



This Week in Indiana History

**April 2nd, 1918:
Prohibition Begins in Indiana**

Indiana banned the sale and possession of alcohol across the state one year before the passage of the 18th amendment, more commonly known as prohibition. The Indiana law also banned spirits and liquors that were used as tonics and medicines. Indiana would remain dry for the next fifteen years.

Terre Haute Brewing Company's Champagne Velvet was once the seventh most popular beer in the United States. It was brewed from the start of the 20th century, ceased production during prohibition, and was once again brought back after the law was repealed.

Indiana Newspaper Division, Terre Haute Star Aug 23, 1939

NEW! THE BEER WITH THE \$1,000,000.00 FLAVOR
That's Its Value To Us!!

AND HERE'S PROOF!
The First Taste Will Tell You Why

You folks who read this ad have consumed a lot of beer . . . so we're not going to isaply, like some folks do, that you don't know good beer when you taste it . . . You do! . . . We're counting on that! Because when you taste Gold Label Beer you'll know it's more than just "good"! You'll know that here, at last, is a GREAT Beer!

WE KNOW IT'S GREAT. THAT'S WHY WE'VE INSURED THE FORMULA FOR \$1,000,000.00 LOOK AT THE REPRODUCTION OF THE POLICY

Every bottle of Gold Label Beer insures a million dollar flavor for you—at no premium price!

C.V.
Gold Label BEER
Terre Haute Brewing Company, Terre Haute, Indiana

TRY IT Today! ENJOY THE MILLION DOLLAR FLAVOR AT THE POPULAR PRICE
← 100% UNION MADE

MUTUAL INSURANCE COMPANY
This risk is insured in fullness of the strongest legal reserve mutual insurance companies of America.

GENERAL (SCHEDULED) PROPERTY FLAHER
Insured Marine Department
Expiry: August 31, 1948
Amount Insured: \$1,000,000.00
Premium: \$
Amount: Terre Haute, Indiana
Company: Terre Haute, Indiana
Property: Indiana, Indiana
No. GP 9042