

**Accession 2290**  
**Louis Forman**  
**Business Records**

Finding aid for Louis Forman Business Records (1784-1989)

Hagley Museum and Library  
298 Buck Road East  
Wilmington, Delaware 19807

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**HISTORY:**

Louis Forman was born in Camden, N.J., on December 25, 1908. He entered business as a small-scale liquor broker in Philadelphia after the repeal of Prohibition as Louis Forman & Company, Inc., and also did business as the Philadelphia Brokerage Company. The latter business was incorporated in Pennsylvania on July 17, 1941. While making a survey of licensed American distilleries in 1937, he happened upon a small distillery in Schaefferstown, Lebanon County, Pa., which dated back to the mid-eighteenth century.

This distillery had been established by John Shenk, a Swiss Mennonite farmer, in 1753. The distillery eventually passed to Shenk's son-in-law John Kratzer. It remained in the Kratzer family until 1861 when Abraham Bomberger purchased it. Bomberger had ties to the Shenk family, having married John Shenk's great-granddaughter Elizabeth. The Bomberger family owned the distillery until it was bought by Ephraim Sechrist in 1920. The distillery ceased operations in 1919 due to Prohibition and it remained closed until Sechrist sold the distillery to Louis Forman in 1942.

Forman was drafted into the military in August 1942, and uncertain whether he would survive the war, he sold the distillery. Subsequently, it became the property of the Logansport Distilling Company, which in turn became a subsidiary of the big Schenley Distillers Corporation in the late 1940s.

By then, Forman had returned from the war and began to expand his liquor brokerage. In 1947, he formed the Distillers Warehouse Company and purchased a bonded liquor warehouse at Cheswick, Allegheny County, in the section of western Pennsylvania long known for its distilleries. Forman transferred the assets of the Philadelphia Brokerage Company to the Distillers Warehouse Company in April 1950, and the former company was renamed the Highspire Distillery Corporation on June 13, 1951, and The Holiday Company on November 16, 1953. Forman started marketing his own "Holiday" brand of whiskey in 1952.

In the meantime, Forman had regained control of the old Bomberger distillery in the spring of 1950. While renovating the property, he discovered some of Bomberger's old records in the attic of the old house that had been the original distillery. Consulting his master distiller C. Everett Beam, of the famous Kentucky family that produced "Jim Beam," Forman decided to cultivate a premium niche market by making old-fashioned

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pot-still mash whiskey. This traditional method could not be adapted to mass production. Forman would market the whiskey under the name “Michter’s”, which sounded vaguely Pennsylvania Dutch but was actually formed by combining the names of his sons Michael and Peter. He packaged it in old-fashioned white china crocks, and only when customers seemed more interested in them as one-time collectibles did he add a line of conventional glass bottles. Although the new operation had no other connections to the Bombergers beyond the recipe and site, Forman made much of its association with the Colonial past, the Pennsylvania Germans, Washington at Valley Forge, and the Liberty Bell in his advertising. The Schaefferstown distillery was the smallest commercial distiller in the U.S. and the first distillery to be listed on the National Register of Historic Places.

Unfortunately, Forman began his first batch of Michter’s in 1951, and by the time it had aged the requisite six years, the country was in recession, and the whiskey market was glutted. Forman lost full control of the distillery to Pennco Distillers, Inc., but kept the formula and stock. Pennco did contract distilling for large liquor companies, but Forman was able to distribute Michter’s as a specialty item. Through his brokerage business he also distributed other liquors, tried to import French wines, and was an early importer of Japan’s “Suntory” whiskey.

Forman organized Michter’s Distillery, Inc., in 1975 with the backing of some Lebanon County businessmen and was able to purchase the Schaefferstown facility at the foreclosure sale of Pennco Distillers. Michter’s closed in the early 1990s, and Louis Forman died on January 23, 2002.

**SCOPE AND CONTENT NOTE:**

Louis Forman’s business papers are a collection of fragments relating to his various business activities. Most of the materials date from the 1940s to about 1970, although there are copies of documents dealing with the Schaefferstown distillery dating back to 1784.

The main focus of the records is the development and marketing of Michter’s whiskey, with a secondary emphasis on Forman’s liquor brokering business. They include information for advertising campaigns, advertising artwork and paste-ups, business plans and forecasts, deeds, contracts, information on brewing and distilling processes, union contracts, testimonial letters, and other correspondence. One report describes the efforts of the big distillers like Seagram and Schenley to monopolize the market by either purchasing independents like Forman or driving them out of business. Forman also collected genealogical and historical information about the distillery, its early owners and the Lebanon-Lancaster County region. There is genealogical

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information on the Shenks and on the famous Beam family of distillers. A large block of correspondence deals with a liquid density meter that Louis Forman designed and hoped to market and a smaller amount on his interest in a process for suspending fine coal in oil as a fuel for use in his distillery.

The photographic portion of the collection has been transferred to the Pictorial Collections Department. Most of the photographs appear to date from the 1930s to the 1970s. Many of the photographs relate to Suntory whiskey and Kotobukiya Kabushiki Kaisha, the Japanese company that produced it, reflecting Forman's role as an importer. There are also some photographs of Michter's distillery and products and a number of Forman's personal family photographs.

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- B-1 Advertising campaigns, n.d.; 1956-1970  
Alcohol & Tobacco Tax (Label approval), 1968  
Allstate – Hearing record re Louis Forman accident, 1982-1985  
Brewing and distilling processes, n.d.  
Business plan – Six-year approach, 1978  
Cancelled debenture bonds, 1951-1957  
Cancelled financial statements – Provident Tradesmens Bank & Trust Co., 1956  
Cheswick, PA property – appraisal for insurance, 1946-1947  
Cheswick, PA property – deeds & lease agreements, 1946-1957  
Cheswick, PA property – plan of property, January 19, 1947  
Contract cancellation – Coates Board and Carton Co., Inc., November 16, 1961  
Contract cancellation – Kirks Pure Rye Distillery Company, August 23, 1957  
Contract – Cummins Distilleries Corporation, October 11, 1935  
Contract – Adolph Hirsch, April 28, 1950  
Contracts – Hunter-Wilson Distillery Co., Inc., 1948; 1951; 1954  
Contracts – Logansport Distilling Company, 1942-1954  
Contract – Medley Distilling Company/Renfield Importers, January 31, 1959  
Contracts – Metal Tube & Capsule Company, Ltd., 1957  
Contract – Old Discovery/Kirks, September 1951  
Contract – Potter Aeronautical Corp., October 27, 1958  
Contracts – Schenley Distillers Corporation, 1946; 1948  
Contracts – Unions, 1954-1956  
Correspondence with The Rt. Hon. Ernest Marples, M. P., n.d.; 1968  
Department of the Treasury/Bureau of Alcohol, Tobacco & Firearms Newsletter  
August 1980  
Distillery industry information, 1940-1980  
Environmental articles and papers, n.d.; 1938; 1970; 1977  
Fluid coal patent – correspondence with George A. Smith, Jr., 1977-1980  
Genealogical and historical information, n.d.; 1784-1989  
Highspire Distillery Corp. (formerly Philadelphia Brokerage Company) minute  
book, 1933-1953
- B-2 Joseph E. Seagram & Sons Inc. operating procedures for foods & feeds, n.d.  
Letter from G. Kaganton to W. C. Roxby, February 4, 1952  
Letter from Prime Minister Mayato Ikeda to Keizo Saji re marketing Suntory  
Whiskey in the United States, August 24, 1962  
Letter re competitors' efforts to monopolize industry, August 12, 1956  
Liquid Density Instrument  
Brooks Instrument Company, Inc. correspondence, 1960-1961  
Busser, Smith and Harding correspondence (patent file), 1961  
Correspondence, n.d.; 1958-1970  
Franklin Institute correspondence, 1959-1970

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- B-2 Liquid Density Instrument  
Franklin Institute progress reports, 1955-1956  
Information Research Associates, Inc. correspondence, 1969  
Magazine article, n.d.  
Potter Aeronautical Corporation photos and maximum security system, 1960  
Reports, 1972-1974  
Michter's  
Advertising, n.d.; 1958-1968  
Advertising and promotional ideas, n.d.; 1968; 1970  
Fan mail, 1958-1969  
Pamphlets, 1958; 1965  
Promotional folder, n.d.  
Microfilm index list – Forman & Co. records, April 18, 1952  
(List of microfilm reels, for records from 1943-1949)  
New account – Girard Trust Corn Exchange Bank, 1957  
Office lease in Girard Trust Co. Building, 1959-1960  
Production processes – Distilled spirits, n.d.  
Savings account – Louis Forman and/or Marion S. Forman, 1939-1977  
Schaefferstown, PA property appraisal, 1966  
Script for tours of Michter's distillery, n.d.  
Unused contracts – re New Frontier Limited, Quality Distillers Limited  
And L. Forman, n.d.; 1964; 1966
- OS-1 Book of unassigned stock certificates for Highspire Distillery Corporation, n.d.  
“Holiday Business” All Year Through (promotional brochure), n.d.  
Article from Philadelphia Daily News about Louis Forman, May 8, 1967  
Article from The Washington Daily News about Louis Forman, May 8, 1967  
Photo of a whiskey bottle and glass in a box, n.d.  
Photo of Michter's Pot Still Whiskey jug and box, n.d.  
Photo of Michter's Pot Still Whiskey jug, n.d.  
Layout for Michter's Whiskey ad, n.d.  
Layout for ad (four glasses are in the drawing), n.d.  
Layout for Michter's Pot Still Whiskey ad (“If all liquor dealers...”), n.d.  
Layout for Michter's Whiskey ad (job no. 4406), n.d.  
Layout for Michter's Original Pot Still Whiskey logo design, n.d.  
2 copies of contract agreement form used by Louis Forman & Company, Inc., n.d.  
Label for Michter's Whiskey bottle, n.d.  
Layout for ad on display board (“Just think how happy...”), n.d.  
Layout for ad (bottle and still, and Amish-style design Christmas ornament drawings), n.d.  
Drawings and sketches for containers of “Eve's Apple” and “Bourbon & Cider” containers, n.d.  
Layout for Michter's Whiskey ad, n.d.

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OS-1 Layout for Michter's Whiskey logo design, n.d.

**Photographs (transferred to Pictorials Dept.)**

**Suntory (folder 1)**

Set of 3 color photos – Sales meeting, Alfred Hart Co., Los Angeles , CA,  
Week of August 24, 1964

Set of 4 color negatives

(2) Closeup of wine bottle labels

(2) Bottles with the labels from the other two negatives

Set of 14 black-and-white 8x10 photographs from the 1966 Grammy Awards, with a  
Bottle of Old Suntory visible in some photographs

Black-and-white photograph of an ad for Old Suntory Japanese Whisky

2 black-and-white 8x10 photographs, of 2 Suntory promotions on radio station KFI

Black-and-white 8x10 photograph of Suntory store window display

Black-and-white 8x10 photograph of Suntory sales presentation by Louis Forman

Black-and-white 8x10 photograph of exhibit from Suntory sales presentation, and 4  
Suntory and Pennco employees (Louis Forman is on the far left).

Black-and-white 8x10 photograph of Suntory products available in liquor store

Black-and-white 8x10 photo of people drinking Suntory products in a bar

Black-and-white 8x10 photo of man and woman in a studio, pretending to interview a  
Bottle of Old Suntory Japanese Whisky

Set of 2 black-and-white 8x10 photos, showing four people with Orange Blossoms  
Bakura. "Tokyo by Night" is in the background.

5 copies of a black-and-white 8x10 closeup of an Old Suntory bottle

Black-and-white 8x11 closeup of Michio Torii (managing director of Kotobukiya, Ltd.  
And son of the company's founder)

Black-and-white 8x10 photo of whisky barrels in Yamazaki plant

Black-and-white 8x10 photo of distilling machinery in Yamazaki plant

Black-and-white 8x10 photo of packaging area in Tamagawa plant

Black-and-white 8x10 photo of an unidentified area in the Yamazaki plant

Black-and-white 8x10 photo – exterior of Tamagawa plant, showing a sign listing  
Suntory, Hermes, Akadama, Torys

Black-and-white 8x10 photo of Yamanashi vineyard (aerial view)

Black-and-white 8x10 aerial view of Yamanashi vineyard

Black-and-white 8x10 photo of entrance to Tamagawa plant

Black-and-white 8x10 photo – exterior of building at Tamagawa plant

Black-and-white 8x10 photo – exterior of overhead pedestrian connecting walkway  
Between buildings at Tamagawa plant

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**Photographs (transferred to Pictorials Dept.)**

**Suntory (folder 1)**

- Black-and-white 6x10 photo – exterior of building at Tamagawa plant
- Black-and-white 8x10 photo of an unidentified room in the Yamazaki plant
- Black-and-white 8x10 photo – Yamazaki plant interior (grain drying area?)
- Black-and-white 8x10 photo – interior view in Yamazaki plant
- Color 8x10 photo of a Suntory window display in Burka's store
- Black-and-white 4x6 photo of a forklift moving a whisky barrel at Kotobukiya's Tamagawa plant
  
- Black-and-white 5x7 photo – Group photo of BRW Travel Club during a Far East Trip (picture was taken at Suntory plant in 1962)
- 2 copies of a black-and-white 3x4-1/4 photo of a straw basket with Suntory products
- Set of 4 photos, taken April 1, 1963 and showing Toshio Yamanaka (Japanese Consul General), Louis Forman and Miss Tazuko toasting the Cherry Blossom Festival In San Francisco's Japanese Tea Garden
- Black-and-white 8x10 photo of Mr. Saji sitting at desk
- 2 copies of a black-and-white 8x10 photo of Louis Forman and Loris DiGrazia (president and general manager of Juillard Alpha Liquor Company) with Suntory products, as Japanese whisky is first introduced into the United States (1962)
- Black-and-white 5x7 photo "Testing grapes of each variety" – Yamanashi Vineyard, Kotobukiya Ltd.
- 2 copies of a black-and-white 4x6 photo of Louis Forman and Loris DiGrazia with a bottle of Old Suntory, at the introduction of Japanese whisky into the United States (1962)
- 3 copies of a black-and-white 4x6 photo of Louis Forman with Miss Cherry Blossoms, Miss Suntory, and Miss Green Tea, marking the introduction of Suntory products Into the United States (1962)
- Black-and-white 4x6 photo of the three women in the previous photo (1962)
- 2 copies of a black-and-white 4x6 photo of Suntory bottles (Old Suntory, Cherry Blossoms, and Green Tea)
- Set of 5 black-and-white 3x4-1/4 photos – visit by Louis Forman to Yamazaki Plant, Suntory whisky distillery
- Set of 2 black-and-white 4x6 photos of Michio Torii
- 3 copies of a black-and-white 4x6 photo of Louis Forman
- Color 8x10 photo of Suntory display
- Black-and-white 8x10 photo of a Suntory store display
- Black-and-white 4x6 photo of a Suntory drink being served at Interstate Hosts at The Los Angeles International Airport
- Black-and-white 8x10 photo of an Old Suntory bottle sitting in ice
- Set of 5 black-and-white 3x4-1/4 photos taken at Jetco Exhibit – Chicago (July 1963)

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**Suntory (folder 1)**

Set of negatives (16 exposures)

Set of 4 negatives and a black-and-white 8x10 photo of Suntory plant operations

Black-and-white 8x10 negative of a Suntory Whisky bottle (October 1965)

Black-and-white 4x6 photo of a Japanese model holding an Old Suntory bottle

Black-and-white 4x6 photo of two people with Old Suntory at a bar

Color 4x6 negative of Akadama Red-Light Wine

**Suntory (folder 2)**

Black-and-white 5x7 photo View of aging warehouses from the malt-production Plant (Kotobukiya's Yamazaki plant). On the left is the Drying Tower.

Black-and-white 5x7 photo of Louis Forman and Suntory officials examining Suntory Products

Black-and-white 5x7 photo of Louis Forman and Michio Torii signing contract, for importation of Suntory whisky into the United States

Black-and-white 5x7 photo – Aerial view of Yamazaki plant (Kotobukiya Ltd.), Located in the valley of western outskirts of Kyoto

Black-and-white 4x6 photo of Yamazaki plant – Kotobukiya Ltd. (malt production plant)

Black-and-white 4x6 photo of Yamazaki plant – Kotobukiya Ltd. (right: Aging houses Left: Malt-production and Distilling Plant)

Black-and-white 5x7 photo of The Stones Garden in front of the PR Room of Kotobukiya's Tamagawa Plant

Black-and-white 4x6 photo Grapes for wine ripened richly in Kotobukiya's Yamanashi Vineyard

Set of 2 black-and-white 4x6 photos of pot-stills, in which Suntory Whisky is distilled (Kotobukiya's Yamazaki Plant)

Set of 2 black-and-white 4x6 photos – views of barrels, "Storage of grape wine (Kotobukiya's Yamanashi Vineyard)"

Black-and-white 3x4-1/4 photo – Malting Plant

Set of 2 black-and-white 3x4-1/4 photos of Louis Forman and Michio Torii eating in Cafeteria

Black-and-white 3-1/4x4-1/2 photo of grapes being gathered for wine in Kotobukiya's Yamanashi Vineyard

Black-and-white 3x4-1/4 photo of Louis Forman and Mr. Koyama (Chief Engineer) at The Yamazaki Plant automated operations

Black-and-white 3x3 photo of an Old Suntory bottle in front of a cactus

Set of 17 black-and-white 3x4-1/2 photos of Louis Forman sightseeing, dining and Returning from Japan

Set of 18 black-and-white 3x4-1/2 photos of a Louis Forman tour of Tamagawa Plant

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- Black-and-white 3x4-1/2 photo of a Suntory necktie pin
- Set of 16 black-and-white 3x4 photos – scenes in a Japanese city
- Black-and-white 3x4-1/2 photo of Mr. S. Saito (manager of Design Sect.) and Mr. Yamato (staff of Design Sect.)
- Set of 24 black-and-white 3x4-1/2 photos of Louis Forman tour of Tamagawa and Yamazaki plants
- Black-and-white 4x6 photo Woman picking grapes for wine, in Kotobukiya's Yamanashi Vineyard
- Black-and-white 4x6 photo of whisky barrels under maturing stage
- Black-and-white 4x6 photo of malt steeping process of Kotobukiya's Yamazaki plant
- Black-and-white 4x6 photo of barrels of malt whisky stored in Aging Warehouse
- Black-and-white 8x10 photo of six people displaying Suntory products
- Set of 5 photos (2 color, 3 black-and-white) of a celebration [possibly to celebrate The introduction of Suntory into the United States?]
- Black-and-white 4x6 photo "The Monument" (The Finest Whisky Under The Sun) Attached to the wall of Kotobukiya's Yamazaki Plant, Malt-Production Plant
- Black-and-white 4x6 photo of barrels of malt-whisky stored in Aging Warehouse
- Black-and-white 4x6 photo of a forklift carrying a barrel in front of Aging Warehouse
- Black-and-white 4x6 photo - Original Yamazaki distilling plant is the old looking Building. A museum of "whisky" was to be established in the building soon.
- Black-and-white 5x7 photo – The vast Kotobukiya's Yamanashi Vineyard of more than 150 hectares, which has the biggest scale and the most efficient installation in Orient.
- Black-and-white 4x6 photo – The vast Kotobukiya's Yamanashi Vineyard stretched In five hills.
- Black-and-white 5x8 photo of Yamazaki Plant (Kotobukiya Ltd.) – located at the foot Of Tenoo Mountain in the western outskirt of Kyoto.
- Black-and-white 3x5 photo of Mr. Michio Torii.
- Black-and-white 3x5 photo of Mr. Keizo Saji, president of Kotobukiya Ltd.
- Black-and-white 5x7 photo of Louis Forman and 2 Kotobukiya Ltd. Employees, with Suntory products
- Black-and-white 5x7 photo of Mr. Shinjiro Torii, chairman of Kotobukiya Ltd.
- Black-and-white 3x4 photo of Louis Forman, geisha, and Michio Torii dining
- Black-and-white 5x7 photo of Mr. Keizo Saji, president of Kotobukiya Ltd.
- Black-and-white 5x7 photo "The Drying Tower" on Malt-Production Plant of Kotobukiya's Yamazaki Plant
- Black-and-white 3-1/2x5 photo of barrel-production section of Kotobukiya's Yamazaki Plant
- Black-and-white 3-1/2x5 photo – storing barrels for grape wine (Kotobukiya's Osaka Plant)

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**Suntory (folder 2)**

- Black-and-white 4x6 photo – “Aging Barrel” of Suntory Whisky
- Black-and-white 5x7 photo of Mr. Shinjiro Torii
- Black-and-white 3-1/2x5 photo – one of the Aging Warehouses at Kotobukiya’s Yamazaki Plant
- Black-and-white 3-1/2x5 photo – malt whisky under maturing stage (Kotobukiya’s Yamazaki Plant)
- Black-and-white 4x6 photo – Yamazaki Plant (Suntory Whisky Distillery) of Kotobukiya Ltd. Located in valley in western outskirt of Kyoto
- Set of 2 black-and-white 8x10 photos – views of Tamagawa Plant
- Set of 7 black-and-white 8x10 photos – aerial views of Tamagawa Plant
- Black-and-white 8x10 photo of Mr. Saji
- Set of 3 black-and-white 8x10 photos – views of bottle labeling process at Tamagawa Plant
- Black-and-white 8x10 photo of Tamagawa Plant
- Black-and-white 8x10 photo of machinery in the Tamagawa Plant
- 2 copies of a black-and-white 8x10 photo of Suntory products being unloaded from a ship (possibly the first shipment to the United States?)

**Michter’s**

- Black-and-white 2-1/4x2-1/4 photo of a person checking a stage of the distilling process
- Black-and-white 2-1/2x3-1/2 photo of distilling machinery and pipes
- Black-and-white 8x10 photo of Louis Forman and an unidentified person exchanging a Michter’s pot-still jug
- 2 black-and-white 8x10 photos, of a group of people around a Michter’s display (Louis Forman is on the far right)
- Color negative of Louis Forman sitting next to a Michter’s bottle and jug
- Color 8x10 photo of Michter’s cases, each with 12 bottles
- Color 8x10 photo of Michter’s whiskey jugs of various sizes
- Black-and-white 8x10 photo of a man at an outdoor event (possibly the 19<sup>th</sup> Bing Crosby National Pro-Am Golf Tournament – seems similar to other pictures from that event), drinking from a Michter’s jug
- Black-and-white 8x10 photo of Louis Forman and an unidentified man, with a Michter’s Container designed like the Liberty Bell
- 2 black-and-white 8x10 photos, of 2 men with a Michter’s “Liberty Bell” container on a stand
- Set of 10 black-and-white 8x10 photos taken during plant construction

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2 black-and-white 8x10 photos – views of the distilling process being monitored  
Black-and-white 8x10 photo of whisky barrels in a storage area  
Black-and-white 7x8 photo – aerial view of Michter's distillery  
Black-and-white 8x10 photo – aerial view of Michter's distillery  
3 copies of a black-and-white 8x10 photo of Robert Morris bottles being put into boxes  
Black-and-white 8x10 photo – exterior view of part of Michter's (Pennco) distillery  
Set of 6 black-and-white 8x10 photos – views of bottling of whisky  
Black-and-white 8x10 photo – group photo (April 1974 written on back), at an  
    Unidentified event  
Color negative of Louis Forman holding a glass  
Set of 2 color drawings of Pennsylvania Dutch hex signs  
Black-and-white negative of a Michter's display  
Black-and-white 8x10 negative and two black-and-white 8x10 photos, of McGuinness  
    PC "Best Entry Award"  
5x7 negative – putting whisky into barrels  
Black-and-white 8x10 photo of whisky processing tanks  
8x10 negative, of a bottle and glass in a padded box  
3 5x7 negatives of the above negative  
Black-and-white 8x10 photo of bottling process – putting caps on bottles  
Black-and-white 8x10 photo of a whiskey barrel storage area  
Black-and-white 3x3-1/2 photo of distillery machinery and pipes  
Black-and-white 3-3/4x4-3/4 photo – aerial view, possibly of construction at Michter's  
Black-and-white 5x7 photo – view out window at Michter's (possibly an aerial  
    View of a farm in distance?)  
Black-and-white 5x8 photo of an unidentified man working at a desk  
Black-and-white 5x8 photo of barrels outside Cistern Room  
4 black-and-white 8x10 photos of distillery machinery  
Black-and-white 5x7 photo of Michter's Distillery  
Black-and-white photo of ducts in distillery  
3 copies of a black-and-white 7-1/2x7-1/2 photo of barrel construction  
Black-and-white 8x10 photo of ducts and motors  
Black-and-white 3-1/2x4-1/2 photo – weighing of barrels  
Color negative and 8x10 photo – aerial view of Pennco, with a Michter's bottle pasted  
    On (the photo has been cut, then taped back together)  
Negative of 7 people standing on the steps of a building  
Negative – aerial view of Michter's distillery  
Set of 12 negatives of bottles

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**Michter's**

- Black-and-white 8x10 photo of George Buzzini and JoAnn Lynch during the 19<sup>th</sup>  
Bing Crosby National Pro-Am Golf Tournament
- Black-and-white 8x10 photo of Phil Harris and Bernice Hildebrand during the 19<sup>th</sup>  
Bing Crosby National Pro-Am Golf Tournament
- Black-and-white 8x10 photo of Tennessee Ernie Ford, JoAnn Lynch and Bernice  
Hildebrand during the 19<sup>th</sup> Bing Crosby National Pro-Am Golf Tournament
- Black-and-white 8x10 photo of Mike Souchak and JoAnn Lynch during the 19<sup>th</sup>  
Bing Crosby National Pro-Am Golf Tournament
- Black-and-white 8x10 photo of Arnold Palmer and JoAnn Lynch during the 19<sup>th</sup>  
Bing Crosby National Pro-Am Golf Tournament
- Black-and-white 8x10 photo of Dezi Arnaz, Bernice Hildebrand and JoAnn Lynch  
During the 19<sup>th</sup> Bing Crosby National Pro-Am Golf Tournament
- Set of photos in an air mail envelope
  - black-and-white photo of an unidentified man at a desk
  - black-and-white copies of a closeup of Louis Forman
  - color photo of Louis Forman and an unidentified man in front of liquor store shelves
  - color Polaroid of Michter's "Amish Decatur"
  - negative of Louis Forman closeup
- Negative of Louis Forman
- Black-and-white 8x10 sheet of 16 photos of Louis Forman
- Black-and-white 5x8 photo of Louis Forman (wider angle view of above negative)
- 2 black-and-white 3x5 photos of Louis Forman talking on phone (fall 1962)
- 4 copies of black-and-white 8x10 photo of Louis Forman
- 4 copies of black-and-white 8x10 photo of Louis Forman tasting Michter's whiskey
- Black-and-white 5x8 photo (with cardboard backing) of Louis Forman
- 2 black-and-white 9-1/2x12-1/2 sheets – Louis Forman
- Negative of an aerial view of Michter's distillery ('PENNCO removed from buildings'  
Is written on the envelope)
- Black-and-white 8x10 photo – exterior view of Michter's (may still have been Pennco  
At the time)
- Black-and-white 3x5 photo of Michio Torii and Louis Forman
- Black-and-white 8x10 photo – meeting of The Whiskey Brokers of America (1950s?)
- Black-and-white 8x10 photo – group photo of The Whiskey Brokers of America
- Color 8x10 photo – group photo of The Whiskey Brokers of America (1960)
- 3 black-and-white 8x10 photos – group photos of an unidentified group
- Black-and-white 8x10 photo – annual meeting of Independent American Whiskey  
Association, May 10, 1964

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**Photographs (transferred to Pictorials Dept.)**

**Michter's**

- Black-and-white 8x10 photo – annual meeting of The Independent American Whiskey Association (Sept. 15, 1965 is stamped on the back)
- Black-and-white 8x10 photo – group photo; the year and organization aren't identified, But it appears to be an annual meeting of one of the whiskey organizations in the Previous photos
- Black-and-white 8x10 photo of four men with Michter's "Holiday" whiskey (possibly At an annual meeting of one of the previous groups?)
- Black-and-white 8x10 photo – 30<sup>th</sup> annual meeting of Independent American Whiskey Association, May 5, 1968
- Black-and-white 8x10 photo – group photo, possibly an annual meeting of Independent American Whiskey Association; Louis Forman is seated next to back seat on left
- Black-and-white 5x7 photo – sealing of Michter's whiskey bottles
- Black-and-white 8x10 photo of Louis Forman and 2 unidentified men next to cases of Michter's whiskey
- 9 copies of a black-and-white 8x10 photo of Louis Forman and Robert C. Leach (general sales manager) in front of a small version of a billboard with a Michter's ad
- Black-and-white 8x10 photo of Louis Forman and 2 unidentified men in front of a small Version of a Michter's billboard
- Negative of a man checking ducts and motors (11/10/57 is written on the envelope)
- Negative of Charles Everett Beam (master distiller) in Weigh Room
- Negative of mills
- Negative of Fermenting Room
- Envelope, with 2 negatives and a black-and-white 3x5 photo, labeled "Negatives of Logansport Dist. Company"
- (4) 8x10 negatives – views of whiskey distilling process
- 2 negatives and 1 black-and-white 3-3/4x5 photo – views of whiskey distillation being monitored
- 11 copies of a black-and-white 6-1/2x9-1/2 photo – aerial view of Pennco distillery
- 2 copies of a black-and-white 6-1/2x8-1/2 photo – same aerial view as above photo
- 2 black-and-white 8x10 views of Michter's distillery, from different angles
- Black-and-white 8x10 photo – monitoring of Dumping & Reducing Tank

**Accession 2290**  
**Louis Forman**  
**Business Records**

**Louis Forman family & personal photos**

- 2 black-and-white 5x7 views of a man sitting on a bench (possibly Louis Forman's father, and possibly in Philadelphia); no date, but probably in 1940s – note the sailor at right, and Forman in uniform in other photos with similar buildings in the background
- 2 copies of a black-and-white 4x8 photo of Louis Forman in uniform, with older man (possibly an uncle?)
- 2 copies of a black-and-white 5x7 photo – group photo on a street corner, with some horse-drawn carriages in the background; the men on either end may be Forman's father and uncle, the others may be siblings.
- Black-and-white 5x7 photo of people sitting on a porch and steps
- Black-and-white 5x7 photo of 2 unidentified men sitting in a room
- 4 copies of a black-and-white 6x8 photo of people crossing a city street; Louis Forman is in uniform, others may be an uncle, a sister, and his father
- Black-and-white 3x4 photo of a dog and cat by a porch door
- Black-and-white 3x3 photo of a dog and cat by a porch door
- Black-and-white 3x3 photo – fuzzy picture of an unidentified woman
- Black-and-white 3x4 photo of a cat sitting behind a wrought-iron fence
- Black-and-white 4x5 photo of a barefoot girl poking her toes in the dirt
- Black-and-white 6x8 photo of a woman carrying some watering cans
- 3 copies of a black-and-white 4x6 photo of an unidentified woman in front of a mirror
- 2 copies of a black-and-white 5x6 photo of a girl in overalls looking at a pile of plant debris
- 2 copies of a black-and-white 5x6 photo of a girl, boy and woman in a yard
- Black-and-white 5x6 photo of a girl crying on a woman's shoulder, boy sitting nearby
- Black-and-white 5x6 photo of a barefoot girl running and crying
- Black-and-white 5x6 photo of a woman holding a hoe
- Black-and-white 5x7 photo of a woman holding a hoe, and a second woman reclining  
Nearby
- Black-and-white 5x6 photo of a barefoot girl and boy in a yard
- Black-and-white 8x10 photo of a barefoot girl and boy in a yard, with two women  
Sitting nearby
- Black-and-white 8x10 photo of a barefoot girl poking her toes in dirt, with two women  
Sitting nearby
- 2 copies of a black-and-white 8x10 photo of a boy in pajamas and robe, reading a comic book on a sofa
- Black-and-white 7x9 matted photo of a piece of wood in a field, 1974
- Black-and-white 7x9 matted photo – closeup of leaves on wood, 1974

**Accession 2290  
Louis Forman  
Business Records**

**Photographs (transferred to Pictorials Dept.)**

**Louis Forman family & personal photos**

Collection of small color and black-and-white photos in an envelope

Louis Forman

Louis Forman's sons

Man (possibly Marion Sevrin ?)

Lamp

Collection of negatives and photos in a yellow envelope

Unidentified men next to Leroux display

2 views of people at a race track

orchestra (Feb. 8, 1939 is printed on the back)

color photo of Louis Forman's sons

Black-and-white photo of one of Louis Forman's sons, March 1970

Black-and-white photo of Louis Forman

Color 5x7 photo of Louis Forman's sons

Color 5x7 photo of Louis Forman and an unidentified man (possibly a brother)

1 black-and-white 5-1/2x7 and 10 black-and-white 8x10 photos in an envelope  
labeled "Central Park Zoo, August 1945"