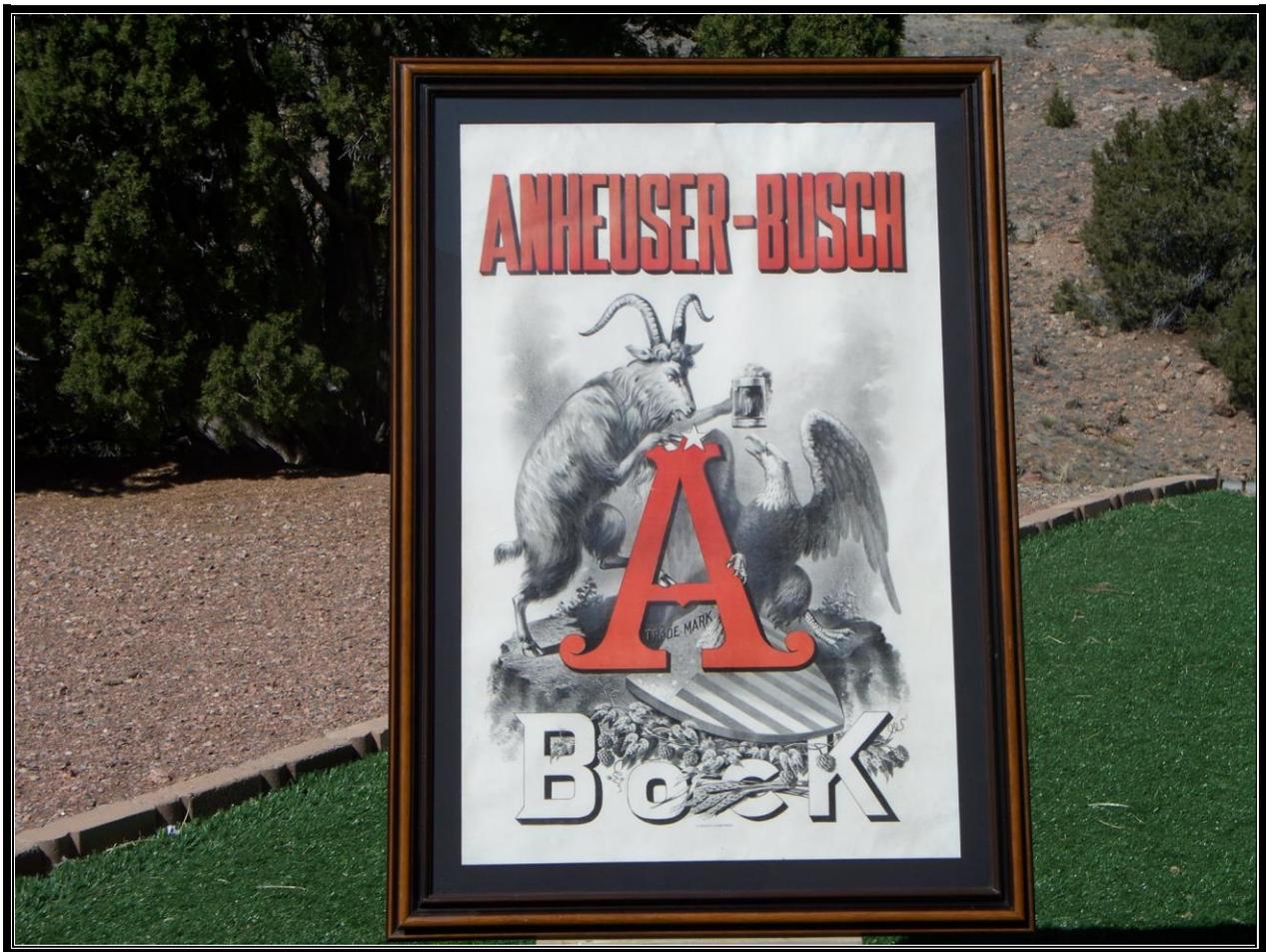


*Merry
Bocksters
Hoatzette*



The Official Newsletter of the Merry Bocksters Chapter
Brewery Collectibles Club of America
VOLUME #12 NUMBER #4 ISSUE #45 October 2013





**The GOATZETTE is the Official Newsletter of the Merry Bocksters Chapter Of
the Brewery Collectibles Club of America
www.merrybocksters.com**

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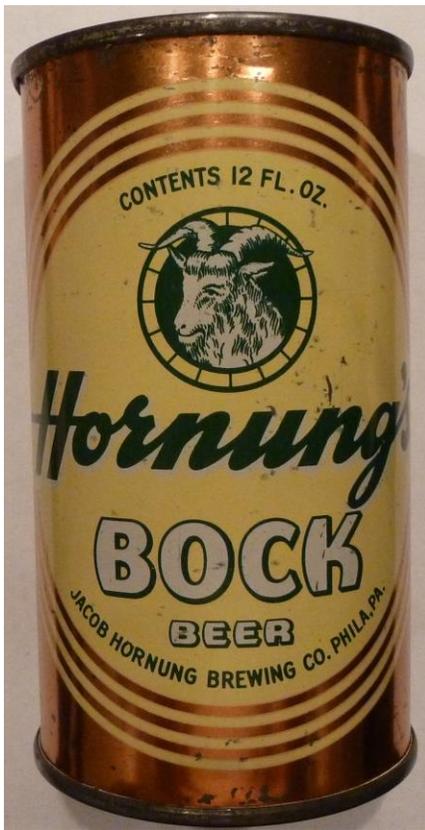
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VOLUME 12, NUMBER 4, ISSUE #45, October 2013

President's Message

I hope this newsletter finds everyone fully recovered from Convention. I know it took me a while after I got back. Wow, what a show! Tremendous turn out both in the number of BCCA members in attendance and in Bockster members at the meeting. The amount and quality of the cans and breweriana at the show was simply amazing! There was so much to see it was hard to take it all in. I don't want to rub it in but if you missed it...well, you know. And even more amazing was that you re-elected me as President! In fact, the entire leadership group was re-elected unanimously. In these times of "throw all the incumbents out," that's pretty surprising. Seriously, thanks to Paul Dodge, Joe Pac, and Steve Van Slyke for agreeing to take on their duties for another year. This great Chapter couldn't run without these guys doing a great job. And lest I forget, a big thank you to Dave Reed, our procurement chairman, for all the fine giveaways at the meeting. He found so much good stuff; we decided to hold back a few items for the member's only year-end raffle. So make sure your dues are paid up so you have a chance at those goodies.



I am pleased to announce that we decided at Convention to do another Super Raffle with yet another amazing bock can. And if you haven't looked already, take a peek to the left to see the beauty you can win. This Hornung's bock OI is one of only 5 quality examples known according to Kevin Lilek's book. It is non IRTP and very clean with just a few small nicks and spots. Tickets are going to be \$10 each and we will only print 1000 of them. We anticipate opening sales to Bockster members in good standing exclusively around year end and then rolling out general sales at the Blue/Gray show in February. We will then sell tickets at other shows up through Convention in Dallas next year. The winning ticket will be pulled at Convention and the winner does not have to be present to win. Many thanks to fellow Bockster Dale Rogalski for providing this can to the chapter for us to raffle off. I love these raffles as it gives everyone a chance to put an awesome bock can on their shelf while also raising a nice sum for the Chapter to use to buy bock items to give to members. Win-win! We will let you know when sales open and how you can purchase tickets. If any of you would like blocks of tickets to sell at your local shows, please let me know and I'll arrange to get them to you after the first of the year.

The next chance most of us will have to get together will be at the Blue/Gray show in February. This is a do not miss show for all the collectors and breweriana that shows up. It is also the scene of our annual bock beer tasting. So do whatever you need to do to get there and please bring some bock beer from your area to share with the group. Fresh beer is better beer but we do not discriminate against the elderly so bring any old bottles or cans of bock beer you might have laying around. We'll empty them for you! I hope to see everyone there!

Prost! Joe Older MB #105

Editor's Musings Kevin Dooley

Welcome to another issue of the Goatzette. If you missed Convention in Fort Wayne, shame on you. I picked up some truly incredible cans including something like twenty three quart cones, six new cones, and five really tough OIs. Unfortunately none of them were bock cans but there were too many excellent deals to pass up. The two night feeding frenzy out of the back of Senators Seeb's rental truck was a sight I will not soon forget. That was the feeding frenzy of all feeding frenzies. If you go to the Rusty Bunch website there are some videos of the event. It was truly amazing.

In this issue we have our usual President's message from Joe; John Dodge has a Secretary's Report; Steve Armstrong is back with his Bock in the USA column (Drewrys this time); Joe Pac has his usual eBock article; we have our Convention raffle results; and Bill Lester has provided us with some great pictures of his bock litho collection.

Until next month



Secretary's Report John Dodge

It was a great Convention in Fort Wayne this year. The attendance was really high and a lot of fun was had, by me. Congratulations to our chapter past President Robert Fondren for the fantastic job he did this past year as BCCA president. I guess being a past president of the chapter was good training for the BIG job he just completed. Way to go Robert! I was also happy to see a real nice turn out at our annual chapter meeting Thursday night. We had 30+ attendees at the meeting and we also picked up a few new members. Some real fine bock beers were provided for us by some of our thoughtful members; Thanks! The chapter officers all elected to stay on board into the next year.

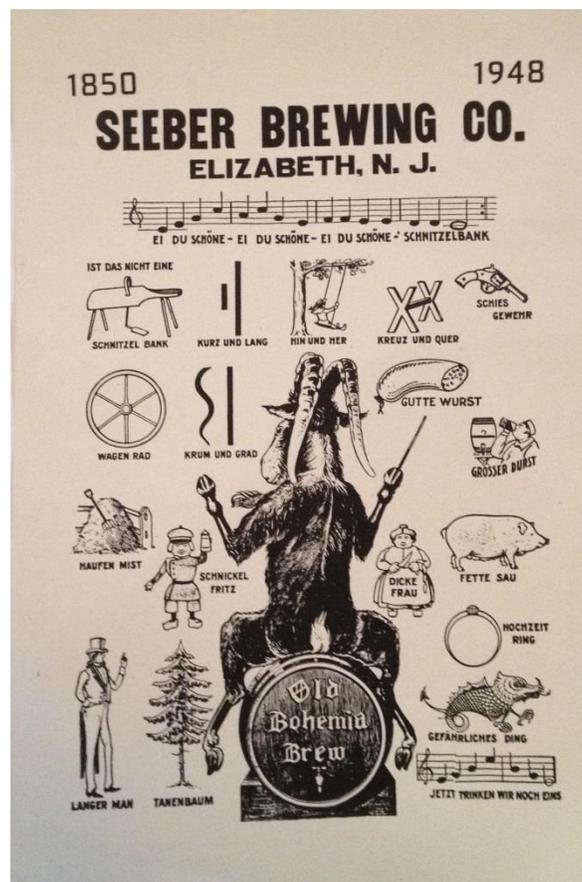
Please welcome Kent Barker from Troy, Ohio, Mike Rogan from Richmond, Virginia and welcome back Bruce Bennett from Fort Wayne, Indiana. Thanks to those who caught up on their dues and we even sold some shirts. As you have read our President Joe's column, we will be running another great Bock Can auction in the coming year.

At our meeting we raffled off over some great bock breweriana and there were over 15 lucky winners. I picked up a nice framed Bock Bavarian poster from PA.

For those of you who were not in attendance we will send out a notice on dues in the coming weeks. Special thanks to Bockster member Mark Oleske from New Joisey for providing a unique Bock piece from 1948 shown below. This is an old German beer drinking ditty from long defunct Seeber Brewing Company in Elizabeth, NJ. Notice the maestro leading the song, a beautiful Goat sitting on an Old Bohemian Brew beer barrel. I don't speak German but I still think it is a great piece. Blue Gray is only four months away; it will be here before we know it.

Cheers and Beers,

Paul Dodge



Bock In the USA

By Steve Armstrong

Since the BCCA CANvention was held in Indiana this year, I thought I would continue with a few more bock labels from Indiana. The Drewrys Brewing Company had several locations including both South Bend, Indiana and Chicago, Illinois. Quart labels are featured in this installment of *Bock in the USA*.

Historical information on the Drewrys LTD brewery can be found on the internet. Here is a quick summary of what I found available on the World Wide Web.

Standard,” “Bavarian,” “Arzburg Export and “Silver Edge” were among the brands of beer made at Muessel’s Brewery. Christopher Muessel, son of a brewer from Arzburg, Germany, came to South Bend to establish a brewery. In the 1860’s he purchased land off Portage Avenue that would become his brewery, Muessel Park, Muessel School, and home lots. His brewing company was formally incorporated in 1893. When Christopher died in 1894 his sons and grandsons took over the business. New buildings with the latest equipment were constructed, including the one-story office building after 1900 and the large brewing building of 1911, both of red pressed brick with white stone trim.

After a full shut down during Prohibition, the renovated brewery reopened in 1933. The boiler room had been enlarged, a new bottling plant was erected, and new storage cellars were added. But, due to inexperienced management, the brewery did not prosper, and was purchased by Drewry’s Limited of Canada in 1936 to become the largest distributor of any of the South Bend/Mishawaka breweries. In June of 1972, G. Heilman Brewing Company of Wisconsin bought Drewry’s from its parent firm; and brewing at the South Bend plant ceased in September of that year. The brewing building and office building are still on Elwood Avenue. Taken from: Northern Indiana Historical Society, <http://centerforhistory.org/learn-history/business-history/muesseldrewrys-brewery>).

From Wikipedia, the internet free encyclopedia comes the following: Drewrys Extra Dry was originally a brand of [Canadian beer](#), brewed for most of its history in [South Bend, Indiana](#). The brand originated in 1877. Besides its [Canadian](#) connection (sometimes sporting a picture of a [Mountie](#) on cans or labels), the main Drewrys claims to fame were that the beer was "more flavor; less filling; more fun!" years before the popularity of [light beers](#), and also (with the advent of lighter aluminum cans) that a can of Drewrys would float in water, rather than sinking to the bottom of a bucket or tub.

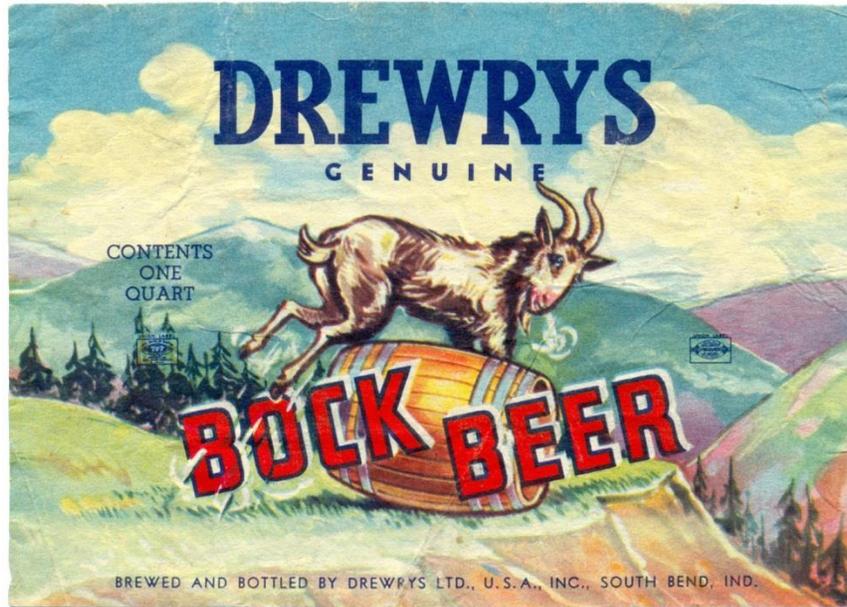
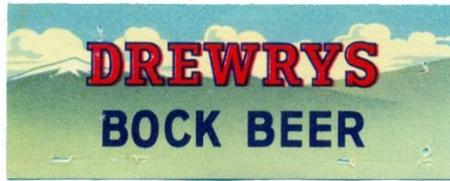
Other themes employed on Drewrys cans included [sports](#) scenes, and also [zodiac](#) graphics and trivia.

The South Bend-based brewery was merged with Associated Brew Co. in 1963, making the Associated/Drewry’s plants one of the largest breweries in the U.S. The plant was sold to [G. Heileman Brewing Company](#) of [La Crosse, Wisconsin](#), in 1972. Heileman eventually chose to close the plant. The last cases of beer left the South Bend plant in November 1972. Heileman owned the brand until it was sold to the Evansville Brewing Co. of [Evansville, Indiana](#). This plant was closed in 1997 and the brand was bought along with others by [Pittsburgh Brewing Company](#), though it was never manufactured.

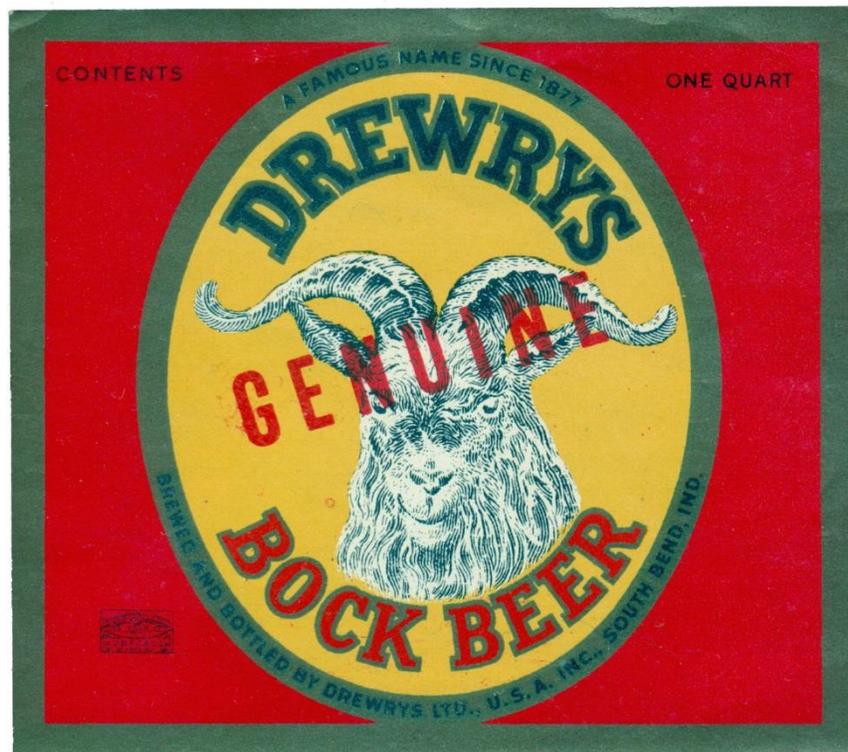
Though Drewrys labeled beer last produced in 1997, Drewrys was purchased in 2011 by [Chicago](#)-based entrepreneur, Francis Manzo. The city of South Bend will be the site of launch for the rebranded beer as this was the location for Drewrys largest operation. Production is slated for 2013.

For the Press Release associated with this 2013 effort, point your internet browser to: <http://blogs.etruth.com/hopnotes/2013/01/07/drewrys-brewing-company-to-return-to-south-bend/>

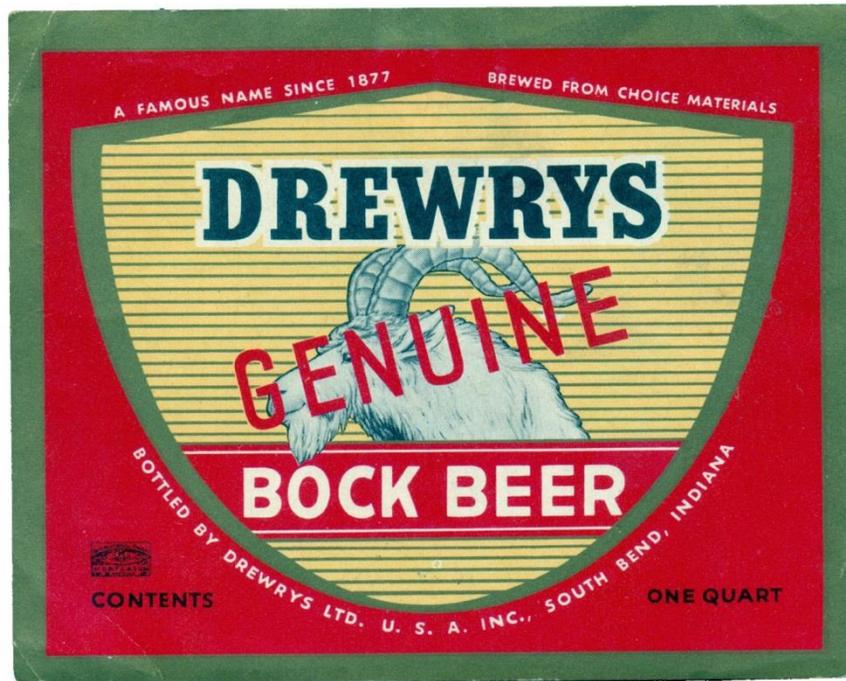
And now for the labels. This first set is from the South Bend, Indiana operation.



This label is 4 1/2" x 3 1/4" in size. I believe this is the oldest of the labels featured in this column. This label also features a goat jumping over a barrel...something I've not seen on bock labels before.

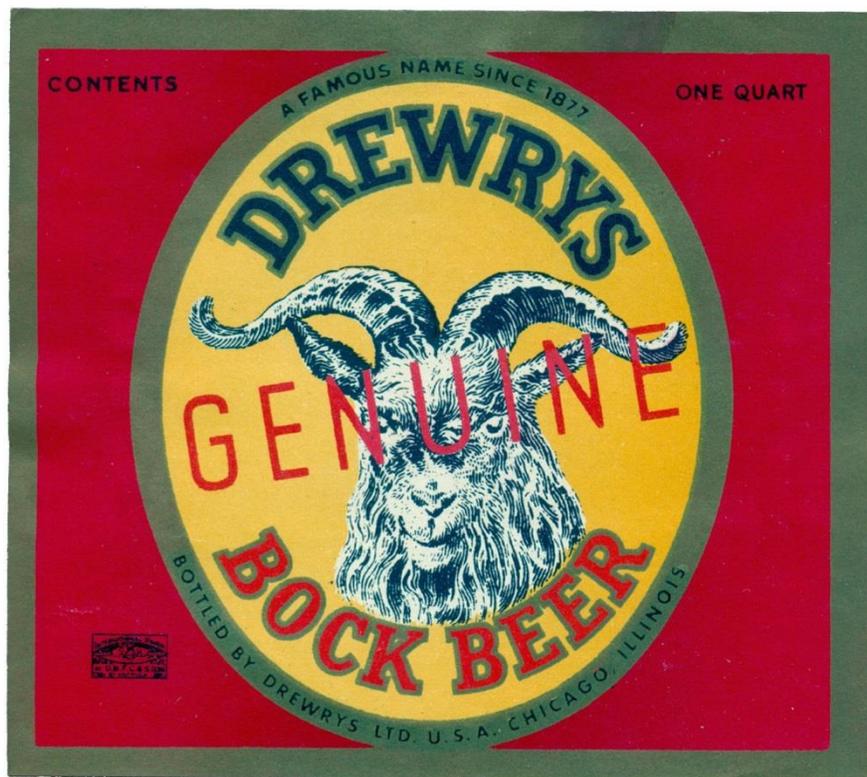


This label is 4 1/2 " x 4" in size. The goat on this label resembles goat designs used on pre-prohibition as well as IRTP bock beer labels. However, this is not an IRTP label.

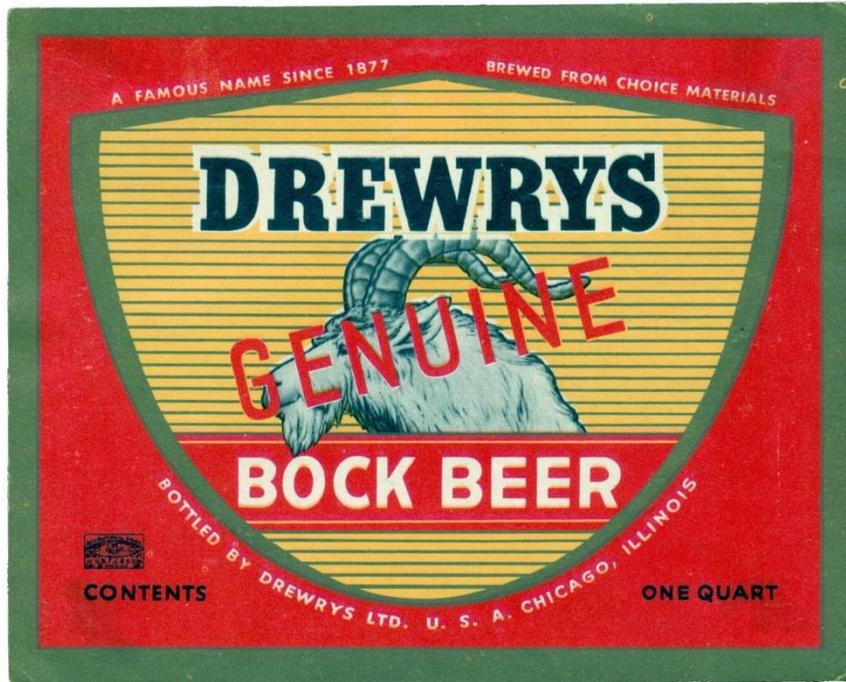


This label is 4 1/2" x 3 5/8" in size. I believe the design on this label is the most recently used label.

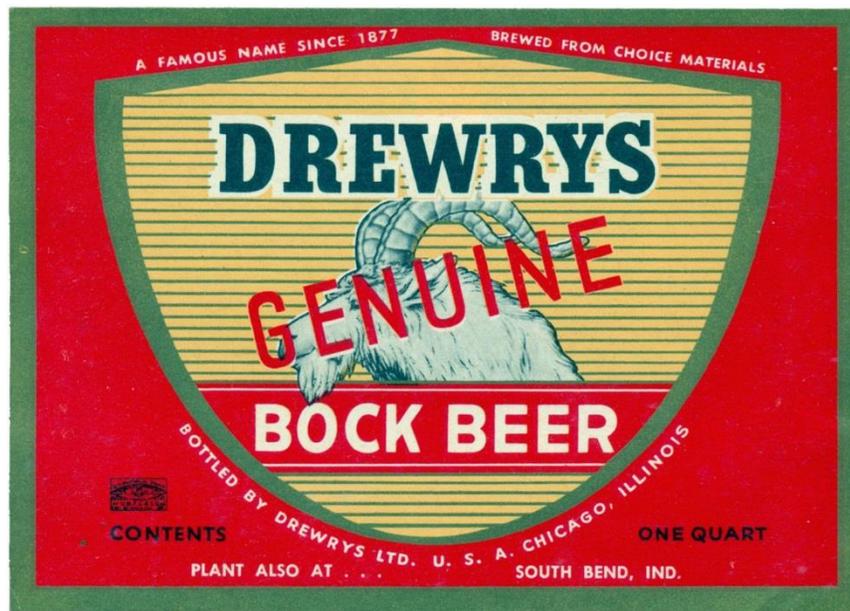
The Chicago labels are all very similar in design as those from South Bend as you will see below.



This label is 4 ½” x 4” in size. It is exactly the same as its South Bend counterpart except for the breweries location. The printers mark in the lower left corners of both labels are also the same.



This label is 4 ½” x 3 5/8” in size, the same as the one issued for the South Bend plant.



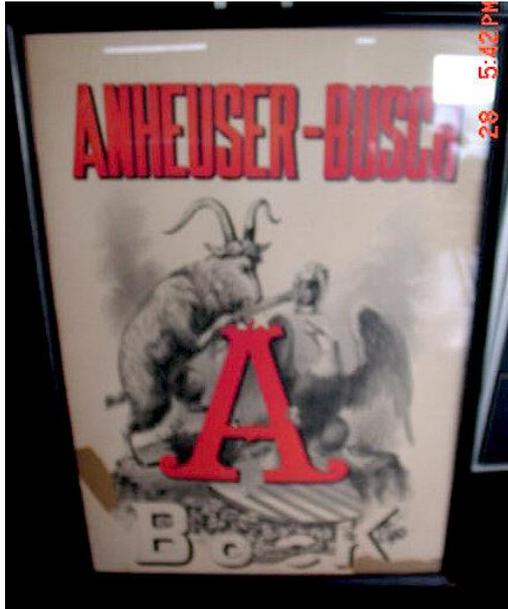
Again, this is the same physical size label as the previous version above. There is a minor variation to this label as it lists Chicago as the primary brewery location with a plant also at South Bend.

There are many other Drewrys Bock beer labels, both from the Chicago and South Bend locations. Many have the same designs but list different cities or they may have alcohol content variations.

e b o c k
o o k

from Joe Pac

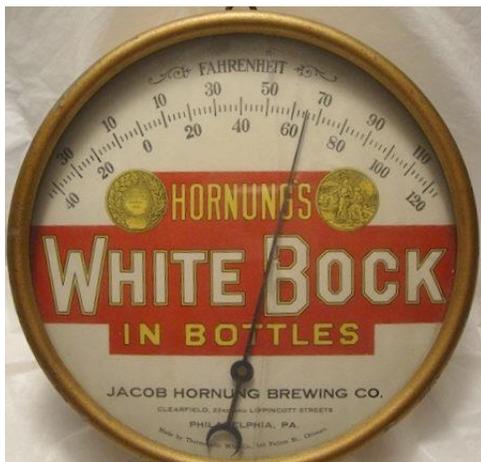
Some more items from recent eBay auctions for your enjoyment



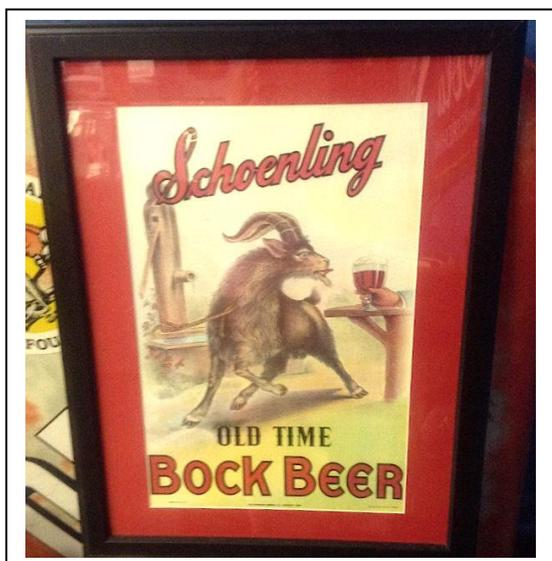
1890's Anheuser Busch Bock Litho

Overall condition is acceptable with a couple of pieces that are missing along the edges. The one on the side is 2" x 5-1/2" & the one on bottom is 6-1/2" x 1- 3/4". It appears to be glued to a board but not sure. Frame is 26-3/4" x 37-3/4" and it looks like the piece is about 25-1/2"x 36-1/2". It is marked A. HOEN & CO. LITH. BALTIMORE.
Winning bid \$1,300

Fox Head Bock Can
Waukesha, Wisconsin
Advertised as in extremely nice condition, but there are a few flaws. Bottom opened with a very clean top. Winning bid \$240

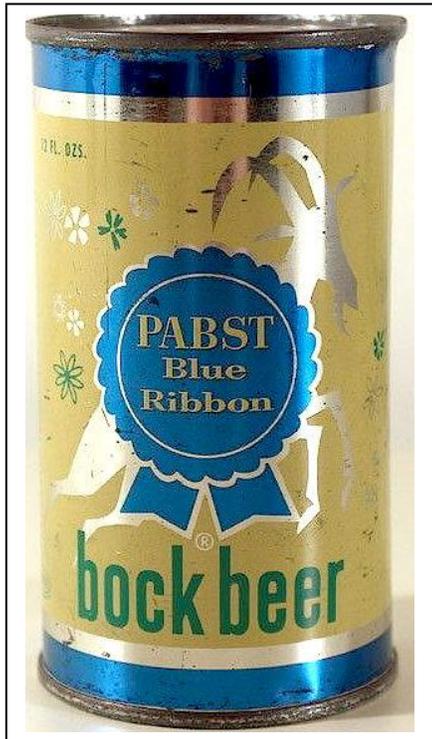


THERMOMETER WHITE BOCK BEER
JACOB HORNUNG BREWING CO
Gold colored metal with some chips in paint.
Glass face is cracked & could be repaired.
Measures 7-1/2" diameter.
Works, but not sure if accurate.
Took \$270 to win it.



**Schoenling Old Time
Bock Beer Litho**
In good shape, has been framed.
Great color and content.
100 % original and hard to find in
This shape. Measures approx.
26" x20". Winning bid \$129

**PABST BLUE RIBBON
BOCK BEER CAN ~~ LOS
ANGELES, CA**
In very nice condition with
vanity lid. USBC 109-36.
Winning bid \$224



**Hacker schorr
"Mai Bock" beer
tap handle.**
New without box.
Never used,
never displayed.
Handle features a
red-eyed stag.
Won at \$203



Krueger Bock Crown
\$19 winning bid.

Merry Bockster Chapter Meeting Raffle

A superb raffle was conducted during the annual chapter meeting at Convention 43 in Fort Wayne.

All of the items were obtained through the fine efforts of Dave Reed.

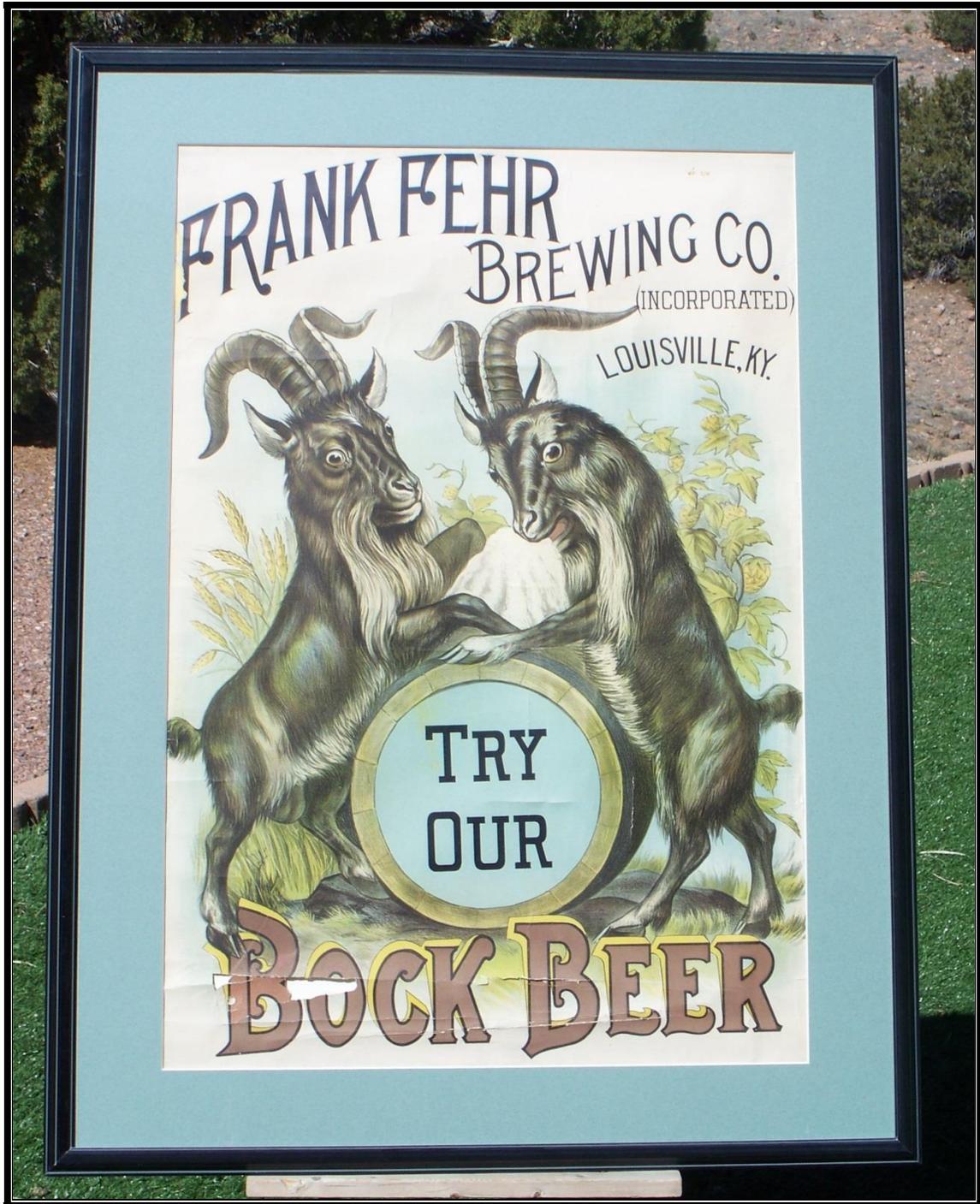
Many thanks to Dave for doing some smart shopping in acquiring the Bock items.

<u>Items</u>	<u>Member #</u>	<u>Member name</u>
Pabst Bock Flat Top Can (112-8 Milwaukee) A1+	188	Bruce Bennett
Old Crown Bock Flat Top Can (105-20 Ft. Wayne) A1+	47	Ronald Jankauskas
Hornung White Bock Wooden Beer Case	189	Jay Martin
Bavarian Bock Beer Litho (1941 Gamse) (non-framed)	122	Paul Dodge
Kaiers Old Time Bock Beer Litho (framed)	50	Joe Paczkowski
Drewrys Bock Mini-Schnitzel Bank Adv.	77	John Kottemann
Schmidt's of Philadelphia Bock 6-Pack Throw-a-way bottles	25	Tom Hull
Three (3) Cincinnati Bock Fest 2013 Mini-Posters (non-framed) (Signed by artist)	104	Tim Hornseth
	94	Joe Radman
Six (6) different "Bock" Beer Coasters	<u>Two (2) each to:</u>	
Eichler's Bock	44	John Coughanowr II
Gunther Bock		
Ortliebs Bock Ale	191	Dave Wendl
Hornung's White Bock (Octagonal)		
Hornung's White Bock (Round, version 1)	178	Tom Ratkovich
Hornung's White Bock (Round, version 2)		
<u>ADDITIONAL PRIZES</u> (from Anonymous donors)		
Acme Bock Sticker	163	Joe Podsiadlik
Pabst Bock Poster	190	Mike Rogan
<u>OTHER PRIZE</u>		
Merry Bockster Shirt	35	John Ferguson

Three (3) items (below) will be raffled off to our membership over the Holiday season. Winners will be notified and the results will be published in our January 2014 Goatzette

Eastside Bock Flat Top Can (58-22 Pabst, LA) A1+
 Canadian Ace Bock Flat Top Can (48-16 Chicago) 1+
 Bavarian Bock Beer Litho (1948 Gamse) (non-framed)

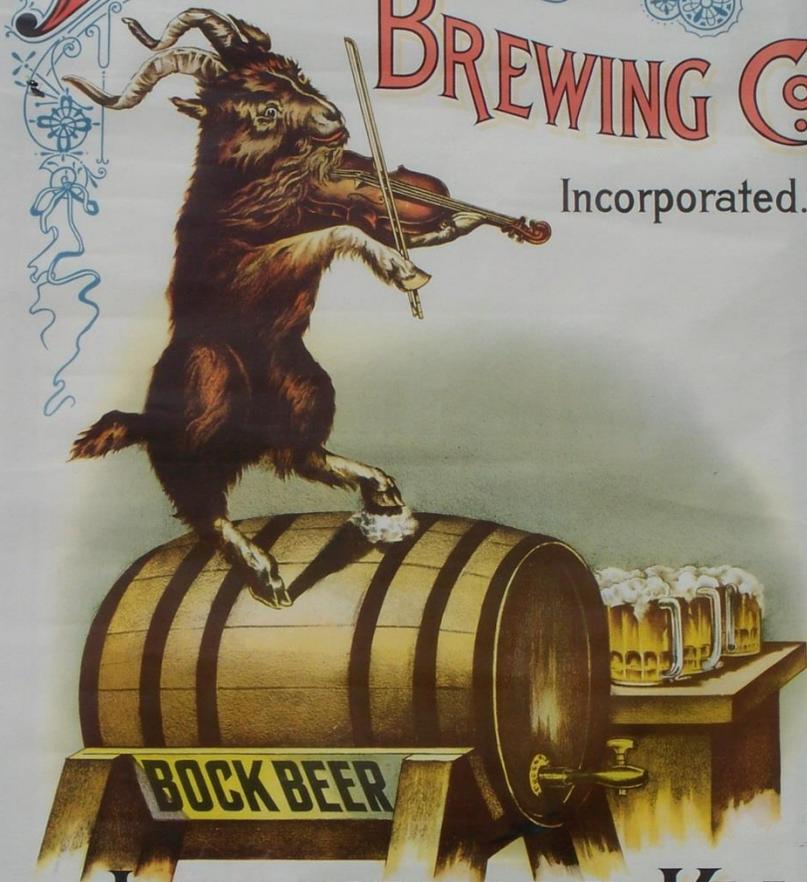
**Bock Lithos Courtesy of Bill Lester
This Issue Featuring Frank Fehr Brewing Co.**



FRANK FEHR

BREWING CO.

Incorporated.



LOUISVILLE, KY.

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FRANK REHR

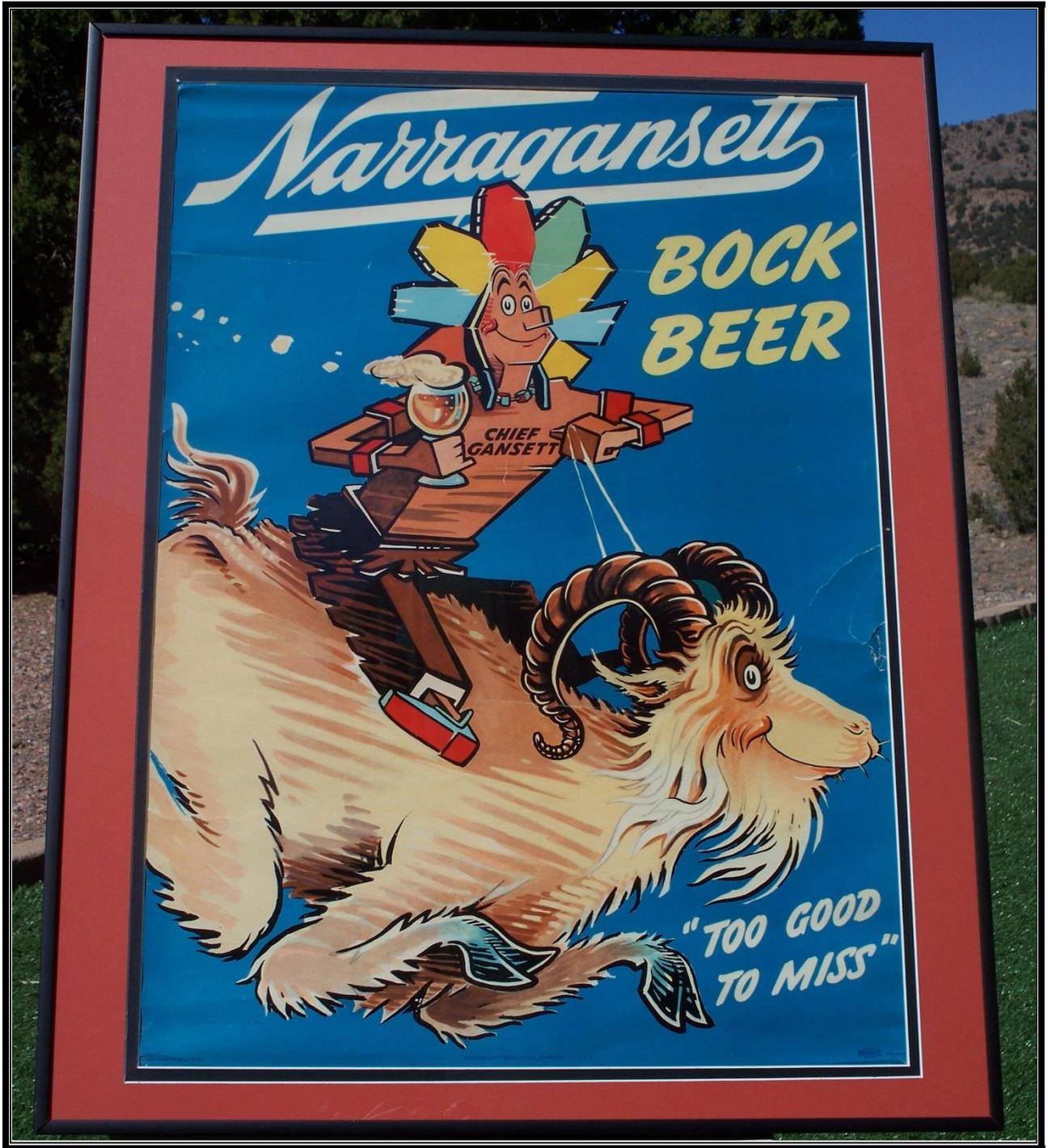
BREWING CO.

LOUISVILLE
KY.



BOCK BEER

This is My Personal Favorite of Bill's Lithos





It's Here!!!!

It's Here!!!!

Yeah!!!!

Kevin Dooley
200 Clarkewoods Road
Athens, GA 30607