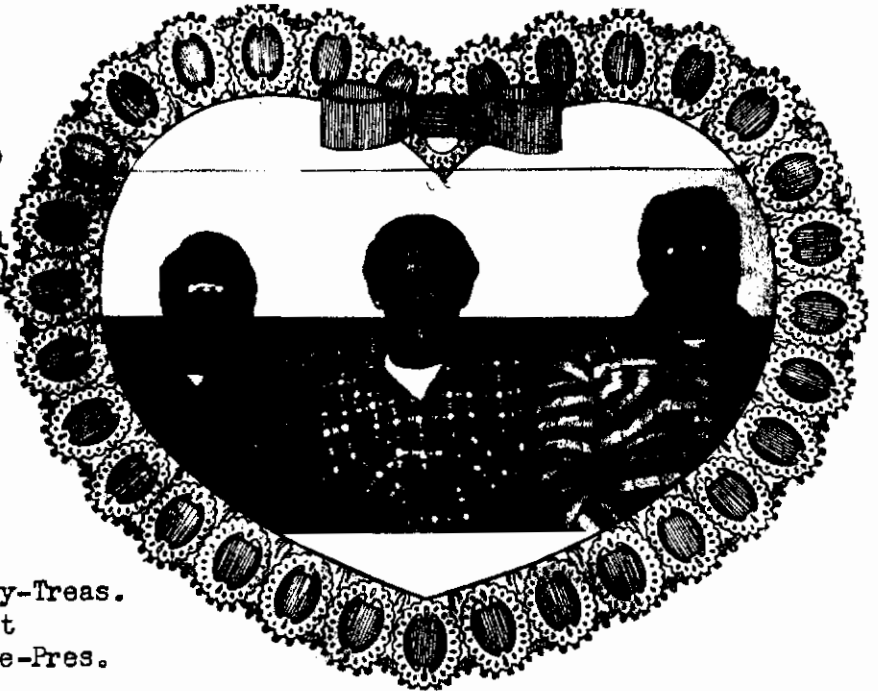


JANUARY - FEBRUARY 1981

FORT WAYNE, INDIANA

WILL YOU BE OUR VALENTINE ?



No, these are not fugitives from justice, nor are they beauty contest winners. They are your 1981 TRC officers.

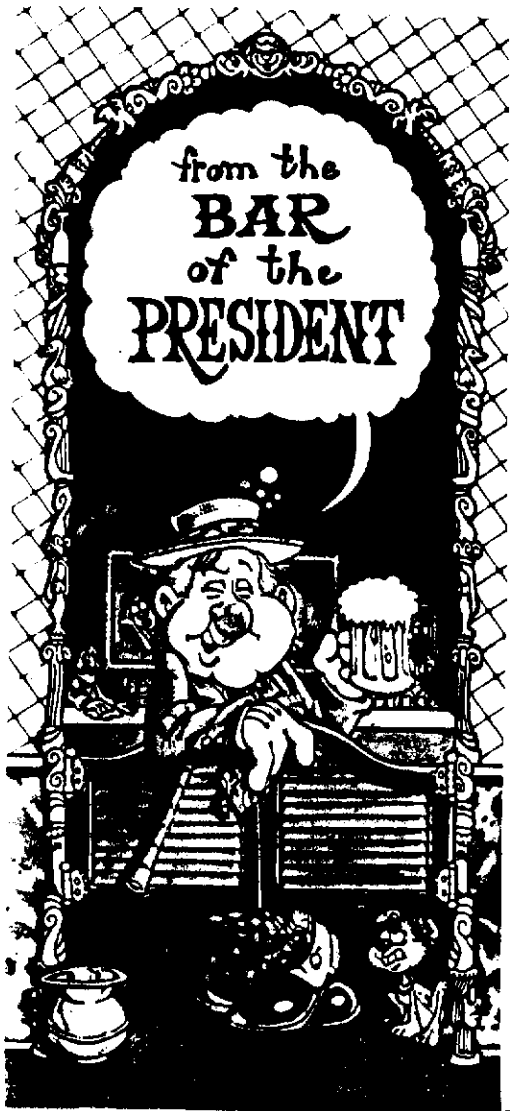
left- Skeeter Berz #139, Secretary-Treas.
middle- Leroy Art #6270, President
right- Leonard Rorick #19469, Vice-Pres.

FREE CANS

SPECIAL MEMBERSHIP OFFER

We are giving away a Free six-pack of obsolete cans to every member joining TRC for 1981. Since we cannot afford to mail these cans to everyone, you may pick up your six-pack at any TRC membership meeting or trade session by presenting your 1981 membership card. Let's all try and bring a new member to the next meeting.

TRC TRADE SESSION MAR. 22



Now that we have Christmas and New Years Day behind us, we can hopefully look forward to a great year ahead of us. With two new presidents for us, President Ronnie (USA) and President Leroy (TRC).

As your president I would like to thank last year's officers and all members for a very fine year with three very good trade sessions. Also thanks for your support in electing me to this office.

Now we must get ready for the year ahead of us. We are having three trade sessions again this year, starting with March 22nd at Hesson Cassel Recreation Hall. Please help support our chapter and keep up with all the new beer cans.

Last year Skeeter Berz tried to get a car pool started to out of town trade sessions. A very good idea to help cut gas expenses. With all the trade sessions coming up like Toledo Feb. 28th, Cincinnati March 13-15 and Jackson, Mich. April 26, let's get together and share a ride to these other trade sessions. You know the more we support them the more they will support our TRC trade sessions. Please contact Skeeter Berz, Al Brand or myself to make arrangements to car pool.

Just a reminder again, you must know that your 1981 dues are now due. This \$3.00 is a big bargain at today's high prices.

Leroy Art #6270

TRADE SESSION HAPPENINGS

We were all provided with free entertainment at our November trade session courtesy of John McGuire #4698 and Dick Adamowicz #344. They were seen sampling the contents of a full Bohemian Tap can and remarking "not too bad". I then volunteered a full Meister Brau flat that I had just traded for that afternoon. McGuire managed to keep a straight face after taking a swig and passing it to Dick who just about lost it after gulping down a big swallow. Roger Kirkpatrick #1583 could not resist sampling the brew and although it was passed around, there were only a few other takers. McGuire later mentioned something about "brown flakes" as he rinsed out the can at the water fountain. Wait till they see that full Champagne Velvet cone that I'm taking to the next session. It probably wasn't all that great when it was fresh.



A bimonthly publication of the Three Rivers Chapter of the Beer Can Collectors of America, Fort Wayne, Indiana.

Officers

President----- Leroy Art #6270
 Vice-President---- Leonard Rorick #19469
 Secretary-Treas.-- Roland Berz #139

Board of Directors

Al Brand #1336 Bill Oblinger #7529
 Jerry Densel #6669 Ken Zent #425

Newsletter Editor

Jim Jorczak #2990
 RR 1
 Leesburg, Indiana 46538

Forget Billy — now it's 'J.R.' beer

© New York Times News Service

DALLAS — In the most adventurous wedding of brewing and marketing since the short-lived Billy Beer, a Texas brewery has begun selling a beer named for the nefarious star of the television show "Dallas."

The Pearl Brewing Co. of San Antonio, brewers of Pearl Beer and Country Club Malt Liquor, says it has orders for a half-million cases of "J.R. Ewing's Private Stock," which is already on sale in parts of Texas and will be available in much of the country within a month.

The beer is being marketed on the proposition that evil sells. The character J.R., played by Larry Hagman, is a rapacious Texas oilman whose good qualities, if any, have been relentlessly written out of his part.

"People today buy an image, not a

beer," said the brewery's vice president, Frank Spinosa, "and a lot of people like a lot of J.R.'s image. A man will buy J.R. Ewing's Private Stock because it says a lot about him without him even opening his mouth."

The beverage that comes along with the image is a 156-calorie-a-can premium-priced beer that squeezes every possible bit of Texas chic into its marketing plans. Packaged in "six-shooter six-packs" the 12-ounce cans are adorned with a Western-style belt, the words "Imported from Texas," and the following words of wisdom from J.R. himself: "If you have to ask how much my beer costs, you probably can't afford it."

It was officially unveiled Thursday at the Dallas Petroleum Club, on the 49th floor of the First National Bank here.



NEXT ISSUE:

FEATURING THE OLD CROWN (CENTLIVRE) BREWING COMPANY. ANYONE HAVING ADS, BREWERY INFO, SIGNS OR ANYTHING ELSE PERTAINING TO OLD CROWN, CONTACT THE EDITOR.

NEXT MEETING MARCH 18TH
VFW 2202 W. MAIN FT. WAYNE
7:30 PM TRADING FIRST.



Now that I know that Erlanger cans do exist, where can I get one for my collection?

Refreshing tales of the land of sky blue waters



ENJOY
HAMM'S

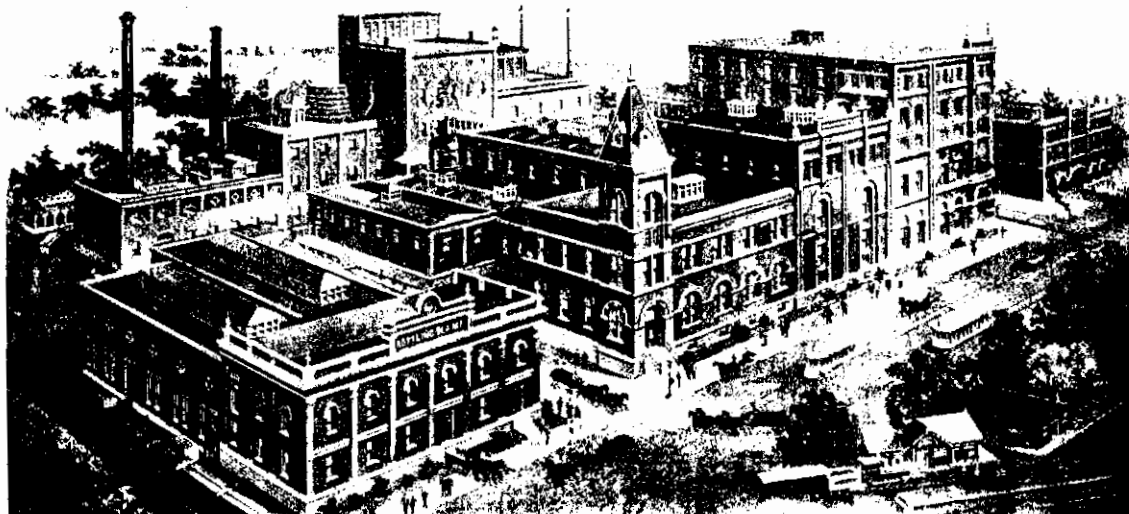
BIG FRESH TASTE

Brewed from
nature's purest
waters.



touring

INDIANA BREWERIES

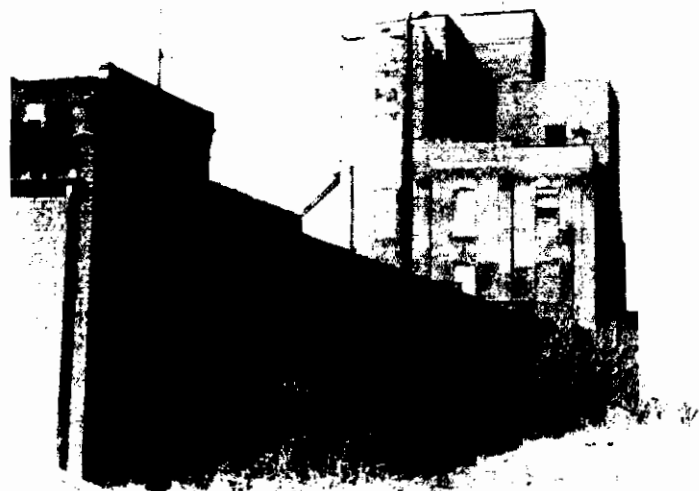


INDIANA BREWING ASSOCIATION

MARION, INDIANA

It is rather doubtful that all of the buildings shown in this artist's rendition of the Indiana Brewing Association ever existed. As was the case in many early brewery pictures, dreams and plans seemed to be larger than the pocketbook. Although the group of buildings along the street still stands today in more or less original condition, the Mississinewa River passes almost directly behind the first line of buildings making it extremely difficult to imagine a brewery complex of this size on that particular site.

The Indiana Brewing Association ceased operations when the Eighteenth Amendment became law but the building was still used as a meat packing plant during prohibition. It was re-opened in 1933 as the Kiley Brewing Company and their product was Patrick Henry Beer. Around 1940 the business was sold to the Fox Brewing Company which operated the brewery until 1949. It has been used for many things since that time, most recently by a milk wholesaler and office space.



A few weeks ago, I had the pleasure of speaking with Emil Hirzell who was the assistant brewmaster for the Fox Deluxe Brewing Company in Marion, Indiana up until the time it closed over thirty years ago. Emil is in his seventies now, still living in Marion, and plays a mean game of golf. He got the second hole-in-one of his golfing career just last year and still occasionally breaks 80 for 18 holes.

Emil served as assistant to his father who was head brewmaster at Fox Deluxe in Marion. He got his start at the Buckeye Brewery in Toledo in 1933 and then moved to Chicago in 1935 to serve his apprenticeship with the Peter Hand Brewery.

His father had worked for the Chippewa Brewery in Manistee, Michigan before moving to Marion and Emil joined him there at Fox Deluxe in 1942. Emil blames excessive union demands for contributing to the closing of the Marion branch of Fox Deluxe. Although they closed on Christmas in 1949, Emil was the last employee to leave the brewery, serving as watchman after they closed.

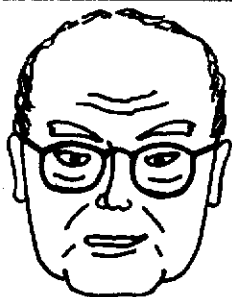
He still has many fond memories of working in the brewery. Since the only cans used at the Marion location were Fox Deluxe and Silver Fox conetops, both quart and 12 oz. it is particularly interesting to listen to some of his stories. He recalls watching many fishermen along the riverbank sort through the scrap pile behind the brewery looking for half-filled cans which were discarded rather than re-filled. I sorted through this scrap pile a few years ago and although it is almost solid with broken glass from

bottles also discarded there, I did find many partial cones all about grade 25. The many pieces of broken glass seem to retain the moisture within the pile and everything metal within the pile was rusted beyond recognition.

He also recalls sorting out odd brand cones that were occasionally mixed in by mistake with the cases of Fox Deluxe and Silver Fox that they got from the can company. Up until a few years ago he still had about 27 different cones when he decided that they were taking up too much room in the closet and getting a little rusty (probably grade 2) and threw them all in the trash. His trashman is probably still smiling.



Patrick Henry (bottle) Kiley Brewing Co.
Fox Deluxe and Silver Fox conetops (12 oz.)
Indiana Brewing Association (bottle)



al's corner

I'd like to thank all members of the Three Rivers Chapter who helped make this last year a success. You know who you are and hope you will give Leroy your support for 1981. Also you members that did not help let's get off your can. It's your chapter, just volunteer one time. I enjoyed serving the chapter again this last year so volunteer and enjoy yourself too.

Thanks again.

Al Brand #1336

7th ANNUAL

LOCAL 14 U.A.W. HALL
5411 JACKMAN ROAD
TOLEDO, OHIO



Buckeye TRADE SESSION 10AM TO 3PM FEB. 28, 1981

We welcome you to our sixth annual trade session. Only a year the BUCKEYE Chapter put a trade session that is really "top". Last year's event drew collectors from 12 states with a good supply of "top". Come join the fun in this one a year gathering in TOLEDO!

To benefit all the following rules will be enforced. B.C.C.A. members must show proof of membership -- NO BUYING OR SELLING ALLOWED. NO PAPER BAGS PERMITTED. Trades will not be tolerated and will be prosecuted. We do not hold responsible for the actions of the action of a thief. especially when the thief is caught.

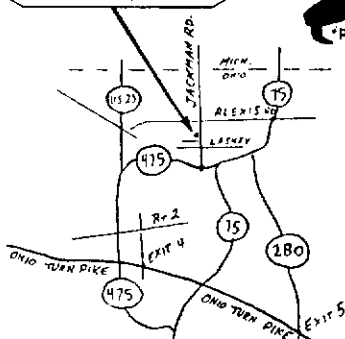
There will be approximately 100 tables on a first come basis. Please, one table per person. If you can bring your own, all the better.

For those people planning on staying overnight, who need help in making their reservations, contact good ole Dick Adamowicz No. 744.

You will find a map on this flyer, directing you to the greatest event in TOLEDO -- the BIG BUCKEYE 6TH ANNUAL TRADE SESSION. Come join the fun, meet old friends and make new friends and add new coins to your collection.

B.C.C.A. MEMBERS \$2
B.C.C.A. GUESTS \$1
NON-MEMBERS \$5

KITCHEN OPEN WITH GOOD FOOD AT REASONABLE PRICES
FREE DOOR PRIZES



3 RIVERS CHAPTER



TRADE SESSION

FT. WAYNE, IND.

SPRING T.H.W.O.

HESSON CASSEL HALL - US 27-50

MARCH 22, 1981 9-3

ADMISSION (INCLUDES TABLE)

B.C.C.A. MEMBERS \$2.00

NON MEMBERS \$5.00

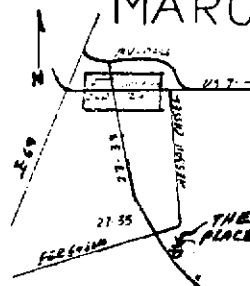
GUESTS FREE

RAFFLE - CONE - FLATS - TABS

CONTACT

BILL OBLINGER 219-483-7776

★ THANK HEAVENS WINTERS OVER
LEONARD RORICK 219-493-1127



WHAT SUPER SIGN OF EXCELLENCE THAN LEADERSHIP...

America's
Largest Selling Ale



Treasurer's Report

Balance as of 11-19-80	\$355.20
Expenditures	315.77
Income	274.75
Balance as of 1-21-81	614.18

Highlights from the last meeting

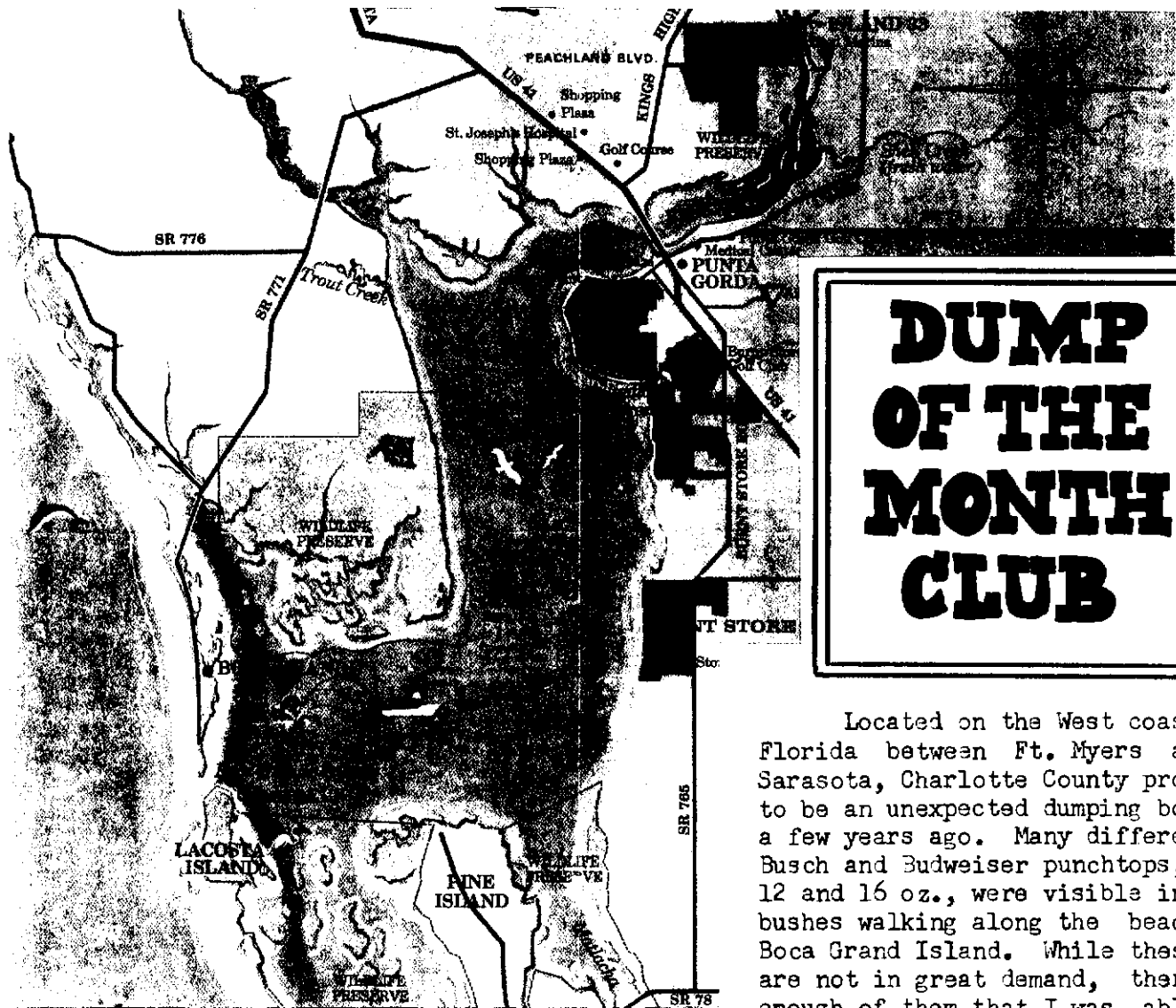
Past president Al Brand opened the meeting and turned gavel over to Leroy Art, incoming president for 1981. Details for Hoosier Hospitality Weekend at Harley House on July 31, Aug 1-2 were shaped up. Walt Stafford complained about the cheap beer served at the meeting. It was pointed out that since it was free, he may want to bring some of his own next time. Trading was good with your editor upgrading three cans, Old Crown Bock and Alps Brau flats and a Kingsbury Draft.

Next Membership meeting

VFW 2202 W. Main Ft. Wayne

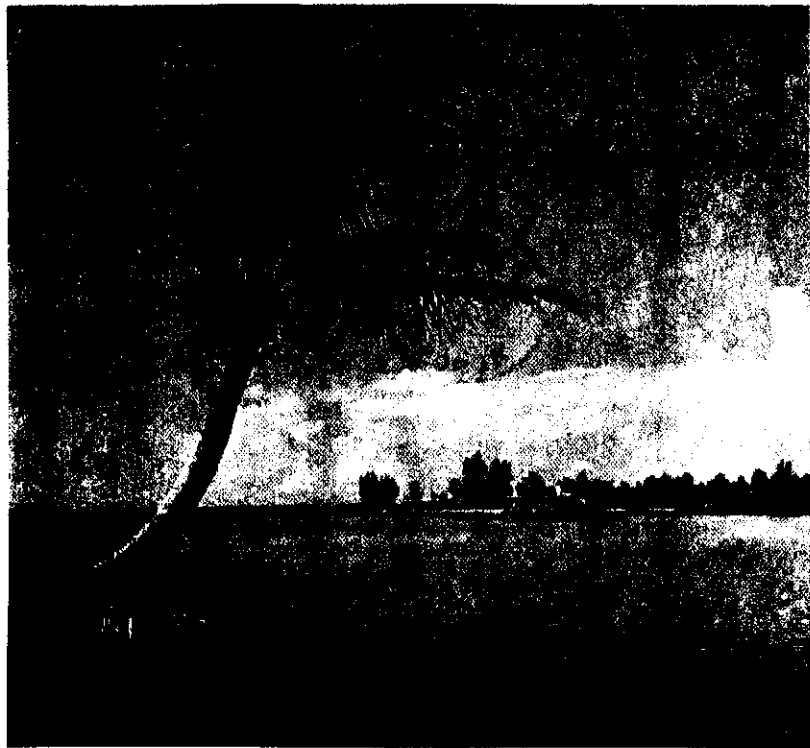
March 18th 7:30 PM

Trading first, business meeting follows. This has been selected as Sterling Derby night but bring others to trade also.



DUMP OF THE MONTH CLUB

Located on the West coast of Florida between Ft. Myers and Sarasota, Charlotte County proved to be an unexpected dumping bonanza a few years ago. Many different Busch and Budweiser punchtops, both 12 and 16 oz., were visible in the bushes walking along the beach on Boca Grand Island. While these cans are not in great demand, there were enough of them that I was able to sort some different variations in good shape that went directly into the collection upon returning home. East of Punta Gorda along Shell Creek turned out to be the real find. Ballantine and Atlas Prager punchtops by the boxful, more Buds and Busches, Old Milwaukee and a few other more unusual cans, Tropical Ale and Horlacher. In downtown Punta Gorda, especially along the railroad track, Old Milwaukee 12, 14 and 16 oz. both regular and draft were so plentiful that I had to sort again, making sure that I took at least one of each variation. As I often do when on vacation, I got a large box from the local grocery, taped it up (with cans inside), addressed it to myself and the cans arrived home just a day or two after I did.



ALL CHAPTER MEMBERS ARE ENCOURAGED TO
PLACE WANT ADS FREE OF CHARGE. FREE.
MAIL ADS TO THE EDITOR.

WANT ADS

can calendar

- Feb 28 Toledo, Ohio - Local #14 UAW
Hall - Buckeye Chapter
- Mar 13-15 Cincinnati, Ohio - Harley
Hotel - Queen City Chapter
- Mar 22 Ft. Wayne, Ind. - Hessen
Cassel Hall - US 27 South -
9am-3pm - Three Rivers Chapter
- Mar 28 Indianapolis, Ind. - Indiana
State Fairgrounds - Buy, sell
- Mar 29 Decatur, Ill. - Sangamon
Valley Chapter
- Apr 5 Marietta, Ohio - National
Guard Armory - Pioneer City
Chapter
- Apr 26 Jackson, Mich. - Moose Lodge -
Silver Foam Chapter
- May 16 Portage, Mich. - Patrick
Henry Chapter
- May 17 Joliet, Ill. - American Slo-
venian Home - Prison City Chapter
- May 31 Medina, Ohio - Medina County
Fairgrounds - Buy, sell
- Jun 13 Wapakoneta, Ohio - Auglaize
County Fairgrounds - Buy, sell
- Jul 10-12 Dayton, Ohio - Mini Convention
- Jul 31 Ft. Wayne, Ind. - Hoosier
Hospitality Weekend - Harley
Hotel - I69 & Ind 1 - Three
Rivers Chapter

WANTED - Schmidts scenes, "Draft Beer"
both 12 and 16 oz. Also Old Crown Ale
with small crowns, all colors wanted.
AI Brand #1336

WILL TRADE Dis-go Black Cherry Soda and
Orange Crush Gallon pop cans for beer
cans. Fabacher Brau, Hoffman House,
King Kullen, Prior, Holiday Bock also
for trade. Jim Jorcak #2990

The Flavor Hit
of the Year

Coors
GOLDEN

Export Lager

Double
Aged

in Cans and Stubby Bottles



Coors Golden
Keglined Cans

It is fitting that Coors Export
Lager, America's finest beer, should
come to you in your choice of two
re-styled containers...the compact
stubby bottle...the Keglined
Golden Can. Coors Export La-
ger is a true Vienna type beer
processed especially for particu-
lar people from the rarest
and most costly ingredients in
crystal clear Rocky Mountain
Spring water. Then, too, this
golden brew is *double-aged* to
produce a velvet-smooth, mal-
low-rich flavor not found in
any other beer on this contin-
ent. Be particular...Specify.
Say Coors, of course, next time
you're dry.



A Product of ADOLPH COORS COMPANY, GOLDEN, COLORADO

TRC
Jim Jorcak
RR 1
Leesburg, Indiana
46538

