

Collection #
P 0552

INDIANA BREWERIES COLLECTION, 19TH CENTURY–1997

[Collection Information](#)

[Historical Sketch](#)

[Scope and Content Note](#)

[Series Contents](#)

[Cataloging Information](#)

Processed by

Kate Scott
March 2015

Manuscript and Visual Collections Department
William Henry Smith Memorial Library
Indiana Historical Society
450 West Ohio Street
Indianapolis, IN 46202-3269

www.indianahistory.org

COLLECTION INFORMATION

VOLUME OF COLLECTION:	7 flat file folders, 2 photograph folders, 2 OVA photograph folders, 1 box 4 x 5 glass negatives, 1 artifact
COLLECTION DATES:	19 th century–1997
PROVENANCE:	This collection comprises multiple accessions; library staff can consult accession files for provenance information.
RESTRICTIONS:	None
COPYRIGHT:	
REPRODUCTION RIGHTS:	Permission to reproduce or publish material in this collection must be obtained from the Indiana Historical Society.
ALTERNATE FORMATS:	
RELATED HOLDINGS:	Bantz Family Photograph Album. Photograph Collection: P 0289. H.L. Barnum, <i>Brewing Chapter of Family Receipts or A Practical Guide for the Husbandman and Housewife</i> , Cincinnati: A.B. Roff, 1831. General Collection: TX153.B27 1831; C.F. Bretzman, “21 st Annual Convention, Vereingigte Staaten Braumeister’s Bund, Indianapolis, IN,” 1909. Bretzman Photography Studio Collection. Photograph Collection: P 0338; Fulton Avenue Brewery, <i>Album of Evansville, Ind.</i> , Columbus, Ohio: Ward Bros., [189-?]. General Collection: F534.E94 A53; Indiana Anti-Saloon League, “Old Indiana Has Gone Dry,” <i>The American Issue</i> 6 April 1918. General Collection: HV5285.A55 1918; Indianapolis Brewing Company Bottles, ca. 1933-45. Artifact Collection: R1364–R1367; “International Union of United Brewery Workmen, Local Union No. 77,” 1916. Pamphlet Collection: PAMQ HD6515.L6 I58 1916
ACCESSION NUMBER:	1947.1112, 1983.1216, 1983.0426, 1984.1116, 1990.0076, 1990.0091, 1993.0752, 2000.0624, 2000.1172, 2002.0336, 2003.0434
NOTES:	

HISTORICAL SKETCH

Commercial breweries have operated in Indiana since German settlers at the utopian community of New Harmony began selling their surplus beer in 1819. Due to the high number of German immigrants entering the state in the nineteenth century, beer quickly supplanted corn whiskey as the population's alcoholic beverage of choice. By 1860, there were sixty-one breweries operating in Indiana. Approximately ninety percent of these were German, producing lager-style beers. There were also several successful French brewers in the state, which often catered to German tastes.

One of the largest breweries was the **Indianapolis Brewing Company**, formed in 1889 by the merger of the C.F. Schmidt, P. Lieber, and Caspar Maus breweries. Each brewery continued operating at its original location, but administration and bottling for all three occurred at the Schmidt works. Peter Lieber was the company's first president. The Indianapolis Brewing Company gained international recognition in 1900, when its Dusseldorfer beer earned a gold medal at that year's Paris Exposition. By 1914, four years prior to the enactment of state prohibition laws, the company had 500 employees and shipped its beer all around the world. Despite surviving Prohibition, Indianapolis Brewing Company closed in 1948 after a scandal in which it was revealed that the company had been short-filling bottles.

C.L. Centlivre Brewing Company, initially known only as Centlivre, opened in Fort Wayne in 1862 in a picturesque location between the St. Joseph River and a feeder canal. While brewer Charles Centlivre initially catered to the city's French and British immigrants, he soon branched out to lagers as well. The company's original building burned in 1889 and was rebuilt the following year with a biergarten and horse racing track. In 1961, Centlivre merged with Chris-Craft Corporation and was renamed Old Crown Brewing Company. It closed in 1973.

Several of Indiana's other prominent historical breweries were **Indiana Brewing Company** in New Albany, **J.B. Garnier** of Lawrenceburg, and **Kamm and Schellinger** in Mishawaka.

Due to mergers and increasingly restrictive alcohol laws, there were only thirty-one breweries still in operation in early 1918. State and national prohibition laws, put into effect in 1918 and 1920, all but destroyed the state's brewing industry. Only a few breweries remained open, including the Indianapolis Brewing Company, which sold cereal and soft drinks throughout the 1920s. Centlivre kept its doors open by manufacturing near beer (which by law had an alcohol content of below half of one percent), selling ice, and leasing out its warehouse for cold storage.

The United States government repealed Prohibition in 1933, and Indiana allowed the sale of beer beginning April 7. Kamm and Schellinger was one of the few breweries to have beer ready for consumption the first day. By the end of 1934, there were sixteen breweries operating in Indiana, but the industry did not rebound. Competition from large brewers

such as Anheuser-Busch had an arguably worse effect than Prohibition; by 1961 there were only four large commercial breweries in Indiana. With the 1997 closing of the Evansville Brewing Company, the number fell to zero.

In the 1990s, several microbreweries quietly began producing beer in Indiana again. A virtual renaissance followed in the twenty-first century, with dozens of microbreweries operating across the state. As of 2015 there were more than twenty in Indianapolis alone. Among the most well-known are Upland in Bloomington, 3 Floyds in Munster, and Sun King in Indianapolis.

Sources:

Collection Materials

Wissing, Douglas A. *Indiana One Pint at a Time*. Indianapolis: Indiana Historical Society, 2010. General Collection: TX950.57.I6 W565 2010

SCOPE AND CONTENT NOTE

This collection consists of seven posters, eight photographs, and one six-pack of beer.

All of the posters are pre-Prohibition designs with lavish imagery. Five of these are original color prints, and two are later reproductions. The majority of the posters feature drawn aerial images of extensive, multi-building brewing and bottling establishments. This type of advertising imagery was common for pre-Prohibition breweries, who sometimes relied on stock drawings that did not actually correspond with what their buildings looked like. This is the case for the C.F. Schmidt poster, and likely the Indianapolis Brewing Company posters as well. Photographs of the Centlivre brewery, however, closely resemble its advertising image. The two posters that do not feature factory imagery focus on beer as part of a luxurious lifestyle. The advertisement for Centlivre's Nickel Plate bottled beer depicts a young, well-dressed white couple in the richly decorated dining car of a passenger train; a black waiter brings them a bottle of the beer on a serving tray. The Indianapolis Brewing Company's Bock Beer "souvenir" presents a young man with a cigar and a beer stein; a goat brings him more beer while a pretty dancing girl admires him. Advertisements such as these last two would have either been intended to sell beer to the wine-drinking upper classes, or intended as aspirational messages, promising a more lavish life than that of the average beer-drinker.

Among the photographs are five images of operations at the Indianapolis Brewing Company in the early 1900s. Most notable is a photograph of horse-drawn wagons, loaded with beer for distribution. Also included are exterior images of the J.B. Garnier Brewery in Lawrenceburg and the Indiana Brewery in New Albany, and a group portrait of unidentified office workers at Mishawaka's Kamm and Schellinger Brewery.

The collection's single artifact is a six-pack of William Henry Harrison Ale, bottled in 1996 and marketed by the Tippecanoe Brewing Company. Unsubstantiated sources suggest that the company contracted with the Oldenburg Brewery of Fort Mitchell, Kentucky to produce the beer.

Researchers should also take note of a number of related materials in existing collections. These include photographs of the Indianapolis Brewing Company in the W.H. Bass Photo Company Collection, several of the company's bottles, and materials related to brewing unions or guilds.

SERIES CONTENTS

Series 1: Posters

CONTENTS

Title:

Compliments of the Indianapolis Brewing Company, Bock Beer Souvenir 1903: "Makes You Feel as Young as Ever You Were"

Size: 29 5/8 x 21 3/4 inches

Printer: Hampton Printing Co, Indianapolis

Description: A curly-horned ram serves beer to a man in a suit; behind the man is a young dancing girl

Title:

Indianapolis Brewing Co., Tafel Beer, Duesseldorfer

Size: 34 1/4 x 24 1/8 inches

Printer: The Gugler Litho. Co., Milwaukee, Wisconsin

Description: A winged female figure stands atop a globe holding a glass of beer; below is an aerial representation of the Indianapolis Brewing Company facility

Title:

Indianapolis Brewing Co., Main Street, Premium Beers (reproduction poster)

Size: 31 7/8 x 22 3/8 inches

Printer: Ropkey, Indianapolis (original)

Description: A winged female figure stands atop a globe holding a glass of beer; below is an aerial representation of the Indianapolis Brewing Company facility

Title:

C.L. Centlivre Brewing Co, Incorporated, Brewers and Bottlers of Lager Beer, Fort Wayne, Indiana

Size: 24 3/8 x 37 5/8 inches

Printer: The Henderson Lithographing Co., Cincinnati, Ohio

Description: Aerial representation of the C.L. Centlivre Brewing Company facility

CONTAINER

Oversize Graphics:

Flat File 9-j

Folder 1 of 4

Oversize Graphics:

Flat File 9-j

Folder 2 of 4

Oversize Graphics:

Flat File 9-j

Folder 3 of 4

Oversize Graphics:

Flat File 9-j

Folder 4 of 4

Title:

C.L. Centlivre Brewing Co, Incorporated, Brewers and Bottlers of Lager Beer, Fort Wayne, Indiana
(reproduction poster)

Size: 16 x 20 1/8 inches

Printer: The Henderson Lithographing Co., Cincinnati, Ohio (original)

Description: Aerial representation of the C.L. Centlivre Brewing Company facility

Oversize Graphics:

Flat File 6-1
Folder 1 of 2

Title:

Centlivre Nickel Plate Bottled Beer, Manufactured by C.L. Centlivre Brewing Co., Fort Wayne, Ind.

Size: 21 1/4 x 16 inches

Printer: Ketterlinus, Philadelphia, Pennsylvania

Description: A waiter presents a bottle of beer to a well-dressed couple in a train dining car

Oversize Graphics:

Flat File 6-1
Folder 2 of 2

Title:

C.F. Schmidt's Brewery and Bottling Department, Indianapolis, Ind.

Size: 27 3/4 x 41 3/4 inches

Printer: The Milwaukee Litho. and Engraving Co., Milwaukee, Wisconsin

Description: Aerial representation of the C.F. Schmidt facility

Oversize Graphics:

Flat File 22-b
Folder 1 of 1

Series 2: Photographs

CONTENTS

J.B. Garnier Brewery, Lawrenceburg, 19th century

Indianapolis Brewing Company, Delivery Wagons with Barrels and Water Tower, early 1900s

Indianapolis Brewing Company, Six Men with Giant Barrels (1 of 2), early 1900s

Indianapolis Brewing Company, Six Men with Giant Barrels (2 of 2), early 1900s

Indianapolis Brewing Company, Man with Horse and Delivery Wagon, early 1900s

CONTAINER

Photographs
Folder 1 of 2

4 x 5 Glass Plates
Box 1, Plate 1

4 x 5 Glass Plates
Box 1, Plate 2

4 x 5 Glass Plates
Box 1, Plate 3

4 x 5 Glass Plates
Box 1, Plate 4

Indianapolis Brewing Company, Man Sitting at Desk,
early 1900s

4 x 5 Glass Plates
Box 1, Plate 5

Indianapolis Brewing Company, Prints from Glass
Negatives, early 1900s

Photographs
Folder 2 of 2

Indiana Brewing Company, New Albany, not dated

OVA Photographs
Folder 1 of 2

Office Workers at Kamm and Schellinger Brewery,
Mishawaka, not dated

OVA Photographs
Folder 2 of 2

Series 3: Bottles

CONTENTS

Tippecanoe Brewing Company, Set of Six William
Henry Harrison Ale Bottles (unopened), 1993

CONTAINER

Artifacts
R 1000–1001

CATALOGING INFORMATION

For additional information on this collection, including a list of subject headings that may lead you to related materials:

1. Go to the Indiana Historical Society's online catalog:
<http://opac.indianahistory.org/>
2. Click on the "Basic Search" icon.
3. Select "Call Number" from the "Search In:" box.
4. Search for the collection by its basic call number (in this case, P 0552).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.