

Merry Bocksters Goatette



The Official Newsletter of the Merry Bocksters Chapter

Brewery Collectables Club of America

VOLUME #5 NUMBER #2 ISSUE #15 april 2006

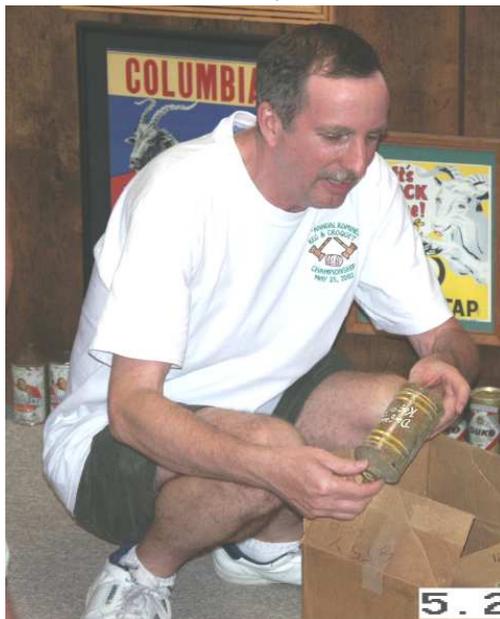
I Hope You Paid Your Taxes. The Prisons will tear out the Goatmate!

The BOCK Beercan Survey!

*Bock Beer
From The
Bruckman Co.
Cincinnati, OH*



PLUS



Another Member Profile



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

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The Bock Beercan Survey, and a member profile with a photo(!) awaits you inside. Plus some killer Bock goodies are revealed. Woo Hoo!

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VOLUME 5, NUMBER 2, ISSUE #15, April 2006

The GOATZETTE is published quarterly. Ain't it a coincidence that the 15th issue of the GOATZETTE is the April issue, when the 15th of April must be the universal KMA day of the year? Yes, it's a sadistic plot that we hatched years ago, knowing full well that this confluence of dates would occur, and we could say "What da heck y'all talkin' about?" "I don't have a clue what yer gripin' over".

Ain't we the ones?

HAPPY SPRING, FRIENDS!

A Word From our President

I Hope that this Easter weekend finds everyone in good health and joyous spirits as we are finally through another winter and heading toward the time of year that we all enjoy so much. Time for us to not only dust off the golf clubs but also work on adding to our collections.

In this issue of the Goatzette, I'm sure that all of you will enjoy the results of the Bock Beercan Survey. This type of feature article isn't easy to produce. We got 26 surveys back from the 90+ members in our Chapter, and Survey Man Bob Porter spent a lot of time compiling the results. However, we had to see this project through, so we're publishing the results we have, and it does represent over 1300 Bock cans in the hands of our members!

Speaking of updating previous feature stories, we are currently trying to put together an update to the October 2004 pictorial featuring cork-lined bock crowns. Please send any photos of bock crowns that were not in our previous group to either Jim or myself. We are going to try to update this story in the October 2006 Goatzette. In conjunction, we would like to include a photo listing of the non-cork bock crown as well. You'll also see some of the regular columns and some stories about specific breweries or brands. Don't be shy; we can always use some nice photos and a short article about bock breweriana. It's a great way to share your collection with other members.

As some of you may have seen with the flurry of e-mails being passed around lately, the BCCA Convention Committee has decided to begin charging At-Large Chapters for the use of a Chapter table at the Convention. While the \$20 fee doesn't seem like a lot, it's not exactly like any of the At-Large Chapters, including the Merry Bocksters, are flush with extra cash. We really rely on our Convention raffle, dues and the sale of shirts to be able to produce a quarterly publication, without that much to spare. Apparently a compromise was reached regarding this issue. As an At-Large Chapter, we need to continue to promote membership in the overall club. Our goal is to add two new members, or a renewal of a previous member who left the club. The BCCA will refund us our table fee of \$20 if we can add two members and \$10 if we can add one member. It doesn't sound that hard so encourage a friend to join or renew their membership to this great club. It will not only help the BCCA, but also the Merry Bockster Chapter.

Last but not least, get out and enjoy this tremendous hobby by becoming active in a local club. Reports that I've heard are that many of the local shows are seeing record attendance, with a lot of nice breweriana, cans and bottles still turning up. What a great way to not only grow your collection but renew some longtime friendships in the process!

Happy Collecting!
Dave Reed

Member Profile: Robert Fondren

Our esteemed editor asked me to write a profile of myself, so here is my attempt. My name is Robert Fondren. I was elected Merry Bocksters Vice President at the Convention last year. I live in Fredericksburg, VA, so all of you who have been to Blue-Gray know how lucky I am to live here so close to the show. My wife's name is Ann, and she is very supportive of my collecting. In fact, many of you who have come to Blue-Gray have seen her bringing the morning donuts.

I started collecting beer cans in 1977 when I was in college. I actually was introduced to the hobby by a Chemistry professor at college. He had started collecting several years prior to that, and was a BCCA member. The unusual cans available in Fredericksburg at that time were Olympia and



Coors, which were available for a premium at one bar. When I got into collecting, I did go to the local supermarkets and was able to find Tudor, Brown Derby and Giant Food brands. Boy, was that exciting. Since I knew about the BCCA, I told myself that I would join when I was able to get 100 different cans in my collection. Immediately after I graduated from college I took one trip to Maryland and Pennsylvania and accomplished that goal immediately, so I joined in June 1977. Then I was introduced to the Brickskeller in Washington, DC by my professor friend. They were one of the first bars in the country that attempted to stock many different beers from across the country and world. Even back in the late 70s, they had several hundred different bottled beers on their menu. The exciting thing for me was that they were also catering to beer can collectors by bringing cans in from across the country. I was able to get cans such as Horlacher, Dawson from Hammonton and Schell's. Some of the beers were not very good, but I do still have many of the cans on my shelf. Soon afterward they came out with the Brickskeller animal series, so I made lots of pilgrimages there to get those cans.

When I first started collecting I decided to limit my collection by only collecting mint US cans and not saving any size except 12 oz. cans. Soon after joining the BCCA I went to a Capitol City chapter trade show in Northern Virginia, and my eyes were opened wide. I knew about flat tops and cone tops from my professor friend, but I had no idea about the variety of flats and cones that existed. I also didn't know about the world of

dumping. Even after seeing all of this, I still stuck to my rule of only mint cans for a couple of years. I think I realized that I could not stick with this after I got a copy of Beer Cans Unlimited. When I saw the prices of some of the flats and cones, I realized that I would never get most of them if I stuck to that plan. I think the next show was when I branched into dumpers. Another thing I discovered about the same time was 14 oz. cans. Virginia was one of the few states where they were sold, and a few brands like Falstaff and Old Milwaukee were still available then. I still like 14 oz. cans, and in fact was very pleased when my 14 oz. flats were pictured in the USBC. I've still never branched into 16 oz. cans. I only have a few from Virginia on the shelf. I went to Canada in 1980, so I also started collecting Canadian cans at that time.

For a long time I collected every U. S. and Canadian can I could get my hands on. About 10 years ago, though, I realized that I wasn't drinking canned beer any longer. The only beers I was drinking were microbrewed beers. I think that was the thing that made me decide to stop collecting currents. Like most people, I also decided to specialize in a few different aspects of can collecting. My favorite specialties are zip tops, Virginia cans, 14 oz. cans and bock cans. (I bet many of you were wondering when I would get to bock cans, since after all I am writing in the Goatzette.) Even though I have specialized, I still collect cones, flats and straight steel tabs. About seven years ago we moved into a new house. One of my conditions on a new house was an unfinished basement, and we actually found a suitable house with one. I was able to design the finishing of the basement to suit display of as many cans as possible. With a large amount of Jim Wolf's help, I have shelves for about 4000 cans. I have the shelves broken into four sections, flats, cones, zip tops, and straight steel tabs (non-zips). Because of this I have some cans that look alike displayed in three different sections.

I also collect several other types of breweriana. In the early 80s, I discovered microbreweries during my travels for work and leisure. At that time I started picking up coasters. Since I started then, I actually got into micro coasters early. I'm lucky to have many of the older issues that have become hard to find. I also collect openers, older coasters and trays, but cans are my most serious collection. Since I have traveled a lot, I also collect breweries. What I mean by that is that I have a spreadsheet where I list every brewpub or microbrewery I have visited and the year I went there. One of my goals is to go to a brewpub in every state. I'm only 5 states short (HI, NE, NV, OK, OR). I hope to add a couple this year, since Ann and I are planning a trip to Las Vegas in June and I would like to go to Nebraska during the Convention.

I have been interested in bock cans ever since I started collecting. In fact I remember getting excited when I found Schmidt's Bock in the extruded steel can in Fredericksburg in the late 70s. I'm sure that was one of my first bock cans. Two of my favorite bock cans are my ongrade Esslinger Parti Quiz Bocks. I found the first one in 1981 at a flea market in Pennsylvania for \$30. Many of you know where I got the second one, since I was pictured holding it after the Merry Bocksters raffle at last year's Convention. What a thrill it was to win that can! I really enjoyed the bock survey, since it pointed out to me some flat top variations I didn't know about. I also enjoy my bock zips. In fact, I promised our editor that I would write a composite article on bock zips for the Goatzette.

When I talk to people who are not collectors, I explain to them the real reason I have continued to collect beer cans all of these years. The cans are fun to acquire, but the friendships I have made through the hobby are what last. Most of my best friends are collectors that I have met through the last 29 years of collecting cans. That is I why I enjoy going to shows so much. I get to see my best friends, and I may also get to bring home a few new cans or micro coasters for my collection.

The Editor's Roundup

ON GRADE	OFF GRADE	BRAND	BREWERY	LOCATION
1		Gettleman	G. Div. of Miller B.C.	Milwaukee
		Esslinger's	Esslinger's Inc.	Philadelphia
	1	Esslinger's	Esslinger's Inc.	Philadelphia
2		Schmidt's Old Style	C. Schmidt & Sons, Inc.	Philadelphia
1		Schmidt's Old Style	C. Schmidt & Sons, Inc.	Philadelphia
5	2	Ebling's	The E.B.C.	New York
1		Esslinger's	Esslinger's Inc.	Philadelphia
1		Kamm's	K & Schellinger Co, Inc	Mishawaka
		Michel	The E.B.C.	New York
4	1	Oertel's '92 Old Style	O.B.C.	Louisville
	1	Old Topper	Rochester B.C.	Rochester
		Schlitz	Jos. S.B.C.	Milwaukee
1	1	Schmidt's Old Style	C.S & Sons, Inc.	Philadelphia

THIS ISSUE Your Humble Editor will give up his usual soapbox to expound upon the results of the Bock Beercan Survey. While we didn't get the participation we were hoping for, we did get 26 respondents. That represents over a third of the members who collect cans. That's a pretty fair cross section of the Chapter, and you can assume that the cans that were scarce in this sample are scarce, period.

THE SURVEY recorded over 1350 Bock cans, through almost 300 variations. A lot of the cans that everyone assumes to be rare proved to be that, but there were some surprises. I want to talk about those.

THE ZERO CANS. These are the rarest of the rare, as no one submitted them on their surveys. By the way, as you look at the survey, you'll see that there is a column to the far left that totals the on and off grade examples submitted of each can. For this discussion, those are the numbers I'll be using. Anyway, the ZERO CANS include 16 different Esslinger Parti-Quiz cans, which is no surprise, and many of the Holy Grail cans you would expect, like Lion, Manhattan, and Michel. The real surprise zeros were cans like the yellow and blue Pabst from Peoria, the Ballentine with the Brews on the back, the red and yellow Old Bohemian, and the yellow label Hornungs. I thought those cans would show up. A couple zero cans are out there in our membership, 'cause I've seen them; Esslinger Patents Pending, Golden Brau, and Jacob Ruppert OI.

THE ONESY CANS. Here again, some no show surveys skewed this a bit, but there were a couple surprises here as well. One of the biggest was the Eastside Old Tap Bock in 11 oz size. I thought that was an easy can to find. Another 19 Esslinger Parti-Quizzies were recorded, but only 1 Gettleman Gallon. Must be tougher than I thought! Another surprise was the white Knickerbocker with the colonial guy, without the horizontal stripes. I thought a few of those had been dumped over the years. And why is there only one Blatz from Newark (that's my can)? Am I the only Bockster so far gone that those kind of cans get my juices flowing? I did have to hunt for it for a few years, but I wouldn't think it was that uncommon. Well, don't try to trade it out of me now!

I'll continue this tirade on Page 10, directly in front of the survey!

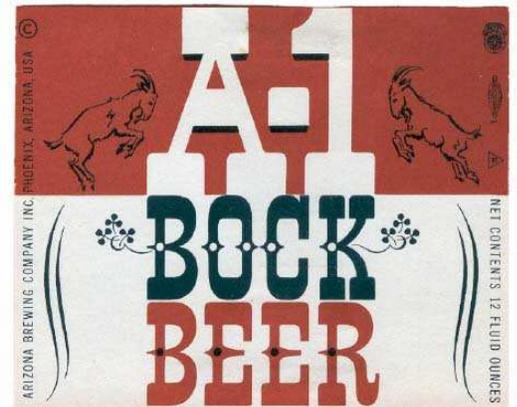
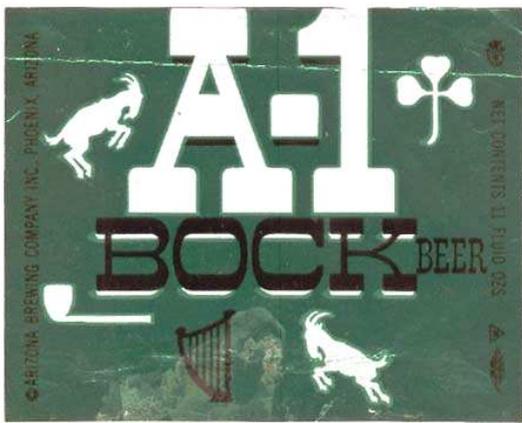
BOCK IN THE USA

By Steve Armstrong

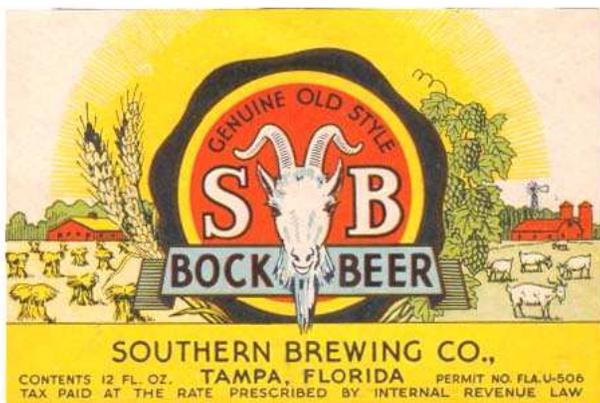
Happy Bock Beer season everybody! It's that time of year again so I hope you all have your favorite bock brew handy. In this issue the bock labels come from Arizona and Florida breweries. My Bayern (Bayern Brewing, Missoula, Montana) Maibock is warming up, so the sooner I get this column written, the sooner I can enjoy it. Since I just returned from a week in the sunny southwest (and Florida, where major league baseball spring training takes place) I thought the Arizona and Florida labels were appropriate.

The first two labels come from the Arizona Brewing Company in Phoenix. According to *American Breweries II*, this brewery was located at 1141-1143 East Madison Street from 1933-1949. From 1949 to its eventual closing in 1985 the address was listed as 150 south 12th Street. The Arizona Brewing Co. name was associated with the brewery from 1933-1964 at which time it became the Carling Brewing Co (1964-1966). It then was known as the National Brewing Co. (1966-1975), the Carling National Breweries, Inc. (1975-1979), and finally a division of the G. Heileman Brewing Co. (1979-1985).

The green label is a foil type label and is ca. 3.25" x 2.5" in size. It is for an 11 oz. bottle. It has the same coloration and design as the highly desirable A-1 bock flat top cans. This appears to be a 1950s era label as there is no IRTP statement present on this label. The brown and white label is also for a 12 oz. bottle. It is about 3.75" x 3" in size. This appears to be a 1950s or perhaps an early 1960s label. It retains the same goat images, 3 leaf clover/shamrock, and similar font as the green label.

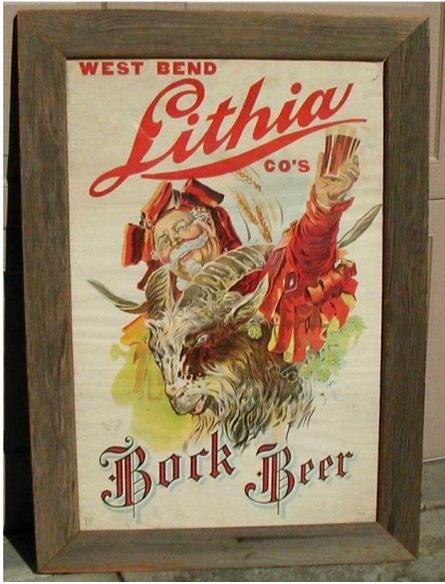


The last set of labels for this issue comes from the Southern Brewing Co. of Tampa, Florida. This brewery was a relatively short lived post prohibition business as it was in operation from 1934-1957 and was located at the corner of Zack & Pierce Streets. The brewery was known as the International Breweries, Inc. (whose headquarters were in Detroit, Michigan) from 1957-1963. During this time, it was also known as the Kol Brewing Co. (1960-1962) and the Stolz Brewing Co. (1960-1962). The yellow label is a 1930s era design as it has the IRTP statement as well as the permit number (FLA-U-506). It is 4.5" x 3" and was for a 12 oz bottle.



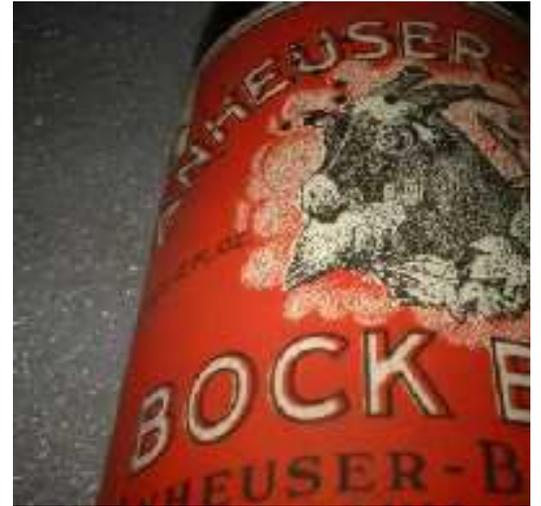
The black and red bock label is a stock design that was used by other breweries across the country. It is the same physical size as the 1930s label and is also for a 12 oz bottle. This label dates to the 1950s.

Some more items from recent ebay auctions for your enjoyment



**WEST BEND LITHIA
BREWERY POSTER BOCK
BEER PRINT**

This Poster / Lithograph is 26 1/2" by 37" with frame and has an image area of 21" by 31" it is numbered No. 160 at lower right. Condition reported as excellent. No stains, tears, or holes. The winning bid was \$307.89



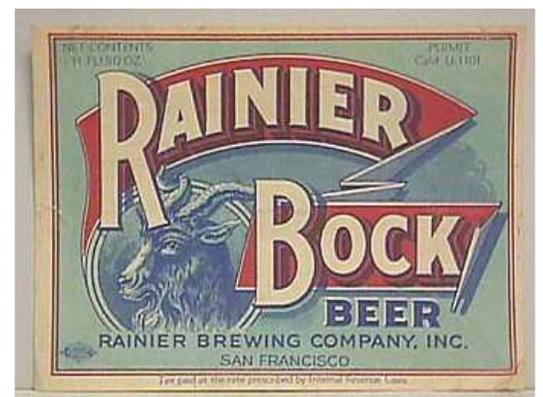
**Anheuser Busch
Long Neck Bock
Beer Bottle**

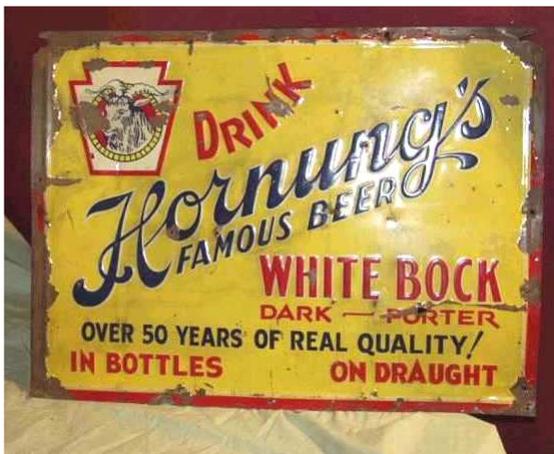
12 ounce A-B Bock Beer bottle in good condition. The glass is in very good condition. The labels are lightly soiled, & have some minor paper loss. Comes with a crown believed to be original to this bottle. Went for \$102.50



1930's Rainier Bock Beer

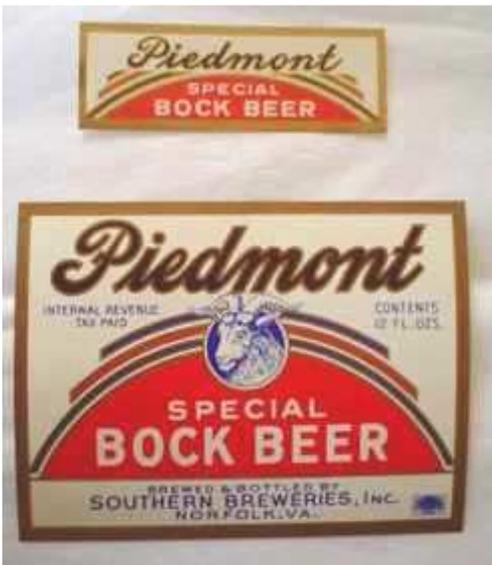
IRTP U# Label - 11 oz. IRTP U# label from the Rainier Brewing Co. of San Francisco. Condition is an 8+, minor tear. Sold for \$38.77





Jacob Hornung's White Bock Tin Sign

The sign reads Drink Hornung's Famous Beer White Bock Dark - Porter Over 50 Years of Real Quality In Bottles On Draught. Sign measures about 17-1/2" x 24" and displays well in original condition. As you can see this one is by no means mint. Solid painted tin sign with some paint loss and several holes/tears in the metal. Went for \$156.00



GB DARK BOCK Flat Top Beer Can

Exceptionally clean bottom opened can from Grace Brothers, Santa Rosa, CA. Can has no rust, fade, tarnish or spots. Only a couple of very minor scuffs and scratches. Winning bid \$158.50

Piedmont Bock beer label

Rare label from Southern Breweries Inc., Norfolk, VA. From the late 1930's with matching neck label. In excellent condition. Sold for \$91.00

Rheingold Pale Bock Beer Can Liebmann Brewery Flat Top

Nice super tough bock can from Liebmann Breweries Inc. Brooklyn, NY. In really nice shape except for scratch through "Rheingold" and a couple of minor dings. Winning bid at \$3,605.85



*As always
Joe Pac # 50*

The Bock Beercan Survey Results

By Bob Porter, Your Humble Editor, and 26 Merry Bocksters

SURVEY SUMMARY

1353 cans surveyed from 26 collections

250 different Bock flats, cones, crowntainers, quarts, and gallons recorded out of 286 cans identified in the survey

THANKS TO ALL THAT PARTICIPATED! You're helping us all be more knowledgeable about the hobby we enjoy so much.

A BIG ROUND OF APPLAUSE TO BOB PORTER for putting in a multitude of man hours to assemble this data. It wasn't easy, and Bob was very intent that the results were absolutely accurate. He's done a great job. Now, on to the results!

AS I WAS SAYIN' earlier, there were some surprises in the findings.

WHAT WERE THE MOST COMMON CANS? Well, folks, I would have bet you hard cash that a Pabst can would have taken the honors. What I would never have predicted was that it would be an instructional can, much less a Blue Ribbon version, rather than a regular Pabst like the Export can. But that was the case, with 19 of 26 surveys showing that can. Everyone remember that fact when you're out there at a trade show, tryin' to work out a trade for one. And if you're sitting' on a few of this can, ease up with your trading partners! Tied with the Pabst was a Valley Forge, the black letter 50's version. A common can, yes, but not one I would have picked as one of the most prevalent in our collections. Right behind those two, with 18 cans surveyed, was the white Knickerbocker flat, their last Bock flat. Now, if I could just find a nice specimen of that can in a zip top!

RIGHT BEHIND THE LEADERS? Well, here's an interesting factoid. There were 16 Esslinger Parti-Quiz cans in Set 9 alone residing in our collections. I wouldn't have called that one, but I'm glad to see it. There's hope for me finding the ones I need to complete the set! Next most common cans were the Yellow Hordes of Hulls and Gunthers. Knew they'd show up near the top.

A FEW SURPRISES? Ragu, it's in there! How about 3 Brown Senates (out of about 7 known), 3 Rheingold Double Pales with the two goats (out of maybe 5), 3 white Hulls (of maybe 4 or 5) but only 3 Home cans by Drewerys, and only 3 Blatx from LA? Go figure. How about 4 Old Dutch and 4 Neuweilers cans showing up in the survey? That's a pair of real toughies there, but there are way more Neuweilers around than Old Dutch.

5 GOLD BONDS, 5 GRETZ, AND 5 FITZGERALDS sounds about right, but it sure speaks to the quality of the collections in our Chapter. How about 6 Arrows? WOW! That amazed me, as well as 7 A - 1 's. You folks are working out there!

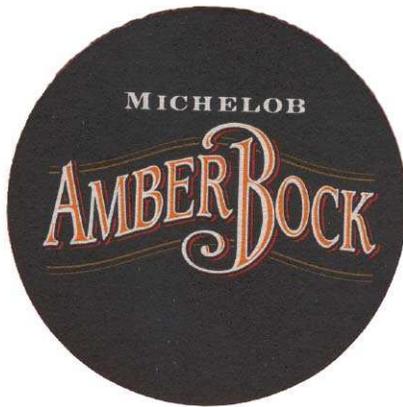
Well, I'll quit, and leave you to peruse the lists. I'm sorry they're such small type, but that was the only way to get it on "only" 6 pages. The printing is a bit uneven, too, and I apologize. My 13 year old copier is having a bad week. After this issue is put to bed, it's going to the shop for a tune-up. Then it will be ready for the July issue! Until then, **BOCK ON!**

Coasting with Goats

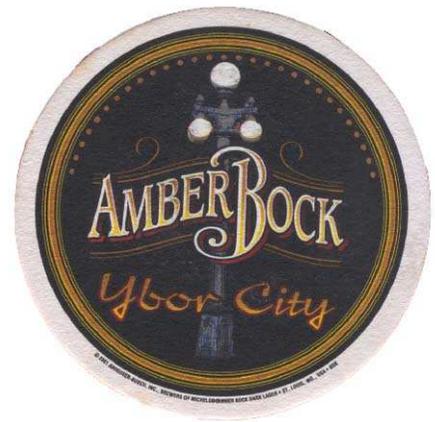
by Steve Armstrong

This issue continues with the newer bock beer coaster as I do not have anymore older ones to feature at this time. This group of 4 coasters are all produced by Anheuser-Busch and can be found in the Beer Coaster Mania web site (<http://members.aol.com/gbarone/index.html>) under the "Coasters of Anheuser-Busch" link below the individual state coaster guide table.

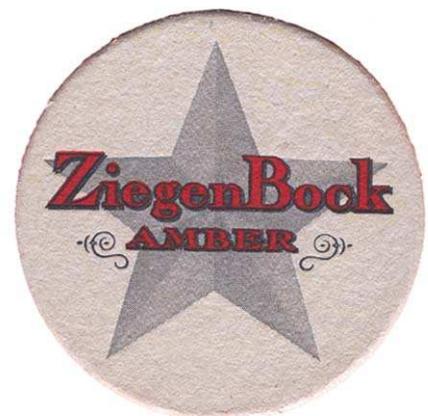
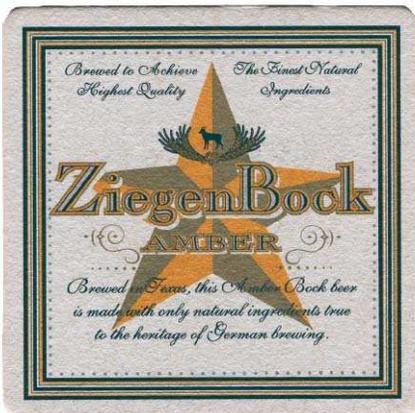
According to *American Breweries, II*, the Anheuser-Busch Brewery had several previous names prior to the mid 1870s when the current brewery name became associated with the business. The brewery began operations in the early to mid 1850s. During prohibition, the brewery was issued a permit to brew malt beverages. It began producing beer again in 1933. I am not an expert in A-B so I'll leave that to somebody else.



In recent times, they have produced hundreds of beer coasters including several variations of amber bock. Four of these are shown here. The specific coaster identification for the Michelob Amber Bock is AB-1862. It is a 3.5" coaster and has the same printing on both sides. The Ybor City Amber bock is shown as AB-1841. It is a 4 3/16" coaster and has a



trolley/street car image on the reverse side. The fine print at the bottom of the coaster says 2001 Anheuser-Busch, Inc., Brewers of Michelob Amber Bock Dark Lager, St. Louis, MO, USA. There are several different ZiegenBock Amber coasters as well. The 4" round coaster (#AB-3050) only has printing on the one side. The 4.25" square coaster (#AB-3052) has the same printing on both sides. I hope you enjoyed seeing another group of bock beer coasters.



Random Bock Dumping Stories

Davey Launt

Over the years, I was fortunate enough to dump a great deal in my native New York, a little in PA, some in Ohio, some in Tennessee, and a great deal in Michigan's Peninsulas. New York's Catskill Mountain region has long been an area where dump finds include bock cans. Some of the late Bill Zimmerman's legendary finds of the 70's and 80's came from the Kingston area. In that Bill had a quirk, and wouldn't bring a can home with a hole in it, I got to bottom feed some of his old dump areas. Ron Greenblatt, George Janda and I got to dump at the side of the master some years ago, and it was a trip.

I got to Bill's home first, and he took me to a downhill dump about 5 miles from his house. We had to be quiet, as the scatter dump was within 50 yards of a house. However, stealth paid dividends, as we found about every Tudor Bock you could imagine from the early 50's until the last A+P flats with the brown face (in numbers). The following several days we weren't so lucky, but I did find several other varieties, including Ebling and Schmidt's Bock crowntainers.

Back in MI, not long after arriving home, my former brother-in-law called, and told me of a dump behind a new house being built in Lawrence, MI. With trusty four pronger, a couple six packs, and the late Russ Elliott, we drove the half hour, picked up the tipster, and headed for the dump. It was a find that I wish I'd found later in my dumping career. We did not fully understand the "scorched earth" dump methodology. We did very well, in that we collected about 48 Carling Bocks from Frankenmuth in very nice shape, as well as a slug of very nice grade Keeley Beers. I have no doubt we missed a great many cans. But, not long after, the house was built, and access was denied.

Russ and I were to find more of the Frankenmuth Bocks in another dump the following spring in a dump that defied logic. Mid 50's Carling's Bocks, and 30's era Honer's "J" Spouts together!

The following spring brought about a planned three man dump trip to the Upper Peninsula. Bob Venners, Dave Peterson, and Davy. Dave begged off early, and Bob begged off two days before the trip. Undaunted, I took off alone. Got to the UP, found a couple modest dumps, not far off the main highway near Gulliver. I headed north, with no particular area in mind, and made a turn off the tarmac onto a dirt road. Driving down it slowly, far in the woods gleaming like beacons, were two refrigerators. I pulled off, grabbed the pronger, and hit the woods. Within 15 feet I was walking through hundreds of nice grade Rahr's and Ocontos. Went back, grabbed boxes, and proceeded to pick up about four cases each of very nice grade cans of those two types.

Random Bock Dumping Stories

Looking for greater rarity, a few Chief Oshkosh cones were unearthed, when nature beckoned. I trod purposefully into a copse of pines, where, to my amazement, were cans mostly covered with pine needles. After completing the task I headed into the pines for, I unearthed 5 each brown and white Goebel Bocks and 5 Frankenmuth Nut Brown Bocks. Try as I might, the odd specimen of both remained in the woods.

Other dump trips were to reveal other bock cans, most Meister Brau later flats and tabs, but two trips still tickle me to this day. The family was on a trip to the Upper Peninsula, when we stopped at the legendary Big Star Lake dump. Our daughter was about 3, and our son six. My wife put a two hour limit on the adventure, and watched the kids like a hawk. Lo and behold, my daughter took to it like a trooper. After several tries at helping Dad with really rusty cans, I told her that I was looking for shinier cans. We were in a scatter dump area, and not long afterward she marches up with a white Alpine in grade 2+ (which sat on my shelf for many years), and a little later she hands me a white Goebel Bock with a questioning, "Is this any good?" I calmly asked her where she found the can, but no further examples were found. For years, when a new collector would come to the house, Deirdre would take their hand, walk them over to the shelf where the Goebel Bock she's found sat proudly, and announce, "This is my Dad's favorite can, and I found it."

Another favorite story involves my long time dumping partner Jim Stahl. We were dumping south of Traverse City in a hilly area, where we found a dump that was 99% yellow Johnny Pfeiffer's in cruelly great condition. As we worked our way up the hill, I uncovered a very nice white Goebel Bock. Fearing the dreaded "one can in the dump syndrome" Jim announced, "Damn, that is one of my favorite wanted cans". I calmly told him that if he got his foot off of the blanking can under his foot, he'd have one!

Other stories reside under the surface, but those are all most treasured dumping memories.

Davy Launt

EDITORS NOTE:

Davey is much too modest. The tales he shared here are a spit in the ocean of the cans he has unearthed, and of the legends of the hobby with whom he has dumped. Many of the names in this article are folks who were active in the BCCA in the 70's, and are unfortunately long gone.

If you get a chance to corner Davey at a show, ply him with a couple cold ones, plant the seeds with a few questions, and just sit back and enjoy. He can regale you with stories till the cows come home!

Bock Beer From The Bruckman Co. Cincinnati, OH

By David Reed

Johan Casper (JC) Bruckman and his brother Friedrich began this venerable Cincinnati brewing legend in 1856 at their farm in the Cumminsville, or "Helldown" area of northern Cincinnati. Bruckman brewed beer continuously until the start of Prohibition. When Prohibition became law in 1919, the Bruckman brewery, unlike most of the other Cincinnati breweries, remained open, producing cereal beverage (less than 1% alcohol) and malt tonic. Because of the demand for these beer-like drinks, Bruckman actually built additions to their plant to handle the demand. With the repeal of prohibition in 1933, the Bruckman Brewery was the only Cincinnati area brewery ready to begin normal brewing operations right away. A number of large and famous Pre-Prohibition Cincinnati breweries did not resume operations after the repeal, including the Christian Moerlein Brewery and the John Hauck Brewing Company. Because of growing demand for their products, Bruckman purchased the Ohio Union Brewery plant in 1934 and expanded and modernized all of their facilities. From 1934 until the brewery closed in 1949, Bruckman produced Bruck's Bock beer. A Cincinnati seasonal favorite, "serving as a rite of passage from winter into spring", Bruckman used a number of different labels on their bottled beer. Bruckman also advertised Bruck's Bock heavily in local newspapers. Their slogan was "It's the Bockiest Bock Beer in town". While Bruckman produced a variety of their Bruck's Jubilee beer in cans (including crowntainer cans, j-spout cones and 32oz quart cone tops), Bruck's Bock was unfortunately never produced in a can.

In 1949, despite heavy radio and newspaper campaigns, Bruckman ceased brewing operations after 93 years. Hershel Condon, Bruckman's Company President, came forward with a refuted \$1,000,000 and seized control of the struggling firm and all the remaining assets. Bruckman became the Hershel Condon Brewing Company. Condon's new operation only survived a year, as the brewery was sold in 1950 to the Bavarian Brewing Company of Covington, Kentucky. The Hershel Condon Brewery did produce bock beer during their short time in business. Produced in bottles only, Condon's Bock Beer is a highly sought after label by Cincinnati and label collectors. At this time, only three, unused labels are known to exist in collections. No production examples of Condon's Bock beer have ever turned up.

Many of the original Bruckman structures still survive today, including: the original brewhouse, power plant, smoke stack, brewery warehouse and the original Bruckman farmhouse.



This newspaper advertisement and Bruck's Bock bottle date to 1936. As of last year, only one unused example of this Bruck's Bock label was known to exist. When the newspaper advertisement surfaced, it validated that Bruck's Bock was produced and sold using this label. At the Charlotte Convention, I found another example of the label that had been soaked off a bottle. While they are basically the same label, they are actually different as the first label doesn't have the alcohol statement at the bottom. This is a

very rare Cincinnati label as there are now two labels known to exist in collections.

*Bock Beer From The Bruckman Co.
Cincinnati, OH*



This Bruck's Bock Beer crown is the only known example and resides in the collection of John Vetter. I believe that this crown may have been used with the label in photo #1 as it features the word "Distinctive" on the crown. If you look at the 1936 newspaper advertisement, it also features the word "Distinctive" in the Bruck's logo. This is the only use of that word in any of the Bruck's Bock advertisements that I have seen.

Three different, original examples of Brucks' Bock Beer. (Left to Right) The two blue labeled bottles are from the early 1940's. The white labeled bottle dates to 1949.



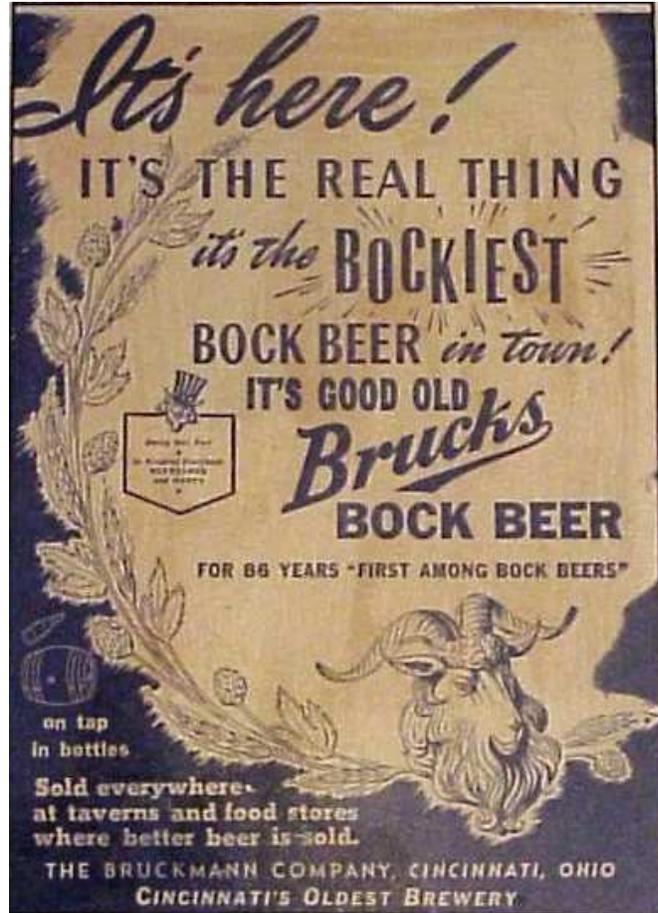
BELOW: A pair of Bruck's Bock Beer keg labels, probably dating to the late 1930's.



*Bock Beer From The Bruckman Co.
Cincinnati, OH*



LEFT: Bruck's Bock Beer newspaper advertisement dating to 1949 and featuring the white Bruck's Bock label and the slogan, "It's the Bockiest Bock Beer in town".



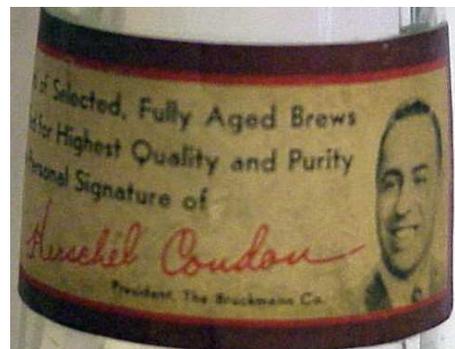
ABOVE: Another Bruck's Bock Beer newspaper advertisement dating to 1942.



Here is one of only 3 known examples of a Condon's Bock Beer label. This unused label is displayed on an original Bruck's Beer labeled bottle, with an original neck label that features a picture of Hershel Condon. Reportedly, Condon decided not to use any of the original Bruckman recipes, and the flavor of Condon's Bock and Condon's Modern Style Beer did not meet the expectations of the local consumer. Apparently, Condon had quite an ego, which along with the taste of the beer, may have led to the quick demise of the Hershel Condon Brewing Company.

RIGHT: Hershel

Condon's photo featured on an original neck label when he was President of the Bruckman Company. A similar neck label was used on bottles of Condon's Modern Style Beer.



BAAAAADBOY'S GOATMATE OF THE MONTH



This Month's Goatmate is a postcard from Your Humble Editor's archives. It's an invitation to attend the Lorelei Club's 1939 Spring Fling.

Looks like it was a grand affair, indeed, complete with barmaids in lederhosen and lots of rich, dark, Bock Beer.

The lady looks a little nervous, but who can blame her? She's been hoisted up by a GOAT, and is sitting on just his two cloven hooves. Where is that right front hoof, anyway? Maybe that explains the look on her face!

The goat seems to be enjoying himself, as evidenced by the mischievous grin he's wearing. No surprise there, as he's no doubt enjoying both the view and the thought of lots of Bock Beer.

The patriotic bunting he's wearing is a bit of a mystery, as is the pretzel wrapped by the bunting hanging from his waist. And did you see the key? Maybe a Key Club event?

You can have your Goatmate grace this page. Please send your personal vision of BOCK Beer loveliness into the GOATZETTE Editor.



It's Here!!!!
It's Here!!!!
Yeah!!!!

Jim Romine
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