

The Official Newsletter of the Merry Bocksters Chapter  
**Brewery Collectibles Club of America**  
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This picture was taken in London, England at a Winterfest Carnival my family attended back in 2013 that had a German theme. Never did figure out why the German theme but loved this sign. Unfortunately they were not serving bock beer although the goat sure looks like he's had a few!



**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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## **TABLE OF CONTENTS**

Cover, Joe Older.....	1
Chapter Masthead & Contents.....	2
President Message, Joe Older.....	3-4
California Bocks.....	5-10
Bock in the USA, Steve Armstrong.....	11-12
eBock, Joe Pac.....	13-15
Back Cover.....	16

## President's Message

Spring is here (at least as I write this) so I hope you've had a chance to sample some bock beer since this is the traditional season for its release. And I also hope you've added something bock related to your collections. I sure did but more about that a little later. I also hope you've been able to attend a show or two this Spring as that is the best way to add bock items to your collections and reconnect with other collectors. Nothing like the comradery of a show.

One of the shows I was able to attend was the Spring Thaw show in Pennsylvania this past April. What a great show! Nice, clean hotel; well stocked hospitality rooms; organized activities by hosts Larry Handy and Jeff Lebo; and lots of collectors. The weather was very cooperative which made it even more enjoyable. The hotel layout is pretty conducive to room to room trading and the hosts seemed to place like minded collectors together. The trade floor was very good size and has some room for expansion. I believe they sold over 200 tables this year. Because I flew to the show I was very limited on what I could bring but still managed to sell/trade the most cans I've ever done at a show. I also got to visit Jeff Lebo's house of cans which is truly amazing and something all collectors need to see at least once. There was so much going on at the show we never found time to do our bock beer tasting so I'll still have that Congress Bock available for next year. It only gets better with age, right?

We did hold the drawing for our Super Raffle #4 can, the Hornung's Bock at the Spring Thaw show. Here is the winner holding his prize:



You might recognize him as the lucky winner was.....yours truly! It sure was a surreal experience to be handed the ticket (which someone else drew out of the box!) and announce the winner in front of everyone and see your name on it! Super excited to win but sure didn't want to gloat in front of everyone. As I mentioned, I sold the most I ever have at a show and plowed some of those proceeds into more raffle tickets. The winning ticket was one I purchased at the show so it really can payoff to attend shows! So yes, I did manage to add a bock can to my

collection this spring. Thanks to everyone that helped with the raffle by purchasing tickets and especially helping to sell tickets. Speaking of selling tickets, the (non officer) Bockster that sold the most tickets and claimed the Schmidt's Bock can as his prize was John Fergusion. Thanks for helping the chapter John! And a special thanks to Bockster Dale Rogalski for providing the Hornung's Bock can and extensively working with us on the price.

As I mentioned last issue, it's almost time to be getting ready for Canvention in Milwaukee this September 2-5th. If you are thinking of attending, please don't wait any longer to get your room reservation in as I've heard they are already filling the overflow hotel since the main one is already full. It is going to be a monster show! We'll have our usual chapter table so please plan to work at least an hour to help us out. We'll also have our annual meeting at the show so plan to attend that too. Maybe you'll be the one to walk away with a prize this time! We'll have officer elections too so please think about giving back to the chapter and taking on a leadership role. It's really not that much work so if you have any questions about duties, just drop me a line. My current plan is to run for president again but some recent health issues could change those plans. And we could really use a better editor for the Goatzette because the current one is always late putting it out....

Prost! Joe Older MB #105



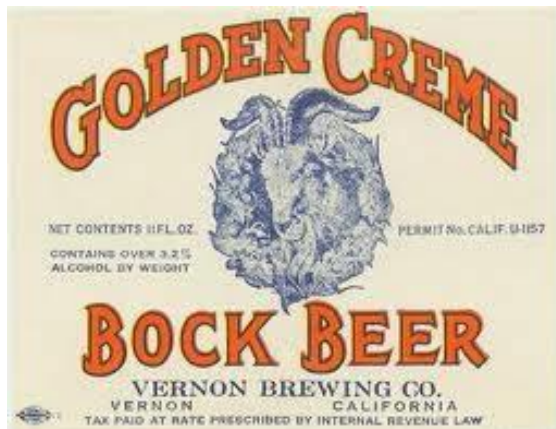
# CALIFORNIA BOCK BEER CANS

By Dan Scoglietti

This is an article I wrote that first appeared in the October 2004 issue of the Goatzette. Since it is Spring time, which is bock beer season and it has been 10 years, I thought maybe its time to revisit and up-date the article with better pictures of the cans and some bock bottle labels. I included some tab tops this time and even a craft can!

For the beer can collector, collecting California beer cans is quite challenging when one considers the vast number of cans produced in the state with so many different brand names and variants. Couple that with the rareness of some of the cans and it is virtually impossible to collect them all. California is in the top 3 or 4 as far as states that produced the most beer cans. That list would also include Pennsylvania, Illinois, and New York.

If there was one area where California was lacking, it has to be bock cans. I count only 9 brand names from the 1950's to the 1960's. Brewers started canning their bock products shortly after the introduction of canned in January 1935. California was a late comer to putting bock beer in cans and I do not know of any IRTP (Pre-1950) California bock cans. If there were ever a pre-WW2 Californian brewer to put their bock product in a can, three come to mind, San Francisco Brewing Company and General Brewing Corporation both from San Francisco and the Vernon Brewing company bottled their bock beer products and both started canning around 1936. General Brewing Corporation, produced Lucky Lager bock shortly after prohibition ended. San Francisco brewing company also made a bock beer of their flagship Burgermeister beer. If such a can was discovered , it would one of the most sought after cans ever! A Golden Crème bock cone top would be the most expensive bock cone top ever! One can dream right???



Below are the California bock cans that I know of. I conferred with renowned King of California can specialist Roy Nelson (Roy has probably one of the two best collections in California) for help on the rareness ratings. I will not include the dubious Pilsengold bock as I don't believe it is a real can; if you twisted my arm I would say a artist mock up rendition at best.

In the first article, I did not know of any California brands that had "BOCK" stamped on the lid, but since then, one did show up.....an Alps Brau from Grace Brothers Brewing of Santa Rosa

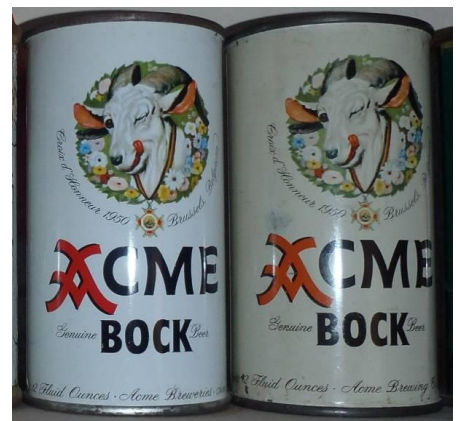


which has Dark Bock stamped on the lid (in similar font of the GB dark Bock cans). This is the only example I know of.

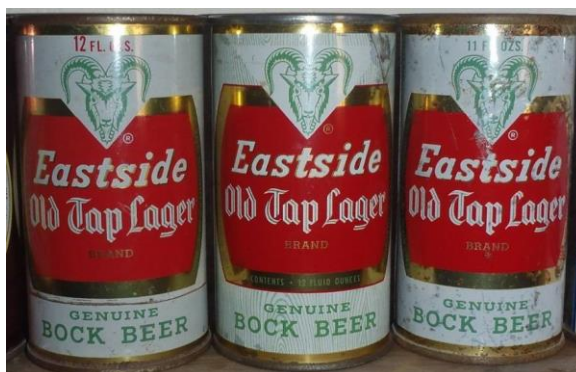


Blatz Bock USBC 39-1 11oz can R6. Large find of them in the 1970s but all have been absorbed in collections and rarely come up for sale. Blatz Bock USBC 39-2 is in great demand due to the large number of Bock, Blatz and Pabst collectors. I scored a 6 pack including the holder off ebay shortly after the article came out and those 6 were the only ones I've seen since. I had no trouble getting \$300 each and they went fast!

Next would be the 4 Acme bock cans....2 different labels but both from San Francisco and Los Angles (Vernon). In my opinion the San Francisco cans are harder to come by and I never saw a Los Angeles variants without the Vernon reference. R6 on the "shield" cans (up to \$1000 on grade) and R5s on the "Happy Goat" cans (\$300-400).

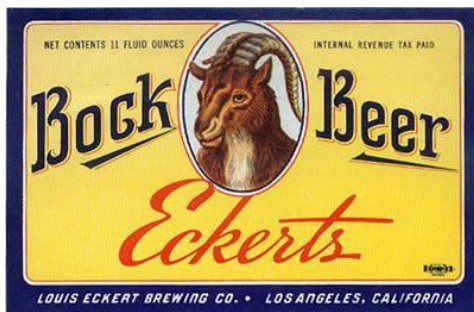


The Eastside bocks make an interesting set with the Zobelein's Eastside the grand-daddy of all California bock cans because of its killer graphics. If there ever was an IRTF California bock can, it could be this variant as this can made its debut in 1950. But one has never shown up. This can is seldom seen at shows but with enough patience they do show up. An On-grade example could command over \$2000! My brother dumped a few of these years ago.



The middle can is arguably the rarest California bock can R8 .....just try to find one! It was a short run from the Los Angeles brewing company before Pabst bought them out and very similar to the can on the right except that one is from Pabst Brewing Company Los Angeles . A large find of the Pabst version show up at an ABA National some years ago and most of those had their lids cut out. It's an R4 but brings in \$150-200 all day long.

Next would be the Eastside Old Tap bock , all from Pabst Brewing Company of Los Angeles ...All are readily available R4 and a slight rarity edge goes to the 11oz can R5.



The goatless wonder Einbock is a common Maier can from the late 60s , early 70s and comes in 2 variants, the common yellow tint and a more difficult white version. The Goebel bocks make a nice pair. Both cans also come out of the Michigan brewery as well. Both are moderately difficult to acquire and much harder to find in on-grade condition R7/R5.

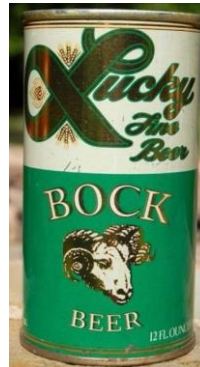
7 cans total from Grace Brothers brewing Santa Rosa CA and one from Maier Brewing, Los Angeles. 2 metallic version and 2 enamel versions of the Dark and Bock cans...the metallic versions as common \$100-200 while the enamel variants are unique R-9. There is supposed to be a pink goat variant but I've never seen it.





The first 2 cans of the Dark Bock have 12 fluid ounces top face but different fonts on the bottom R4s. The 3rd can is as common as the other 2 without the 12 fluid ounces top face and the fourth can is silver and not gold from Maier Brewery, Los Angeles.

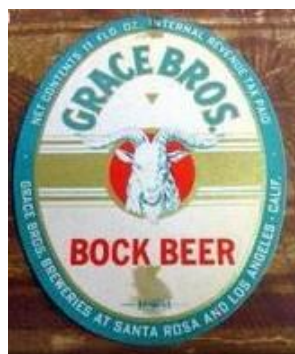
To the right are 2 1970s Lucky bock tab tops from San Francisco. The green can is \$15 all day long and the aluminum can is very common \$1.



A mid-1930s Lucky Bock beer label.



A pre-1950 Grace Brother bock label. It would have made an attractive can. Their marketing department choose to go with a Red, Black and Gold design for their cans.



In 1953, Pabst acquired the old Los Angeles Brewing company plant and Eastside beer brand names and began brewing Pabst Blue Ribbon for the Los Angeles market, which lasted until 1979. First can on the left is one of the harder to find R-6. A large find of the 2nd can showed up some years ago at a LA show, R5, most of those had the lids cut out. The 3rd can comes both as a flat, zip and a tab and the fourth can is a tab. These last two white background cans are relatively common and can be found without too much effort.





The first 2 cans below are from Regal Amber brewing SF CA. One of the toughest of the Regal bocks, the only Regal PALE bock can R7 2nd can R5. Can 3 and 4 are the same except #3 has a cursive font mandatory and can 4 has a printed font mandatory R4

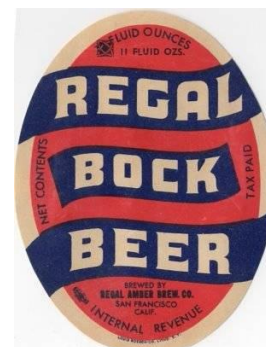
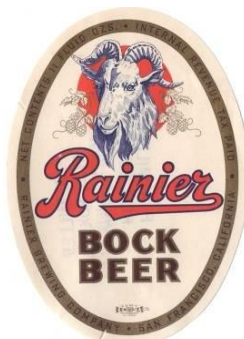
“Now for the Regal Feeling” bottom face R5 and 2 different 11 ounce cans, enamel and metallic both R5s.



“Now for the Regal Feeling” bottom face R5 and 2 different 11 ounce cans, enamel and metallic both R5s.



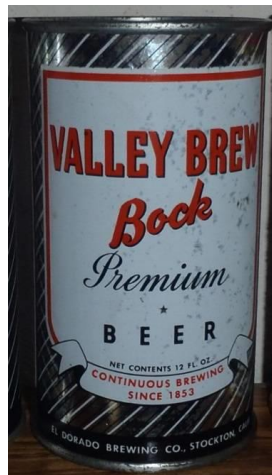
Here are a couple more woulda , coulda , shoulda cans!



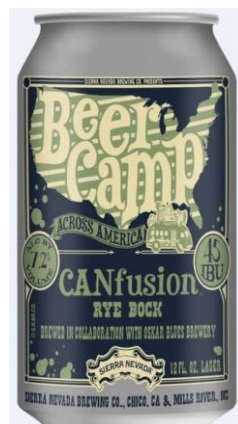
Rounding out the last of the Regal Bocks is this trifecta. Can number one, I paid .75 cents about 20 years ago and it pains me to spend more money on an upgrade. An indoor example just sold for \$350 on ebay. The middle can is the toughest and I've seen examples go for \$750. The last can is no slouch either, it comes in Flat top R7 and Zip top R6.



This 1955 Valley Brew Bock from Stockton CA is a one trick pony as it's the only bock can from that brewery and it went out of business shortly after its release making this one a toughie R6.



The only California bock craft can I could find, Beer Camp from Sierra Nevada in Chico, CA in cahoots with craft canning pioneer Oskar Blues.



# Bock in the USA

By Steve Armstrong

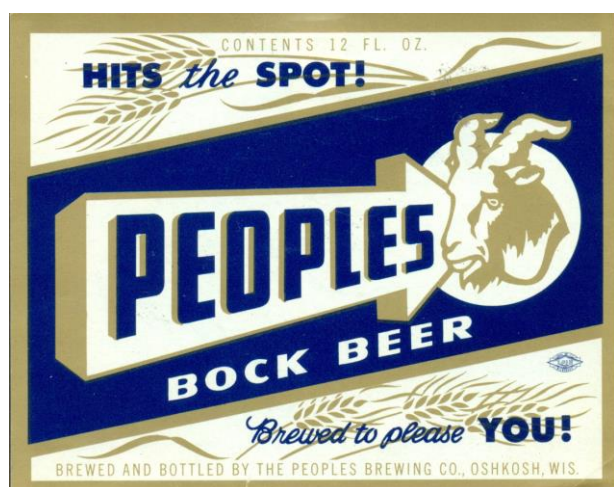
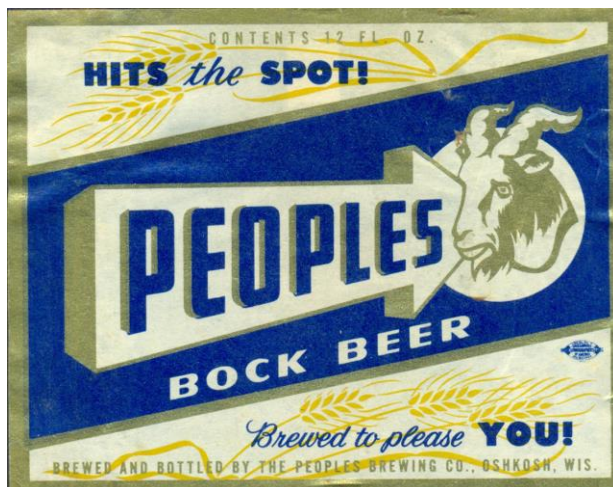
Hope everybody had a good spring and enjoyed some bock beers. Summer is pretty much here but I still have several different bock beers in my fridge waiting to be sampled. The breweries in Wisconsin and Maryland produced many bock labels over the years but there is only enough room to feature a few in this issue. So on to the labels....

According to *American Breweries II*, the Peoples Brewing Co. of Oshkosh, WI operated both during pre-prohibition (1911-1920) and post prohibition (1933-1972). The Brewery produced malt beverages during the prohibition years. The oldest of the labels featured here dates to the 1930s as it has both the IRTP statement as well as the U permit (required on labels and other packaging from ca. 1933-1936). This label is 4 ½" x 3" in size. It is a stock label design (No. 302) that was then imprinted with the Peoples Brewery information. According to the Wisconsin beer label book by Bob Kay, Tye Schwalbe, John Steiner and Herb Page titled: *Wisconsin Beer Labels the First 75 Years*, this label has a value of up to \$35.00.



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The next two Peoples bock labels are nearly identical. Both are 3 ¾" x 3" in size. The major difference is the gold printing on the labels. Both are for 12 oz. bottles and the mandatory information along the bottom edge says Brewed and Bottled by the Peoples Brewing Co. Oshkosh, Wis. The gold on the first label is metallic or gilt while that on the second label is "flat." Another very slight difference is in the position of the *Brewed to Please YOU!* statement. The older metallic gold label has this positioned lower than the "flat" gold label. The metallic gold also seems to be a bit more subtle and less pronounced as the flat gold label.





The next group of labels comes from the Cumberland Brewing Co. of Cumberland MD. According to *American Breweries II*, the Cumberland Brewing Co. began operating in 1890 and then closed in 1920 for prohibition. The operation reopened in 1933 and then closed for good in 1969. Between 1958 and 1969 this brewery was a division of the Queen City Brewing Co. also of Cumberland, MD.

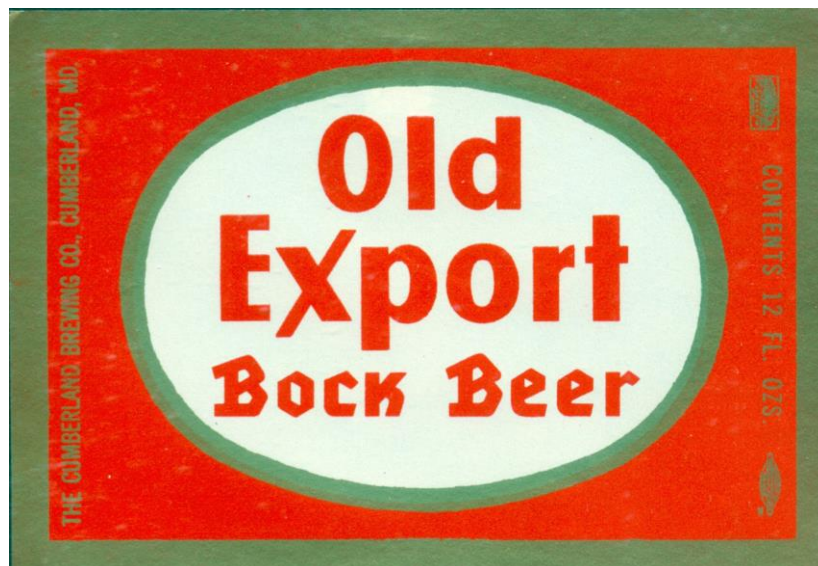
The first two labels are nearly identical. Both are 4 1/4" x 3" in size. Their differences are in the fine print within the metallic silver along the edges of the labels. The older of the two labels has the IRTP statement along the right edge, contents 12 fluid ounces along the left edge, Better Bottled Beer along the top and the brewery information along the bottom. Bob Kay has this label pictured in his *East and Southern States* label book and categorizes it within the "less common" category with a value of \$5-\$25.00.



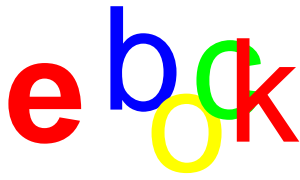
The second label does not have the IRTP statement. The contents statement has moved to the top while the right and left margins are blank. The brewery information remains along the bottom edge.

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The final Old Export Bock label is probably from the 1960s as labels were generally becoming less graphic and somewhat dull in overall design. This label is 4 1/4" x 3" in size and is for a 12 ounce bottle (fine print along the right edge). The brewery information is printed along the left edge of the label.

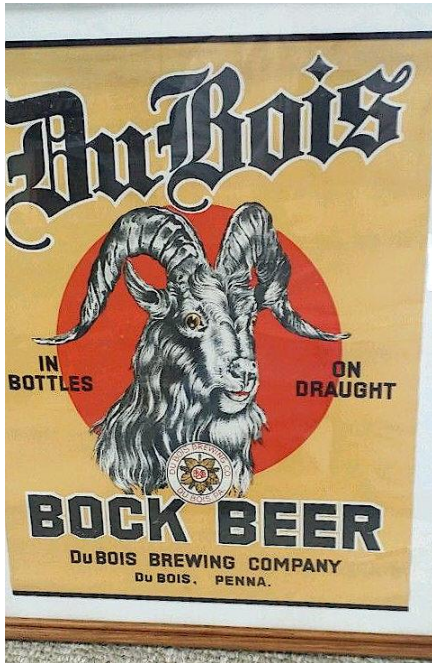






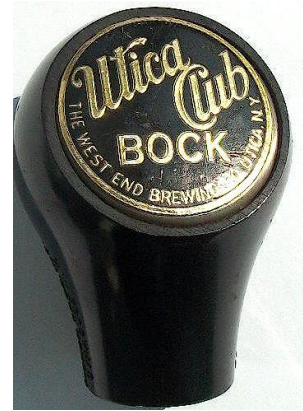
from Joe Pac

*Some more items from recent ebay auctions for your enjoyment*



**VINTAGE DU  
BOIS BOCK BEER  
FRAMED SIGN  
DU BOIS PA**

In excellent  
condition and  
framed. Measures  
17 3/4" X 13 1/2".  
Winning bid \$420



**Utica Club Bock  
Ball Knob**

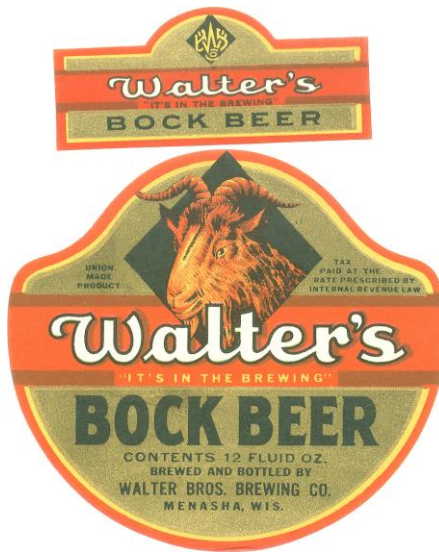
Has The West End Brewing Co.  
Utica, N.Y. on it. Has Fisher  
Prod. Inc. Syracuse, N.Y. on  
one side and True Name  
Patented on the other. Good  
condition with normal wear  
from use. \$208

IRTP 12oz  
Walter's BOCK  
Beer Bottle  
Label + neck  
Menasha, WI

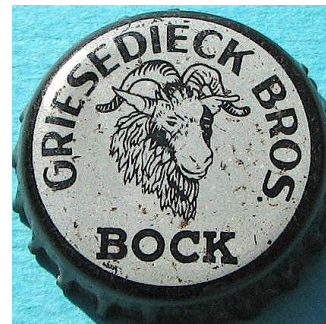
This 4" x 3.75"  
label dates  
circa 1937 and  
is in excellent,  
near-mint  
condition

with bright vibrant  
color and sparkling  
bronze metallic  
overlay.

Won at \$133



**GRIESEDIECK BOCK  
Beer Cork Bottle Cap  
ST LOUIS, Missouri  
Winning bid \$91**





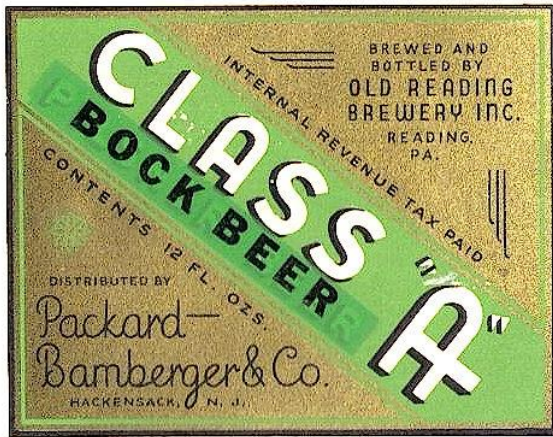
**Rare Feigenspan Bock Beer 12oz. Flat Top Beer Can-Opening Instructions** Crawl Space find. Solid can does have some surface rust but no dents or dings. Winner \$1,703

## TOUGH BUT ROUGH

**Budweiser Bock Can** Outdoor can has fade/ humidity/ rust throughout but face displays well. It appears to have some of the white touched up. Winner \$307



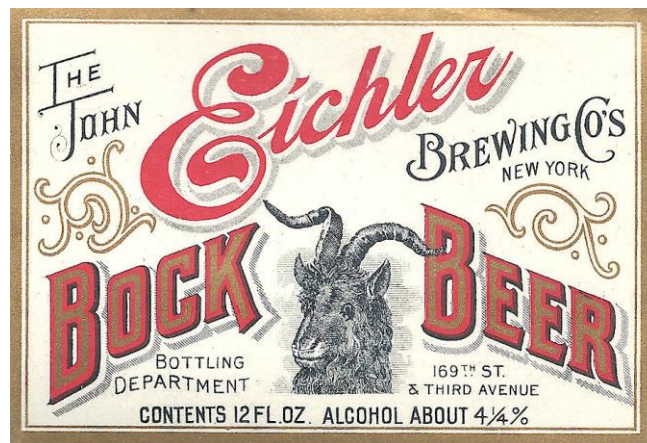




### Class "A" Bock Beer IRTP label.

Brewed and bottled by Old Reading Brewery Inc., Reading, Pa. Distributed by Packard-Bamberger & Co., Hackensack, NJ. Winning bid \$57

**Old Eichler Brewing  
New York, Pre-Pro  
Bock Beer label NYC**  
\$50 winning bid



### Three Bock Beer Crowns with State Tax Marking

Alabama \$91; Georgia \$90; and North Carolina \$79

See ya next time ... Joe Pac #50



It's Here!!!!

It's Here!!!!

Yeah!!!!

Joe Older  
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