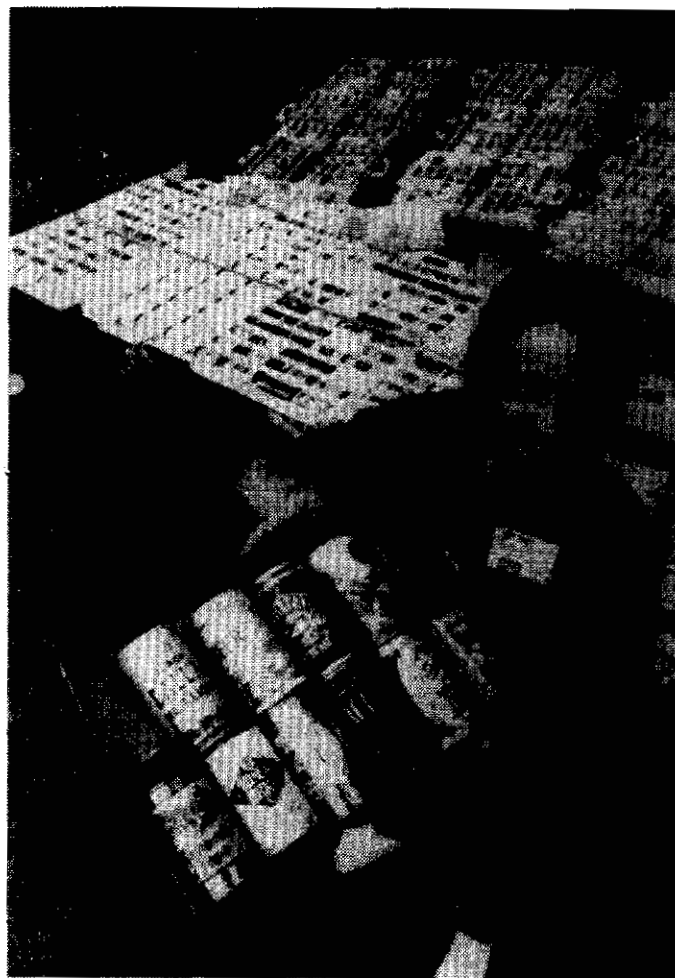
AT THE main entrance of the show, there were survey sheets, which only 6 were filled out. From the survey, this writer found out that 100% of the people had been to a TRC function before. The majority of the survey takers agreed that they collect "any & every daggone thing that says beer". 50% of you attended last December's Turkey Trot. Asked about your favorite brew (best if stranded on a deserted island), answers were Genny 12 Horse Ale, PBR, IBC Root Beer, Molson's Canadian, Busch, and Bud Dry. All of the folks answered Yes to the question on Salem Center being easy to find. 5 to 1 on being a TRC member. On the question of what makes a show, comments were mainly made on Good Food, Good Beer, and Good Friends, along with the amount of collectibles available at the show. Nuff said about the survey. Hopefully more response some other time.....

*Some
of dem
dat
out!
chickens!*





Hot Cajun Cook, Hot Cajun Food



DERRICK MORRIS, C.C.'S PREZ.
PROUDLY DISPLAYS SOME KEEPERS

H.
H.
W.
E.



BRO DON I & BARRY LAGA CUTTIN' A DEAL FOR
NUMEROUS BEER GLASSES. BARRY & JOHN BELLO
FREQUENT TRC EVENTS... ALL THE WAY FROM
NORTHERN ILLINOIS.

SURABOON
KOOBTA



H.H.W.E.
 SCRAPBOOK
 '91

WHEN ASKED HOW TO CAPTION THIS ONE, THIS CAME TO MIND! "A DIME, A DIME, MY COLLECTION FOR A DIME."

BRO DONS I + II, TOM SHEGTS, KIRK LEE, NEIGHBOR BOY CHRIS POST and the CAJUN CREATOR GATHER AROUND "THE HOT SPOT" →



(Photos by Dean Orewiler)



AFTER THE SHOW A GATHERING OF OFFICERS RELAX. AL BRAND TOASTS PHOTO-MAN, WHILE MARY CRAIG, MYSELF, WALT STAFFORD, JIM CRAIG & AN UNIDENTIFIED MEMBER TALK FINANCES. A GOOD JOB WAS DONE BY ALL!

Cajun