

# Merry Bocksters Goatgette



The Official Newsletter of the Merry Bocksters Chapter  
Of the Beer Can Collectors of America  
**VOLUME #2 NUMBER #2 ISSUE #3 April 2003**  
Third Time's the Charm

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**SPRING IS HERE!**  
**IT'S BOCK BEER DAYS ONCE AGAIN!**

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**The GOATZETTE is the Official Newsletter of the Merry Bocksters Chapter Of  
the Beer Can Collectors of America**

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**SEND EVERYTHING WORTHWHILE** (Dues, \$\$\$ for shirts, raffle items, GOATZETTE contributions, spare Instructional Bock cans, ect.) to Jim Romine. They'll disappear forever there.

**ALL HOLLERIN'** must be to THE PRESIDENT and the VICE. That's what we pay 'em for.

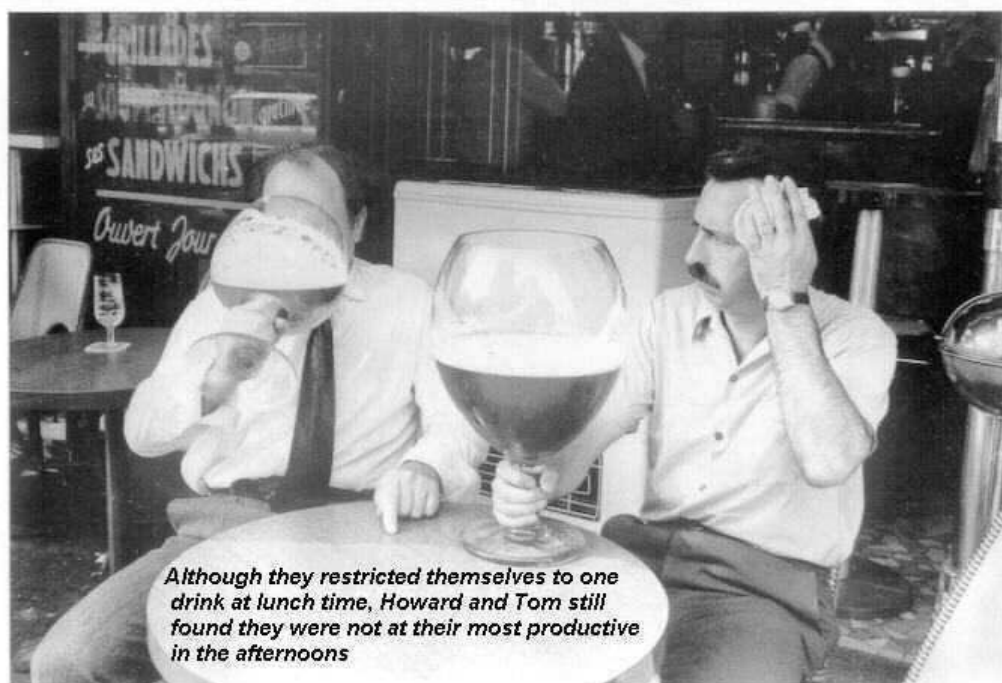
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VOLUME 2, NUMBER 2, ISSUE #3 APRIL 2003

The GOATZETTE is (presently) published Quarterly. Now that it's Spring, long bouts of over-indulging and repeated rough mornings could affect this schedule.

## THE EDITOR'S RAVING PAGE(s)



Truth be known, Howard and Tom really dreaded Bock Beer season, to the point that they saved up vacation time just to be able to call in half days from the “He’s Not Here Lounge” where they usually ate their lunch. Here you see them “working” their way through a typical noon respite. This particular afternoon they were enjoying the Absinth Bock Beer, from Van Gogh Brewery, Paris, West Virginia. You should go there and try it!

**HELLO AGAIN BOCK LOVERS!** Welcome to another issue of the GOATZETTE, the defining document for the advancement of the joys of Bock Beer collecting, imbibing, and general celebration of all goateousness. As Bela Lugosi said so long ago, “I bid you Welcome”.

**IT’S BOCK BEER DAYS!** As you can see on the cover, folks have been celebrating the Spring arrival of Bock Beer for a long time. These guys in Daffodil, Colorado, must have really been enjoying themselves, to sit out in the snow and drink a keg of Bock Beer and play guitars. Of course, in 1898, when that photo was taken, that was a big day!

You’ll see that there’s a Spring flavor to this issue, in keeping with the season. March and April were always the months when the brewers rolled out their personal triumphs of the brewers art, their Bock Beer. Darker, stronger, more malty than the normal fare, and always produced in small quantities. That’s always been one of the attractions of Bock Beer, that rarity, that unattainability. Now, whether it’s cans, labels, signs, trays, or whatever, that short window of production adds to the allure of the find. Nevermind that some of the best graphics ever produced in beer advertising are for our beloved Bock. SO, herewith we present a smattering of the Spring’s finest!

We have another good one on tap for you here, with contributions from several MB’ers; Dave Lang, Steve Armstrong, Davey Launt, Jerry (the Prez) Trowbridge, our Vice Dave Reed, Rich La Susa, and our resident cartoonist Andy Galamba. Hope you enjoy it enough to join in the fun, and contribute yourself next issue!

You’ll see the first installment of two new regular (I hope) columns, both started by Steve Armstrong. One is for labels, and one for coasters. The beginning of good things! Thanks for kicking these off, Steve! Please send in your contributions, to make these columns even better!

**WE NEED MORE WANT ADS!** ‘Nuff said.

The Merry Bocksters Chapter just keeps on growing! We stand at 73 members, having signed up another half dozen newbies at the Blue/Gray show. THAT was a great show. I nailed a couple Bock goodies there that YOU wish you had been there to snag. So did Paul Chappie, so did Joe P., so did Andy Galamba, so did several other MB'ers. This is a show you must make room on your calendar to attend. Be there next year.

More new members keep coming in almost every week. If you joined late this year, and want the issue or two that you missed, please let me know. I don't have any hard copies of them left, but I can email them out to you. I'd hate for you to join up, get two issues, and then we hit you up for dues again!

#### **BLATANT BEGGING FOR INFORMATION DEPARTMENT:**

- 1) I'm asking everyone to send me their list of the Esslinger Parti-Quiz Bock cans they have. I'm trying to finalize, with Larry Handy, the definitive composite of those cans. Yeah, it'll probably never be finished finished, but we'll get close!
  - 2) Trays. We need photos of your Bock Beer trays.
  - 3) Ball tap knobs and ball knob inserts. There's a bunch of Bock ones out there, and wouldn't you love to see them all pictured here? Send in photos of yours.
  - 4) Chalk backbar pieces. I only know of one, the Fidelio Bock goat, and I don't have a photo of it. There's gotta be more!
  - 5) Bottle caps (crowns). Have you seen the prices that old Bock crowns are going for on eBay? We need a composite, and lots of photos!
- And whatever YOU'D like to see in these pages!!!!

#### **DEADLINES FOR FUTURE MAGAZINES:**

Deadline for articles: July 1.....Issue will be mailed by July 15

October 1....Issue will be mailed by October 15 (Convention issue!)

#### **NEW MEMBERS! NEW MEMBERS! NEW MEMBERS! NEW MEMBERS!**

We have several since we printed the Roster . They are:

MB #	Name	Address	City	State	Code	Zip	Phone	eMail	BCCA #
62	Steve Rhodes	1045 Hans Meadow Rd	Christiansburg	VA	24073	540-381-4967	srhodes@fnbonline.com		23126
63	Robert Brune	14899 Swiss Valley Rd	Peosta	IA	52068	563-556-6811	rbrune@dubuque.net		20161
64	Jim McCoy	7624 E Jefferson Dr	Denver	CO	80237	303-771-4102	jmrealone@aol.com		136
65	Mike Daniels	606 W 31st Street	Richmond	VA	23225	804-231-1991	bmichaeldaniels@att.net		25760
66	Michele O'Malley	706 Carter's Grove Dr	Gibsonia	PA	15044	724-444-4355	michomd@hotmail.com		
67	Sue Swartz	63 Jameslee Drive	Chambersburg	PA	17201	717-263-8295			29049
68	John Krupnik	244 Cove Lane	Clarion	PA	16214	814-226-8237	jomama@usachoice.net		23423
69	Marc Tracy	136 S Wilcox #301	Rochester	MI	48307	248-650-8252	mtracy64@msn.com		27810
70	Doug Moore	27 Willway Avenue	Richmond	VA	23226	804-254-2162	doukaty@prodigy.net		20339
71	Dan Scoglietti	7201 Torin Drive NE	Albuquerque	NM	87122	505-798-9328	canmandan@aol.com		26172
72	Noelle McNutt	2517 Park St	Terre Haute	IN	47803		bitybabe@aol.com		
73	Jon Bermingham	2625 SW 75th St #1113	Gainesville	FL	32607	352-332-0637	jberm@hotmail.com		26888

Welcome them like a new neighbor. Cuddle up, flatter them, appeal to their base instincts. They may have some Bock item you can't live without! You'll never know unless you ask! And, you new folks, SEND IN STUFF! What have YOU got in your collection that we must see!

That's enough for this issue. Enjoy it! Oh Yeah! There are a lot of great Microbreweries turning out some fine Bocks this time of year. You should get out and try them. Support your local Micro!

# BLESSED WORDS FROM ON HIGH A MESSAGE OF INSPIRATION FROM OUR PRESIDENT

From: "Jerry & Sue Trowbridge" <jstrow@carrollswweb.com>

To: "Jim Romine" <jromine@alltel.net>

Subject: Goatzette

Date: Monday, March 10, 2003 12:12 AM

Greetings lovers of the golden liabation and goat fans. Not much to talk about, it's been a long winter here in the land of aaahs, but nothing like you poor people in the east have survived.

Anyway, I'm ready for spring and getting back to the business at hand, which is renewed collecting, good shows, good times, friends and making our 'Merry Bocksters' chapter keep getting bigger and better. A major change in plans for Sue (my wife) and I, caused us to cancel out of flying to Blue/Grey, but, as it turned out, we were lucky. I'm waiting to hear some of the stories of getting home afterward, over a cold one.

However, it sounds like the show itself was another success. Editor-Jim tells me we picked up six new members and sold five shirts, and heard nothing but praise from the BCCA powers-that-be and others who were there about our new chapter. It sounds like our march to become one of the biggest and best chapters in the BCCA is continuing at a good pace.

As the new year and many shows begin, I hope we will all make an effort to talk up and find members for the Merry Bocksters. I don't know how many of you carry applications to sign up new members - if you don't have one, give the prospective member either Jim Romine's or my name - we both have plenty and we'll see they get one.

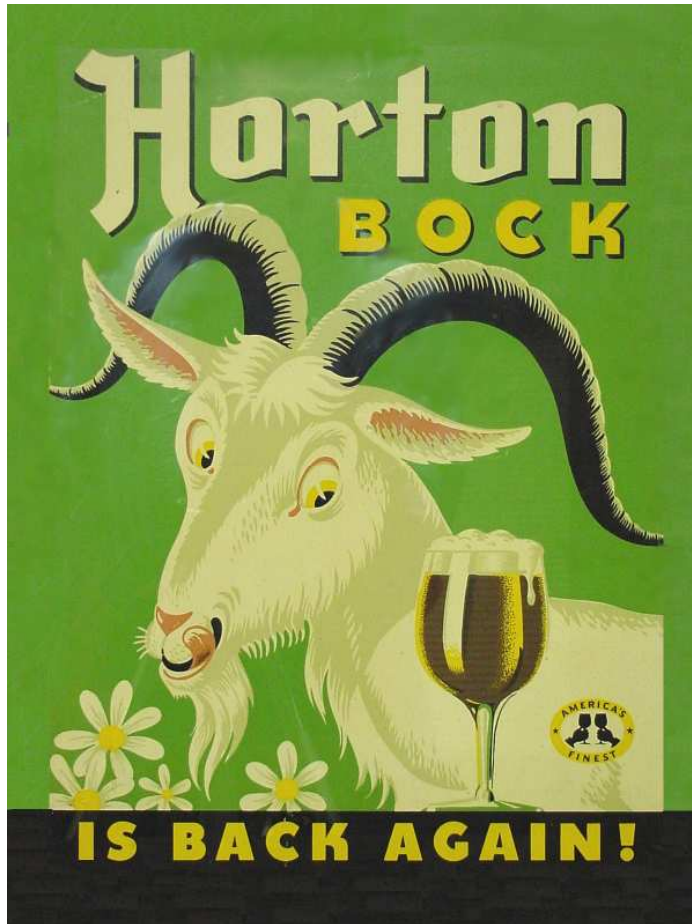
I'm looking forward to seeing all of you in Pittsburgh, but really hope to see you at shows this summer, Happy Collecting!!

Presy Jerry T

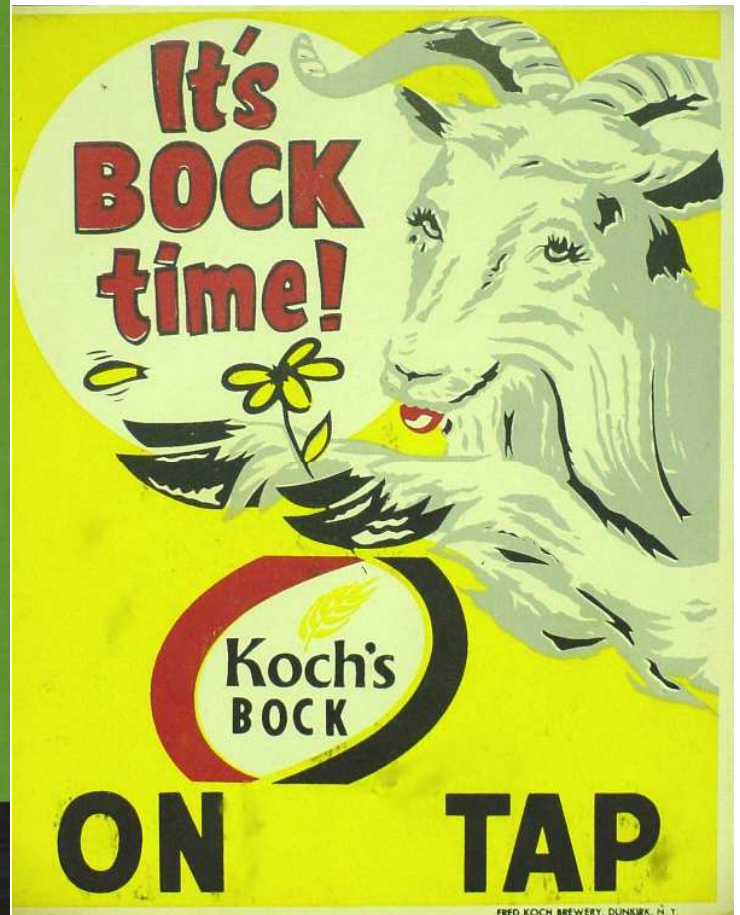


# March Madness

It's that time of year, when the flowers begin to bloom, the days get longer, and the juices start to flow. The sap starts rising, if you get my meaning. It's BOCK BEER Days! To illustrate that, I present a few items showing the persistent use of a Springtime theme in Bock Beer advertising. Here we go!



This beauty is courtesy of the Horton Pilsener Brewing Co. of New York. It is a 40's era litho from The Supreme Displays Co.



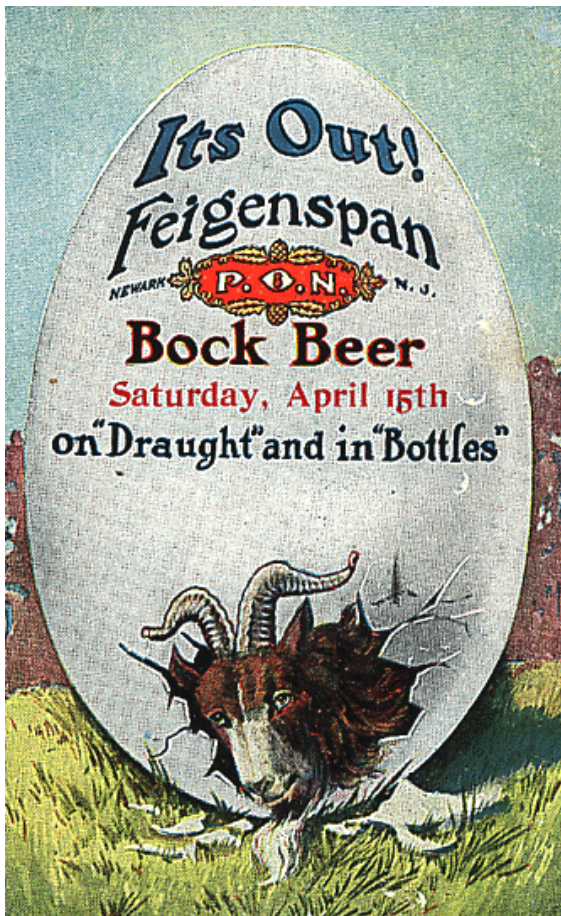
This enraptured creature comes to us from the Fred Koch Brewery, Dunkirk, N. Y. I think this is a mid – 60's piece.

These two both use the “Goats love Flowers, Spring, and Bock Beer” theme.

Here's a couple different items from the Acme Brewery in San Francisco. They used the Springtime Goat theme heavily for years from the mid 40's through the mid 50's.



Above we have a celluloid sign from the early 50's, with the later goat image used on the second series of flattop Bock cans produced by Acme at their San Francisco and Vernon plants.



Above, you see a very interesting newspaper ad from the Pocatello Tribune, Pocatello, Idaho, from March 16, 1949. I say interesting because you'll note that it is a transitional piece, featuring both the original goat label found on the first series of Bock cans and bottles, and the second goat used on the later cans.

To the left, is a great Pre-Prohibition postcard, dated 1911, for P.O.N. Bock Beer, due out on Saturday, April 15<sup>th</sup>. It features a Goat HATCHING FROM AN EGG! Wow! It's the Easter Goat!

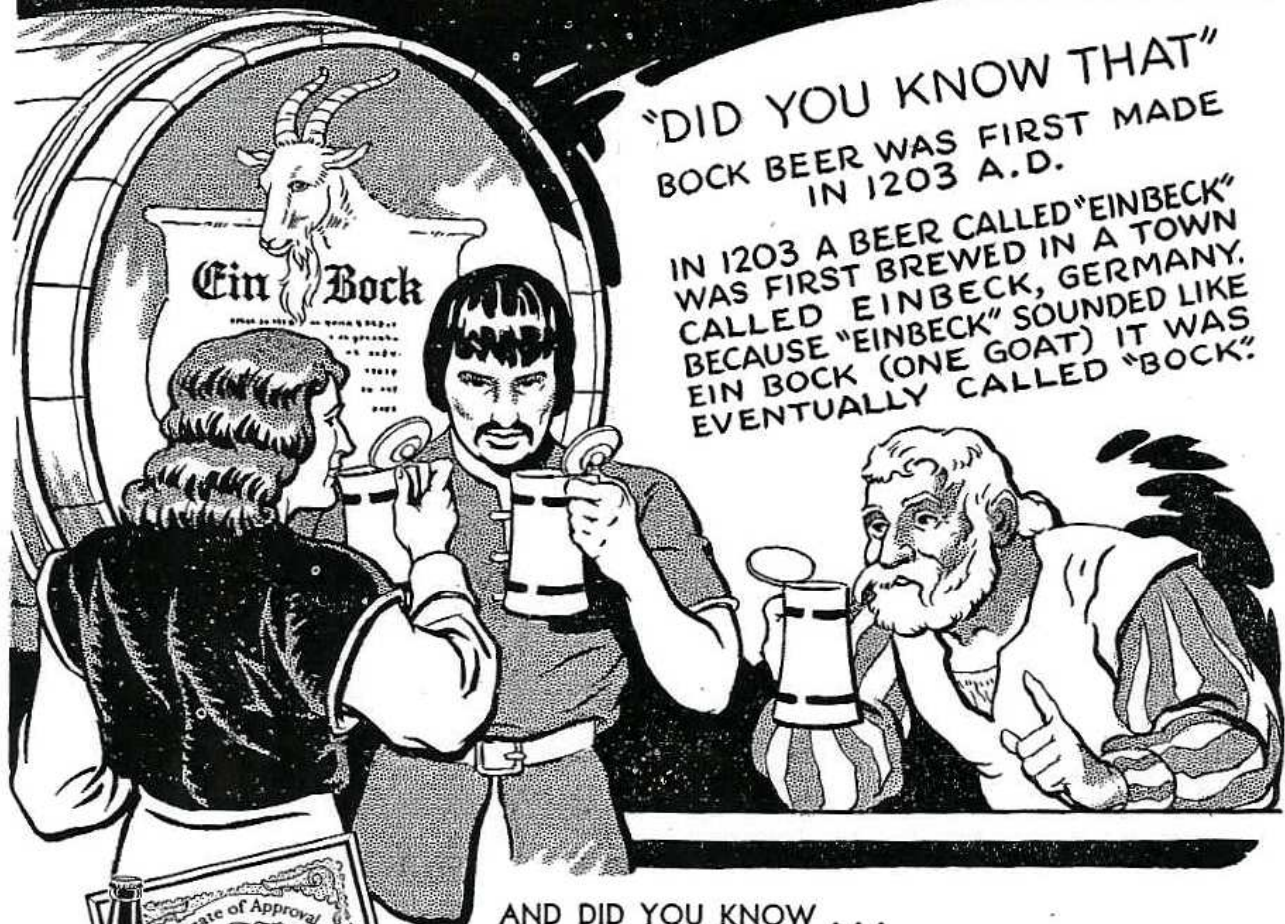
So, you see, breweries have been incorporating the Spring theme in their Bock Beer advertising for at least the last 100 years. Must have worked, huh?



Just So You Know! There May Be a Quiz!

# ATLANTIC TAVERN PALE **GRAF-I-FACTS**

INTERESTING GRAPHIC FACTS ABOUT BEER



AND DID YOU KNOW . . .

Where the Tavern Pale "Certificate of Approval" is displayed, the best-in quality and service is always assured!

Rich, ripe, mellow Tavern Pale is slowly brewed from the world's finest ingredients . . . then slowly fermented, slowly aged. That's why Tavern Pale is so delicious, so wholesome. Order some today—it costs no more than ordinary beer!



# ATLANTIC TAVERN PALE

ATLANTIC BREWING CO. Telephone LINcoln 8010 Chicago



# Coasting with Goats

By

Steve Armstrong, BCCA #26414

Hello fellow Merry Bocksters! Welcome to the first of what I hope becomes a regular column here in the *Goatzette* regarding US bock beer coasters. I have been collecting US bock beer coasters for a few years and have found that finding the older bock coasters is quite challenging. The coasters featured here in this column will come from my own collection. I will continue the column as long as I've got more coasters to show. I will be starting with the older coasters first and will feature 2-4 in each column. I will then move on to newer/microbrewery bock beer coasters. In addition to having coasters pictured here, I will try and provide additional information on that particular coaster. There is a very good internet based coaster website that I will utilize as well in terms of background information. This site, *Beer Coaster Mania*, goes into details regarding dating coasters, caring for coasters, displaying coasters, etc. There are a number of smaller coaster guides available such as those organized by state or region, however, this site is the best guide I've found for all US beer coasters (both older and microbrewery) in one location. The web site address for the *Beer Coaster Mania* coaster guide is:  
<http://members.aol.com/gbarone/index.html>.

In this first installment, I want to provide a little more information on coasters in general. After that, we'll get to the good stuff and get on with showing pictures of as many bock beer coasters as possible. Here we go.....

The hobby of beer coaster collecting is called *tegestology*. This comes from the word "teg" which is Latin for the word mat. This makes sense as most places around the world refer to coasters as beer mats. According to coaster collector George Klann, the first coaster was patented in 1895 by Robert Sputh in Dresden, Germany. Coasters arrived in the United States around the turn of the century. Small breweries were the first to use the coaster for advertising purposes. The peak of coaster use in the US was from the end of Prohibition in the early 1930s through the mid 1950s.

Originally the coaster's main purpose was to protect wooden surfaces from hot tankards and chilled mugs. However, today they are used as "point of sale" advertising items. Coasters were made to be used and thrown away. Thus, relatively few of the older coasters exist today. It is estimated that only one-tenth of one percent of the coasters produced 75 years ago remain in existence today.

When trying to date a coaster, there are several attributes which can aid in determining the age of that coaster. Generally, the larger sized coasters (4" diameter and larger) were usually produced prior to about 1945, while the smaller sizes usually date after 1945. A very thick and large older coaster that has "Printed in Germany" or "Made in Germany" printed along the edge might indicate the coaster is from the pre-Prohibition era. Other techniques for dating coasters come from knowing when a particular brewery was in operation or comparing designs to those seen on cans, bottle labels, or other advertising.

If you've looked at the *Beer Coaster Mania* web site's individual state coaster guides, you will have noticed a bunch of numbers at the bottom of each coaster. These identify that particular coaster to a particular state and brewery. Each coaster has a specific code which identifies it from other coasters, much in the same way as we use the various beer can books when referencing a particular beer can. The following describes this code.

The coasters within each state guide are organized by brewery name, size of coaster, printed sides on each coaster, and any other comments which help to identify the coaster.

For example, the Gunther Bock coaster pictured below is identified as MD-GUN-7 4.25 1/0 3. This means the coaster is from Maryland; the Gunther Brewing Co.; is the 7<sup>th</sup> Gunther coaster in that list; is 4.25" in diameter; and only has printing on one side. The last number is a rareness rating. I will include this when it is known.

Sides: 1/0—one sided coaster, printing on only one side.

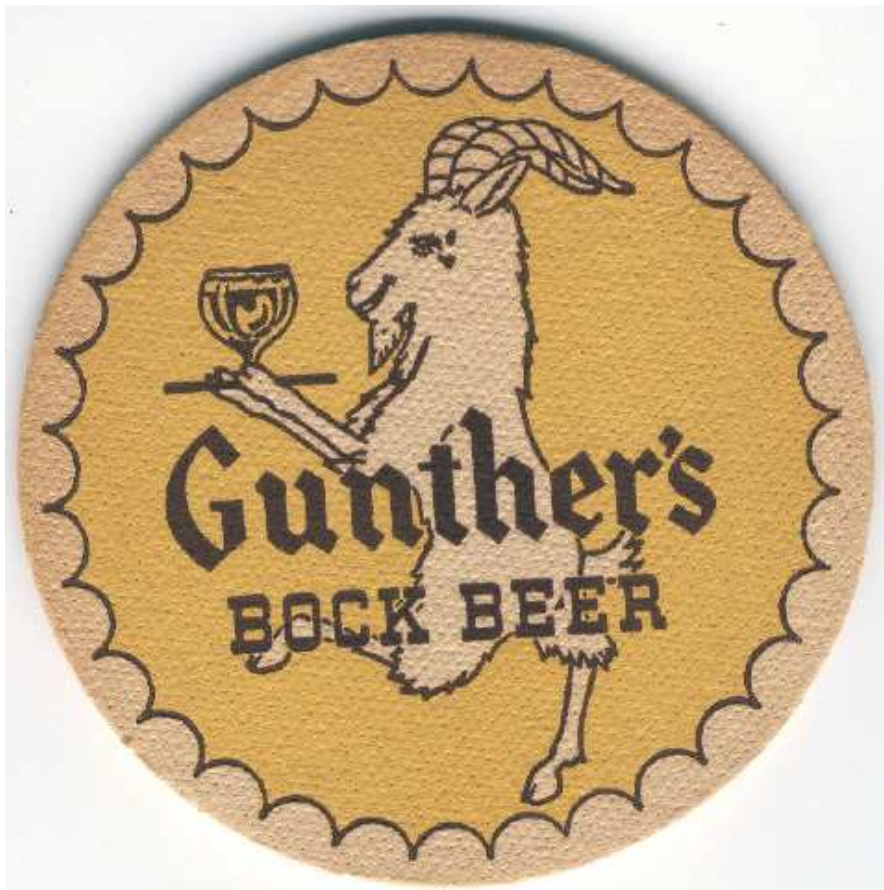
1/1—two sided coaster, printing on both sides of the coaster, identical on both sides.

1/2—two sided coaster, printing on both sides of the coaster, sides are different.

Rareness rating:

- 1: At almost all brewery shows & at times can still be found in bars, beer festivals or general trading.
- 2: Can be found at most shows that have a decent amount of coasters.
- 3: Tough coaster to find but most serious collectors will have it if they want it.
- 4: A very hard coaster to find, surfaces occasionally at auctions or shows.
- 5: Rare coaster, very few are known to exist.

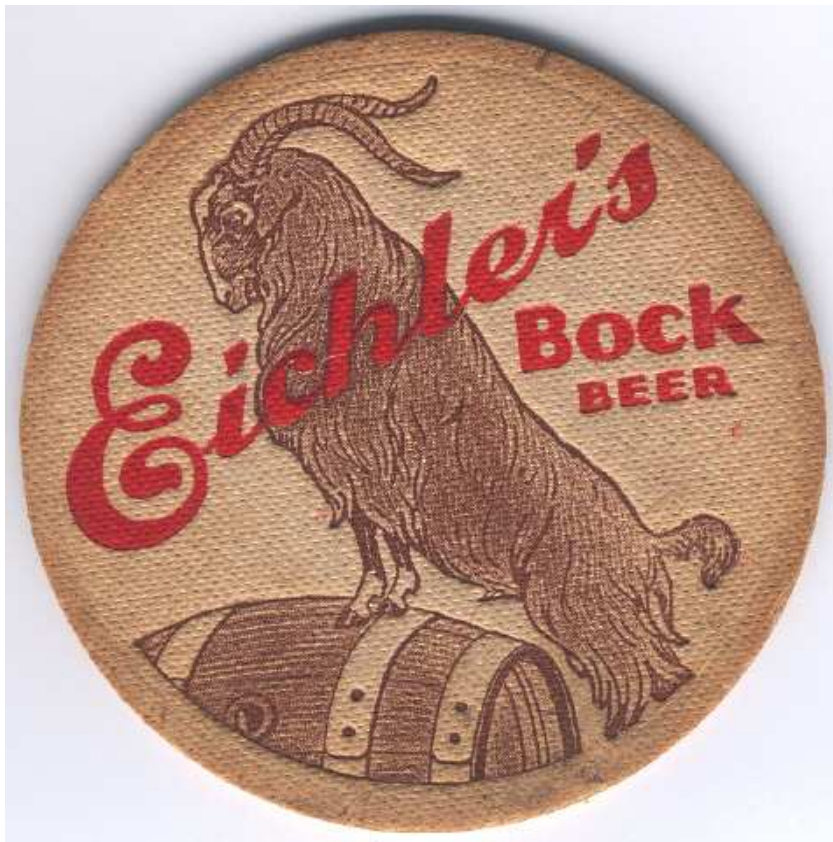
This first column features two older bock beer coasters. The Gunther and Eichler's Bock coasters pictured below.



Gunther Bock. MD-GUN-7  
4.25 1/0 3

The Gunther Brewing Company was located in Baltimore, Maryland and was in operation from 1935-1959 according to American Breweries II. I've heard stories that this coaster was very hard to find until a quantity of them surfaced several years ago. Now you can find these on ebay for \$5-\$10.00.



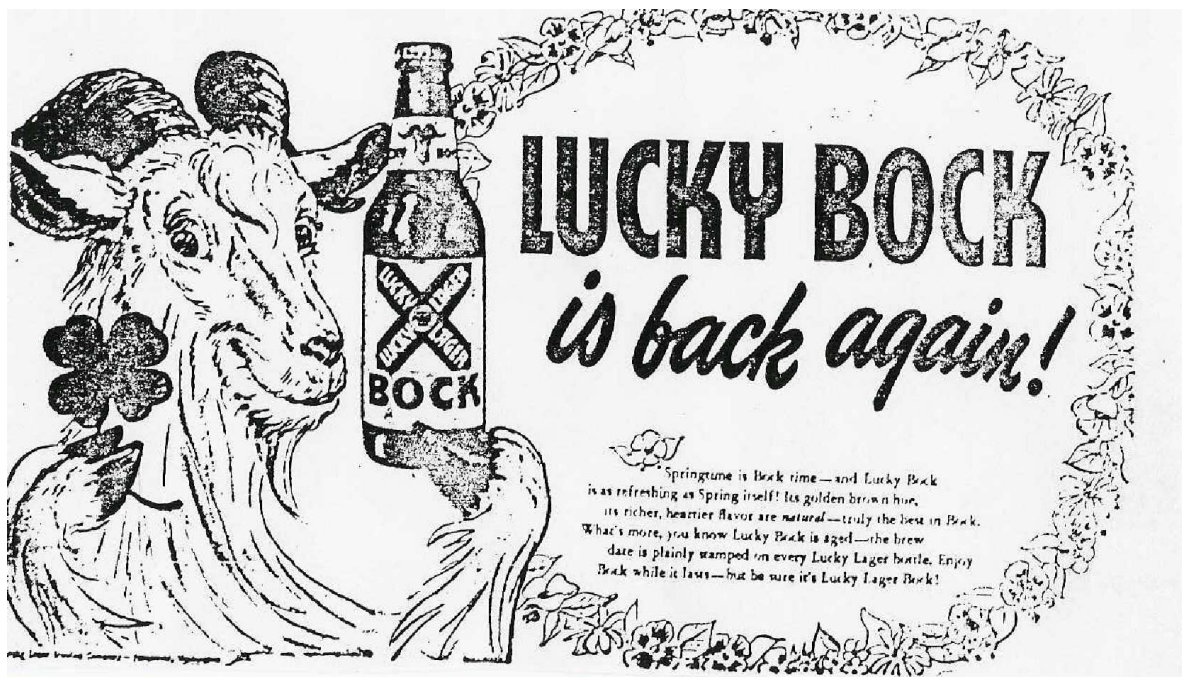


Eichler's Bock Beer coaster (NY-EICH-  
? 4.25 1/0)

This Coaster is not yet listed in the Beer Coaster Mania web site as only the microbrewery coasters of New York state are available at this time. On the back side there is some imprinting that says Made in Austria, Griffin-Rutgers, Inc. New York. This coaster is pictured in "The US Beer Coaster Guide" by Thomas Byrne (1980). The coaster is number 259 and Byrne says this is from the Eichlers Brewery in New York City and is from the 1930s. American Breweries II lists the John Eichler Brewing Company as being in operation from 1933-1947. The 1980-1981 US Beer Coaster Price Guide enclosed in the Byrne publication valued this coaster at \$5-\$7. Today, an unused and clean Eichler's Bock Beer coaster would sell for several times the stated value in 1980-1981. I can't recall ever seeing

one of these on ebay and I've only had the opportunity to add the one above to my collection. This appears to be a relatively hard coaster to find and also a desirable coaster for the collector.

See you next time with more goat coasters!



From the Idaho State Journal, Pocatello, Idaho, March 18, 195





# the BOCKtoon

By Andy Galamba



# The 007 Bock Beer Can Mystery

About two and a half years ago, a can came on the market on eBay that I had never seen before, and no one I talked to had the first clue about the can. It caused quite a stir in the hobby, and is still a bit of a mystery can.

The owner said he had two of them, knew nothing about them other than they were in a collection he had bought, and he was going to keep one for himself. OK, good story so far. Then, you scroll down, and this is what you see:



The man has a 007 BOCK can! Whoa! The bidding was frantic, and the can went for just over \$350. He put the other one on a month later, and it went for around \$285.

Since then, there have been 3 more that have surfaced, the last one going for around \$85. They were handouts for a James Bond film festival held around 1980 in Florida, the Film Fest. These were from Film Fest 2. The original Film Fest giveaway was a mockup original series 007 can.

The can is a vinyl wrap overlay on a 1980 current can. On one side of the seam it says "This Reproduction compliments of Film Fest 2. Design courtesy of National Brewing Marketing Dept, © The National Brewing

Co. of Balto., MD." On the other side of the seam it says, "A rich amber blend of dark Bock Beer & zesty Malt Liquor brought to you by the maker of Special Blend and Bohemian Light."

There is also a "Marketing Sample Display Only/ Not For Public Distribution" notice printed down the left side of the can.

Does that mean that there was a 007 Bock ready to go, but never marketed? Was the can order ever filled? Were there any test cans actually made? Does one sit in a file, unrolled, somewhere in the corner of a warehouse? We may never know, but here we see what could have been THE tab top Bock Beer can that never was!

It seems like one or two of these cans surfaces on eBay each year. If another one does, will the winner grill the owner for more information, that can be shared on these pages?



# Bock in the Rockies

By

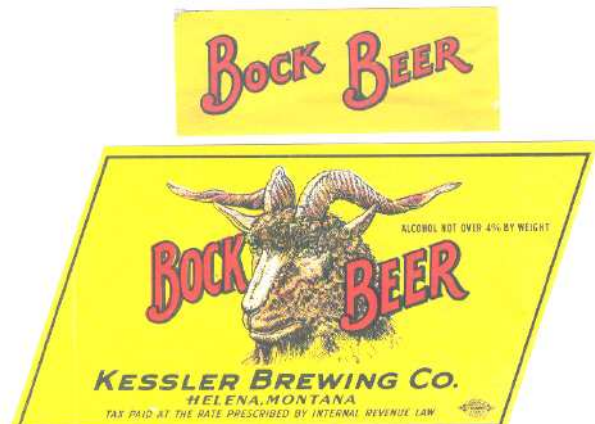
Steve Armstrong, BCCA #26414

This column is one that I will portray bock beer labels from Montana and Idaho. I will picture both older and microbrewery labels. All the labels for this column come from my personal collection unless otherwise noted. I will continue the column as long as I have bock labels to show. This first group of bock labels is from my hometown brewery, the Kessler Brewing Company of Helena, Montana. If anybody has a Montana or Idaho bock beer label they would like to see in this column, please contact me and we'll work it in.

Nicholas Kessler was born in Luxemburg (1833-1901). He emigrated to America, arriving in New York, in 1854, when he was just 20 years old. Nick spent some time trying to find a home, first in Sandusky, Ohio where his half brother lived, but he moved on, passing through Chicago and Detroit before arriving in Colorado after hearing of gold being discovered at Pikes Peak. Nick pursued mining for a time and eventually found himself in Virginia City, Montana Territory where he met a man that would forever change his life, Charles Beehrer. After trying his luck at several other mining areas in southwestern Montana, he again crossed paths with Charles Beehrer. Beehrer convinced Nick to forget prospecting in favor of a more certain income he would receive by building a brewery for Beehrer. Charles Beehrer operated the Helena Brewery (opened in 1864) with Nick as his assistant. The brewery was located a couple miles from town where "a torrent of crystal clear, pure water gushed from a mountain spring." This water was the only water ever used in the brewing of Kessler Beer. Kessler soon bought out Beehrer in 1865 and thus began the long brewing history of the Kessler Brewery. The brewery closed during prohibition but reopened in 1933 once repeal took effect. The brewery continued operations until 1958 when it closed its doors for good.

The Kessler Brewery name was revived in ca. 1984 as one of the first microbreweries in Montana. They contract brewed for many other western breweries and produced specialty beers for all types of occasions. There were over 125 different labels produced during the microbrewery era. The Kessler microbrewery operated under several different ownerships and once again closed its doors, ceasing all brewing and liquidating the entire brewery in December, 1999. Kessler Brewing outlasted all the other Montana breweries by many years. Almost all of the beer was bottled, however, the 1950s saw Kessler being marketed in high profile conetop beer cans.

These first two labels are both stock designs that several Montana breweries used as well as many other breweries across the country. These stock labels came in both square and rectangular formats but Kessler used those shown below. As you can see, these labels are identical, except one is for a 12 oz. bottle while the other does not list any contents. Whether this is an earlier label designed to be used on any holdover bottles of larger size (such as 22 or 24 oz) is unknown. The neck labels are also different, with one being personalized with the Kessler name.



# DUMPING BOCK CANS IN NEW ENGLAND

Dave Lang

Rereading Andy Galamba's tale in the last issue of the Merry Bockster about a successful Bock dumping venture in the Catskills Mountains of New York brought back memories of my own extensive dumping experiences in that area during my years of living in upstate New York. While I never found sizeable Bock dumps like the one discussed in that article, most trips to the area did nonetheless result in at least the find of a few Bock cans. I doubt that there is any other area of the country with greater numbers of Bock cans waiting to be dug if they can only be located. NYC is reputed to have been the Bock capitol of the East, if not of the country, during the 1930's to 1950's and the Catskills were the closest vacation playground for those Bock enthusiasts during that era.

The most "common" Catskills Bock finds in my experience tended to be those of the large NYC metropolitan area breweries which dominated the downstate NY market during that period of brewing history - Rheingold, Ruppert, Ballantine and Pabst - with even a few, and only a few, Schaefers thrown in for added incentive. I never personally came across a Trommers, Krueger or Fiegenspan nor was I fortunate enough to find one of the rarities from the area just north of the Catskills such as a Fitzgerald or a Dobler. While I've never heard of anyone dumping a Dobler Bock anywhere, I suspect that any future find will come from this area and I've always checked any Dobler Beer can very carefully to make sure that the word "Bock" hasn't been inserted in place of "Private Seal".

When I first started dumping in New England about 20 years ago, I was quite enthusiastic about the potential for finding an even wider array of Bock cans. After all, those same large NYC area brewers had historically been very powerful in the New England market and a number of Pennsylvania brewers and even some of the Midwest brewers had also been active in the region, particularly during the 1930's and 1940's. While living in Massachusetts during the mid-1960's, I had purchased Ruppert, Ballantine and Schmidts Bock cans at local stores so figured that their older counterparts also must have been sold throughout the region. In addition, Carling was a major factor in the market and I realistically believed that Black Label Bock must have been available locally whether produced in the Natick, MA brewery or elsewhere.

I was, however, aware of one significant negative. Most of the New England brewers also produced a Bock but, alas, in most cases packaged it only in a bottle. Despite a reasonably enthusiastic regional market for Bock, only the Hull brewery in Connecticut and the Dawson brewery in Massachusetts ever marketed a Bock under their own brand name, resulting in a grand total of three possible cans to be found from those brewers. In addition, the Harvard brewery briefly marketed a Bock under the Golden Brau and Old Bohemian labels and the total cans to be found could be further increased with the inclusion of the Golden Brew can from the Diamond Spring brewery which featured "Bock Beer" stamped on the lid.

With that as background, what have the years actually brought in the way of Bock finds in this six state area? Well, clearly the folks who vacationed in the Catskills didn't also vacation in this area. Here's what I've managed to find over that 20 or so year period.

New England brewers:

The only can found marketed by a New England brewer has been the 1950's/1960's yellow Bock can from Hulls. The earlier white Hulls can has totally eluded me and isn't even in my collection. Golden Brau likewise but that's no surprise since it was a very secondary label with little or no promotion behind it. All of the Golden Brau cans are extremely tough finds which makes the Bock almost an impossible find. My only find of any Golden Brau can has been one of the Beers and that was found in, of all places, New Jersey so I have no idea where Golden Brau brands were actually marketed.

I thought, however, my chances with the Dawson can might be better since Dawson was a strong label with a wide distribution network. Why Dawson chose to can its Bock only during the brief period in the early 1950's when it was marketing the "Calorie Controlled" cans is a mystery. My guess is that it was a one year proposition and the fairly ludicrous concept of a "Calorie Controlled" Bock died a quick death. While I managed to acquire this can at a Convention, I've never seen it available at a local show nor have I heard of it being dumped.

A further addition to the mysteries of distribution is the fact that I've found the 104-15 Old Bohemian Bock from Harvard, as well as the similar can from NJ, in the Catskills but never in New England. Why would they ship the brand to an area where a similar brand was also being sold? Particularly a seasonal brand. Maybe there's a simple explanation but it eludes me.

### **Ballantine:**

The Ballantine situation has been the most disappointing aspect of Bock can hunting in this area. Ballantine Ale cans are found in just about every 1930's-1950's dump located throughout the region and the late 1940's-1950's varieties can be scatter-dumped with minimal effort. To a lesser extent, much the same is true relative to Ballantine Beer. So, naturally, the Ballantine Bock cans from the same period should also be well represented. Sounds reasonable but not borne out by actual results. It seems like Ballantine marketed Bock here in the 1930's and then ceased doing so until the 1960's. Strangely enough, I've found two of the pre-war cans with messages on the side - the 34-14 "Handy Way to Order" and 34-15 "1840-1940" varieties - and the 1960's 34-22 can and none of the labels issued in between those periods. As further proof of Ballantine's early presence in the area, there was a find of a half dozen or so of the Ballantines Bock instructionals in western Massachusetts a few years ago. So where are the finds of the 34-20 and 34-21 cans from the 1950's? Certainly not in these northern outposts of Ballantine Country although I still carefully inspect each of the many Ballantine Beer cans found to see if the magic word might be present.

### **Ruppert:**

The late 1950's demise of Ale in New England was partially due to the consistently increasing popularity of Ruppert Knickerbocker Beer throughout the region. Ruppert Knick became the top selling product for at least a ten year period ending in the late 1960's and the dumping finds of 1950's Ruppert cans are exceeded only by the finds of the Ballantine Ales. Other than a few of the 1960's 126-32 flats and zip tabs, however, the Bock cans don't seem to have followed the flagship Ruppert product into the area. I've often wondered how many spring seasons in the 1950's were welcomed by the arrival of the 126-30 and 126-31 Bock cans - and where those cans may have been shipped. Some must have been shipped to this Ruppert stronghold but I've yet to find any proof of that fact.

### **Pabst:**

During the 1930's and 1940's, Pabst seemingly reigned supreme among the national brewers in this area with Budweiser a close second. While Budweiser apparently never chose to ship its Bock to the northeast, Pabst took the opposite approach. I've found on more than one occasion all three of the Pabst Bock instructionals from Milwaukee pictured in USBC. But again, as with Ballantine, the 1950's Bocks seem to be pretty much non-existent despite the fact that Pabst maintained a significant market share throughout the area during most of that era. Also similar to the Ballantine situation, the 1960's Pabst Bocks are periodically found.

### **Carling:**

My initial enthusiasm about finding Black Label Bocks in New England where a major presence for the Carling brand had been established has now substantially lessened if not vanished in its entirety. No sign of either of the two canned Bock varieties in these parts. I had heard that Carling never marketed the Bock on the same national basis as its Ale or Beer so I guess my experience adds further support to that thesis.

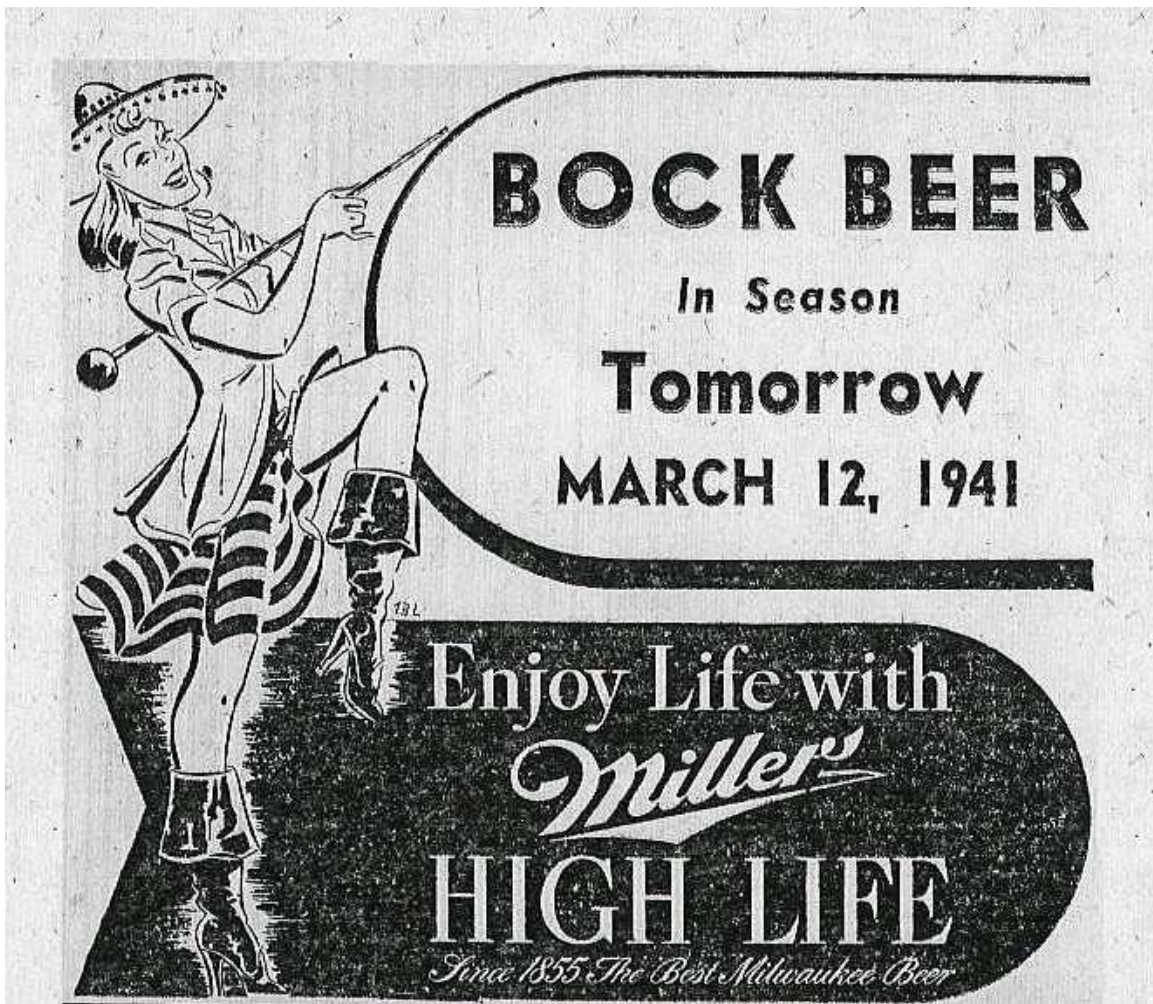


### Other brewers:

Despite the presence of a number of regional brewers, New England also attracted a variety of brands from outside the region. Pennsylvania brands, particularly Schmidts, Esslinger and Gibbons, seem to have been widely distributed during the pre-1950's period with Schmidts remaining strong until the 1960's. Since the most common quart cones found in northern New England, the heart of "quart country", are those from Schmidts, I have to believe that there are a few of the Bock quarts waiting to be found although I've never heard of any such finds.

My most exciting Bock find, however, did come from a Pennsylvania brewer but, surprisingly, it was Gibbons and not Schmidts. To my great surprise, a low profile cone which my metal detector had located on a hillside off a state highway turned out, after extensive cleaning, to be a Gibbons Bock. Seeing the light blue oval and the goat head gradually appearing as the oxaluc acid did its work was a unique and most unexpected experience.

In the final analysis, I guess New England, famous for Ale cans, quart cones and pint flat tops, will never be famous for the quantity of Bock cans found in its terrain. But, as the Gibbons find proves, you never know what the next dig will uncover. Soon it will be time to see what 2003 will yield and maybe it will be another Bockster surprise.



# The Bock Lighter Can

This Conetop can, USBC # 176-4, is fairly common; available at most shows if you're looking for it. THIS variation, though, is not so easily obtained. A find of these (about a case) surfaced two years ago, and were quickly swallowed up into the black hole that is best known as "us Bock Collectors". You may see one at a major show, but I've not seen one since they first appeared in mass.

It is a pretty standard Lighter-equipped Cone Top can, except for the label on the back. Here's where the "huh?" comes in. The label says, "BOCK LIGHTER", with a goat head in the center. It has directions for using, including the vital instruction: "This Can Does Not Contain Beer". Must have been some slowpokes in the thinking department around when this came out. It says, "Distributed by NEGBAUR-N.Y." at the bottom of the label. That's it. No more explanation, particularly why it is called a BOCK Lighter. Come on! Well, here it is for all to see. I saw the label, and had to snag one.





# THE BIONIC CAN

I just had to share this one with you all, as the results are simply extraordinary. I sent this poor thing to Can Mechanic Impresario Keith Norton, and really didn't expect to get anything but a laugh and the can, untouched, back. Boy, was I surprised!!!



**BUMMER!**

**WOW!!!!!!** Now look at it! It's unbelievable! You can see where the crease was, through the "1" in the "1860". If you run your hand around the can, you can't even pick up the warble of the old crease location. Same with the crease on the back.

Anyone who has a can they feel needs some serious TLC needs to contact Keith. Everyone who has seen this can has been amazed. **THANK YOU, Keith, for saving a killer Bock can!**

As you can see here, this guy has had a rough life! The lid was cut off, just below the rim. The can had been crushed nearly flat, to the extent that the bottom was warped!

The crease went right through the main label, to the right of the goat. The creases were almost ironed into the can.





# Pan-Seared Steak with Bock Beer Mushroom Sauce

By Andy Galamba

The marinade for this simple steak recipe calls for roasted garlic, which tastes caramelized and sweeter than raw cloves and thus mellows the bitterness of the beer.

The quickest way to roast a handful of garlic cloves is to rub unpeeled cloves with a bit of oil and bake at 300°F in a toaster oven for 10-15 minutes, stirring once or twice to prevent scorching on one side.

Or, roast several whole heads of garlic at once, then separate the roasted cloves and double-wrap them in plastic wrap and foil. They will keep in the freezer for several weeks.

- 1/4 cup bock beer (for marinade)
- 1/3 cup olive oil
- 5 cloves roasted garlic
- 3 pounds flank steak
- 1/4 pound oyster mushrooms
- 1/4 pound portabello mushrooms
- 1/4 pound shiitake mushrooms
- 1 tablespoon olive oil (for saute)
- 2 tablespoons finely minced onion
- Salt to taste
- 6 ounces bock beer
- 1 teaspoon dried thyme
- Dash hot pepper sauce

Blend the 1/4 cup beer, the 1/3 cup olive oil, and the roasted garlic in a blender.

**(EDITORS NOTE: Drink the Unused Bock Beer)**

Place in a gallon-sized zip-seal bag with the flank steak, and refrigerate to marinate.

Wash and slice the mushrooms very thin.

Rub a heavy, nonstick 10-inch saucepan with the 1 tablespoon of olive oil. Place over very low heat and gently saute the mushrooms, sprinkling with onion and a bit of salt.

Stir constantly to prevent sticking, and saute until the mushrooms are almost dehydrated and crisp.

Stir in the 6 ounces of bock and the thyme and let simmer; the mushrooms will absorb the beer and return to tenderness. **(EDITORS NOTE: Open a second Bock Beer for this purpose, and drink the unused Beer)**

While the sauce simmers, pan-sear the marinated steak in a heavy skillet set over high heat; a rare steak requires 8-10 minutes per side, while a well-done steak requires 15 minutes per side. Let the steak rest before carving; slice thin, across the grain.

Season the mushroom sauce to taste with salt and pepper sauce and serve a spoonful over each thinly sliced portion of steak.

## HEY, HOW ABOUT THAT!



Here we go with another installment of HHAT. I hope you're enjoying these. I present you with two versions of the same Bock beer can, with a subtle, and probably largely unknown difference.

This pair, in keeping with our Spring Issue theme, shows a pair of Genesee Bock tab top cans, with the goat frolicking through a flower patch. Neither of these cans is pictured in any of the beer reference books, since they are from the late 80's.

The differences between the two are as follows:

- 1) Obviously, they are different constructions, with the one on the left being the crimped top, two piece type can, and the can on the right the later, "rocket bottom" can, with the necked in top.
- 2) The left can is the "pre" and the right can is the "post" government warning version.
- 3) **AHA!** The right can is missing a flower that is on the left can! See the Blue circle.



You could have **your** HHAT shown on this page. Send in yours to the Editor, and be nearly famous!

# Did You Hear The One About....

**Dear Bocksters,**

Whilst on the phone with one Mr. Romine, I was reminded of three old Bock related episodes in my life. Two are pleasant, one is more indicative of an over indulgence in beer to achieve a goal. Conversations with Mr. Romine are often an hour or so in length, and are oft times driven by Genesee Beer on the Sanford side, LaBatt, Molson, or micro on the Portage side. Obtuse is a descriptive term one could use.

In the early 80's we had a Patrick Henry trade session after glow party at my house. I had come into possession of four 1954 quart bottles that were full of Drewry's Bock. A number of South Bend guys were here, and all wanted a bottle. In that trade stock was put away, a devious thought came to mind. If a guy wanted a bottle, he had to drink it. Many tried, and many failed. So, in the interest of helping the weak of stomach, it was agreed that we'd all pitch in and have a few swallows of each bottle. To make a sad story short, all but one visited the porcelain alter. The particulate matter would just about score your throat on the way down, and again on the ascent. Only one collector was able to keep the beer down, Leo Wentland, who to this day, has my undying awe. Even John McGuire made a hurried retreat to the commode. Boy, was my wife impressed!

Bock tasting two involves Huber Bock. For almost a decade Huber distributed beer in Southwestern MI. It was pretty much swill, with Braumeister, Huber, Bohemian Club, Wisconsin Club and Rhinelander were the labels. A premium beer, Augsburg, was also sold here. The Huber, Rhinelander, and Augsburg all had a Bock offering as well. The lesser priced pair was about \$5.99 a case. The Augsburg was about \$12.99 a case. It was the same stuff! The Bock was delicious. John Beran and I killed cases of this stuff.

John is more of a pack rat than I am, and every year or so we'll try 5 year old and newer Huber Bock. It is still delicious. I have not found it for some time, but if I ever get to WI in the late winter, I'll bring home cases.

The last memory is the most pleasant one. Before the Minneapolis convention, Dave Peterson, Bob Venners, and I were going to hit the Upper Peninsula for a three day dump weekend. Dave begged off early, and just before we were to leave, Bob called and begged off due to a family related problem. He did give me directions to several dumps that they had worked previously, so I wasn't unarmed.

These were quickly dispatched, with the understanding that we'd split the cans, which were mostly Goebel Ale 8 oz., Paul Bunyan, some Kingsburys, and Grain Belts. I was kind of bummed to be out there alone. So I started driving down two tracks. Somewhere north of Gulliver I saw the unmistakable sight of a stove or dryer way back in the woods. Someone had dumped a lot of dirt in the two track, so I walked back. It went into a CCC planting from the 30's, I'd guess. There were hundreds of Rahr's flats and Oconto flats.

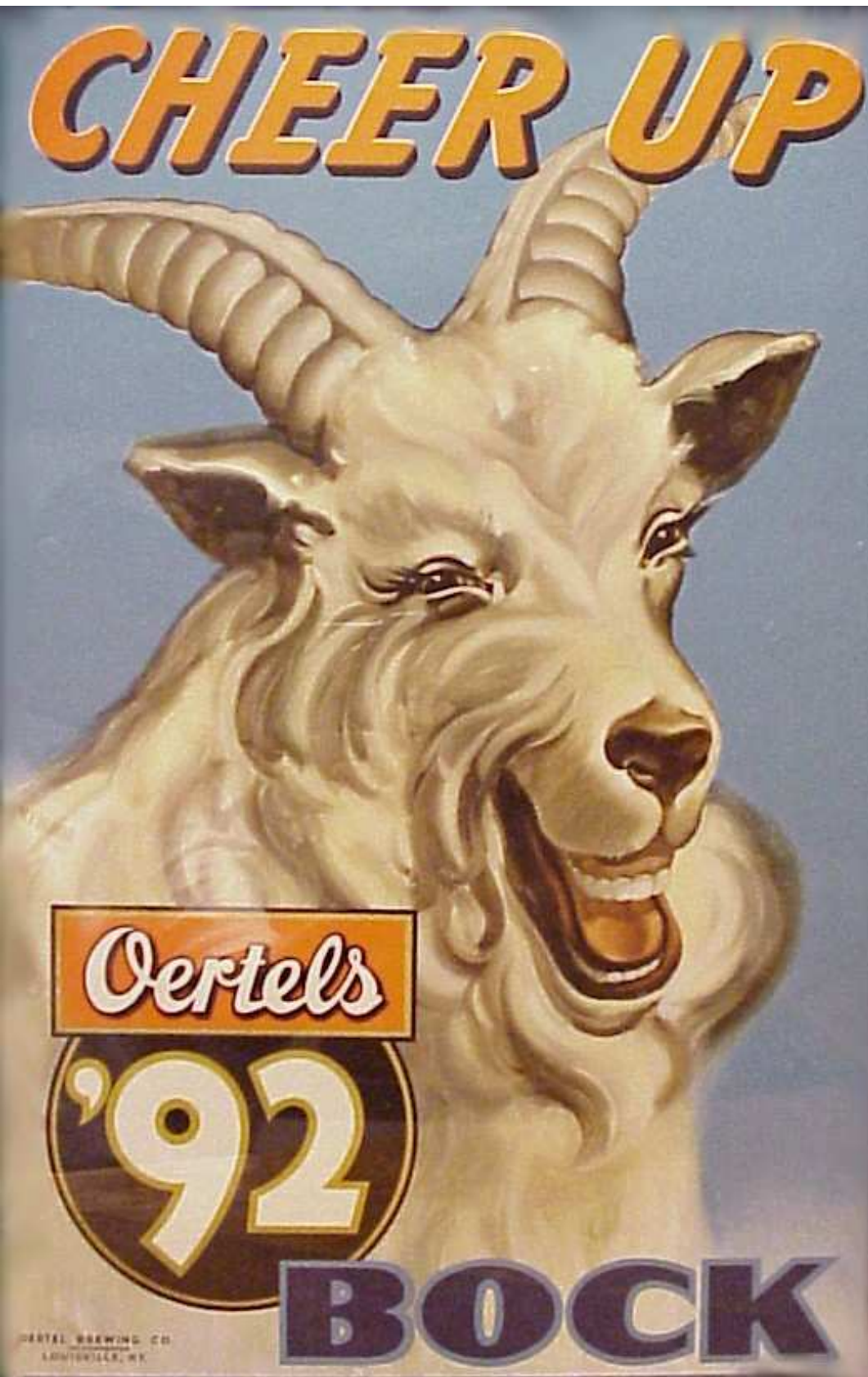
I literally filled my 1980 Chevy wagon with flats of the Rahr's. One gets bored after a while, so I investigated a little deeper into the woods. Walking through pine needles, I saw the top of what I thought was a Frankenmuth Mel-O-Dry flat. Wrongo! It was a Nut Brown Bock, and in grade 2+. Five more soon joined the first in the flat. Walking even father into the woods, I noticed a brown can protruding from the pine needles. It was a Goebel barber pole bock, and after a while, five more joined it in the flat.

The joy was lessened by the fact there was no one there to share the find with, but it got better in Minneapolis. The late Willie Weatherly was on our floor, and saw what I had on the way into our room. We did some serious trading.

Dave Launt



# BAAAAADBOY'S GOATMATE OF THE MONTH



She's a charming, happy lass, isn't she? Just look at that twinkle in her eyes. In keeping with our Spring theme this issue, she has the unmistakable look of someone who has had their case of Spring Fever cured, don't you think?

You can have your Goatmate grace this page. Please send your personal vision of loveliness into the GOATZETTE Editor. This month's example of BOCK pulchritude is courtesy of our head of the Vice Department, the redoubtable Dave Reed.



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

Jim Romine  
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