

Merry Bocksters Chapter

The Official Newsletter

Brewery Collectables Club of America

VOLUME #4 NUMBER #1 ISSUE #10 January 2005

A New Year, new stories, and all the newest news in the Bock World!!

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A Happy New Year Indeed!

Also, Inside...

The REGAL PALE Treasure Chest





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

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It's Scoopsville time again! The outrageous finds keep coming out of the walls (this time literally!), and we keep bringing them to you FIRST!

You the faithful... Have decided that ten bucks wasn't that precious, and decided to cast it into the trough to get another year's worth of the GOATZETTE! We're glad to have you!

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VOLUME 4, NUMBER 1, ISSUE #10, January 2005

The GOATZETTE is published quarterly. If you've been around a while, you've figured it out. That would explain why it isn't in your mailbox every month. If you're still confused, please go to www.dictionary.com. and type in "quarterly". And please accept my deepest sympathies.

You Can't Make this Stuff Up – well , at least I can't



JUST TO GIVE YOU A FLAVOR for where I grew up, and the influences that were all around me in my formative years, here's one of my favorite snapshots of a sign out by the edge of town. This was right by the county line (that would be the Kanawha – Putnam County line, in West Virginia) as you were headed back into my hometown of Nitro,

coming from the bars in Poca (home of the Poca Dots high school football team). Like the title says, you can't make this stuff up. I'll show you my yearbook! Remind me to show you pictures of my buddies, Darryl Nofsinger, Lester Roudebusch, and Hugo Tidquist.

HERE WE GO WITH ANOTHER GOATZETTE chock full of great articles, tons of Bock Beer information, and two stories about new Bock Beer can finds that are amazing. Our Cover Story, about the emergence of an indoor Hohenadel Bock J Spout can, has not been seen anywhere else. This breaking news was released to the GOATZETTE first! The Regal Pale Bock Treasure Chest find has been circulating around the Internet for a few weeks, but hasn't yet appeared in print. Both stories, in some form, will surely make their way into the BCCA magazine, but you're seeing their debut!

THERE'S LOTS MORE, TOO. We have great articles and letters from several of our members, in addition to the regular columns that come in from Steve Armstrong, Joe Pac, our Bocktoonist Andy Galamba, and the words of inspiration from Prez Dave Reed. Check out the lithos from Bill Norton and Bill Lester, goodies from Rich LaSusa, the HHAT from the Prez, our GOATMATE from one Mark Porambo (remind you of something, but you're not sure what?) This is a good one!

OPEN CALL FOR ARTICLES for the next few issues. How about those Member Profiles? A bunch of photos of your collection for a "brag page"? We really want to get a comprehensive article together on Bock Beer tap knobs, both ball type and all the others. Would someone please volunteer for one half of that or the other? I have archive photos of knobs in both categories, to help out. Wasn't the article on Bock Beer Crowns great? Now, we need (and we have received a few) photos of cork-backed crowns that were missed, and plastic-lined Bock crowns for the next article. Check your stock against the photos in the article; I'll bet you've got some crowns we missed. We need to tie up those loose ends!

LET'S NOT FORGET THAT THE NEXT GOATZETTE WILL BE COMING OUT FOR APRIL FOOL'S DAY.

Where are those fakes, those badly done repaints, the mistake cans? Really strange looking goats on labels or signs? Some creative computer-type photo retouching? How about articles that are blatant, entertaining lies? That's just what we need for the next issue. Bring it on.

ANOTHER THING WE REALLY NEED FOR THE GOATZETTE is a (or even better yet, several) self – appointed critic/taster/fan(s) of all products Bock that are being offered each year in the Micro Brew world. I personally know several Bocksters who go out of their way to try as many Micro Beers a year as they possibly can (and you know who you are, and you know that I know, and you know that I know that you know that I know!). In the course of their travels and excursions, they happen across multiple Bock Beer variatals. We would all like to see an occasional review of bottled and draft Bock Beers available across the country. We don't have to have any one person take this on. If you get a chance to swill a good (or a bad!) goatbrew, send in your impressions, and your Humble Editor will assemble them into the semblance of a story.

THANK YOU FOR YOUR RENEWALS. If you didn't get this one, you missed out! If anyone hears of anyone who doesn't get why they aren't still on the mailing list, send them my way, and we'll get it worked out. I printed a FEW extra copies to handle it all.

SPEAKING OF RENEWALS AND MEMBERSHIP, we have right at 80 members in good standing right now, and I anticipate getting a few renewals and new members at Blue/ Gray in February. Last year, we joined up a half dozen there. We have about 20 former members who I will be putting the touch on in the next few weeks, or asking some of you to contact if my info is bogus.

WHICH REMINDS ME. I periodically send out Spam to the whole Merry Bockster membership, typically asking for articles or dues. I have several members who have changed their email addresses (probably due to my pestering), and the Roster info is in error. Please let me know if any of your information has mutated. Usually it's area codes or e-mail addresses. BUT, I was able to keep up with Rich LaSusa during his 4 moves in three months, simply because he was fastidious in sending me updates along the way. Now his GOATZETTE arrives at his latest cactus farm without incident. We can do the same for you!

LAST CALL for photos of Merry Bocksters to use in the BCCA "At Large Chapters Profile" story that is going to be featured soon on our clan. We really need some photos of members in various states of Bock Beer fooling around and convivializing. Send them in tonight to your Humble Editor.

FINALLY, BLUE/GRAY IS ALMOST HERE! Folks, there just isn't a better show this time of year. Hell, it's one of the two or three best shows in the hobby, period. I scored a spanking Pilsner's Bock can there last year, and that wasn't the first (or second, or twelfth) great Bock piece I've landed there. If you want to unload some goods, there's no better venue. This year will be no exception, as the main hotel is going to be jam packed, and the overflow hotel next door gets more rooms reserved every year. Come on down, and stop by and visit. Your Humble Editor will be setting up shop in Room 218, and the door is (almost) always open. Come get Merry Bockster T-Shirts, and catch up or get acquainted. If you haven't yet gotten registered, and don't know how, call or email, and I'll put you in touch with the folks in the know. Be There!

Yez, The Prez Sez

Greetings Bock Fanatics:

Well, we made it through the Christmas rush and past all those New Years Bowl Games. Now we get to look forward to three months of snow, rain, sleet and gray skies here in the upper Midwest. How Depressing! But wait, I forgot that we are only a month away from the 26th Annual Blue Gray Show in Fredericksburg, VA.

Now that is something to really look forward to. The Blue Gray Show, sponsored by the Richbrau, Capitol City, and Rusty Bunch Chapters of the BCCA, & NABA, will be held at the Ramada Inn (off Route 1 at I-95 in Fredericksburg) on February 16th-19th. This is truly a great show and a lot of fun, so plan on attending and renewing some friendships with other collectors.

While things usually slow down during the late Fall and early Winter months, I think that you will find that some really incredible discoveries have taken place in our hobby relating to bock beer cans. As usual, the Merry Bockster Goatze staff was able to get the early scoop and we are pleased to bring you some amazing pictures and stories about these finds, in this issue of the Goatze.

In addition, activity on Ebay has been solid with a lot of neat bock items being sold at some amazing prices. Make sure to check out Joe Paczkowski's "E-bock" Column for some photos and selling prices on these items.

Finally, I know that Jim and I harp on it during each and every issue, but it remains important that each member of the Merry Bockster Chapter participate in some way in helping to make this publication interesting, viable and fresh. So if you haven't done it yet, it's a brand New Year! Take some photos of some of the cans or breweriana in your collection, write an article, but most importantly, **SHARE YOUR COLLECTION WITH FRIENDS**. It makes the hobby so much more fun!

Until next issue, Happy Collecting and I look forward to seeing you at the Blue Gray Show!

Dave Reed



Found in a parking lot by an anonymous Bockster who can't explain it either!

FOUND!

Hohenadel Bock Beer J Spout Can

The Story of the Holy Grail of Bock Beer Cans

Editors Preface

This story has cost me more sleep than I want to admit. Having known about the find for almost 3 weeks, and having kept it to myself (at the request of all parties in the story), it's a relief to finally get this in print and out to the group that, more than any other, would want to hear about it. Hallelujah, the day has finally arrived!

The Hohenadel Bock J spout has been an almost mythical can for the last 20 years. Since its pictorial debut in the Class Book of Beer Cans, its owner, its whereabouts, and even its existence have been clouded in doubt and mystery. Many thought the can was a fake, even though the goat on the can is the famous Lynn Bogue Hunt goat that is featured on many stock Bock Beer signs and lithos. It was the goat used on the original Merry Bockster T-shirts we minted three years ago, and a stylized version graces the cover of the GOATZETTE every issue in our logo yet today.

The original can has been hunted by some of the best in the hobby, and every time their efforts were thwarted. The consensus of several of those who went "grailing" for this can is that the owner had it displayed on an upper shelf. At some point, something caused it to be dislodged from its perch, and the fall to the floor was more than the can could withstand. The last time I was told the story, it went "...and they swept up the pieces, and threw it in the garbage". I understand that the owner was contacted for a photo for the USBC book, but the can was no longer of this world.

And so, there we sat. One of the four most prized Bock Beer cans (along with Ortlieb Bock Ale, Gibbons Bock, and Waldorf Bock) now did not exist.

Until now! So, without further ado, I'll get out of the way, and let you soak this in. To start, below is the actual, unsolicited e-mail that an East Coast collector received that got the ball rolling.....

I think the previous owner of my house drank alot of beer. I found many bottles and some cans inside the blocks while addition being put on back of house.

You may be interested in three Schmidt's "Silver Noggin" cans in pretty good condition with little rust, few dents, some paint splatter, and one cone top with some rust on front that I have never heard of, called Hohenadel Bock Beer..... If interested I can send you a digital pix.

Also, old Esslinger's bottle, 3 Erlanger's Pilsner bottles and an Old Quaker 85 Distilled Dry Gin, glass like a flash with embossed Ben Franklin (I think).

.....and that, dear friends, is where we begin our tale. Next, you will read how Marc Tracy became the new owner, and then a photo spread of the can itself. Enjoy!

By Marc Tracy

It was shortly after my first Blue/Grey show (1997) that I decided to specialize in collecting J-spouts. I was not particularly smitten with cones in general, but the J-spouts struck me as a relatively small group of cans, of which many were either very striking, very rare, or both. I thought it would be fun and interesting to see how many I could get and what I could learn about them. I was correct – these last eight years have been my most enjoyable time in this hobby. What I didn't expect is the degree of notoriety that I have achieved by collecting J-spouts. I've had so many collectors help out in this pursuit that it's truly been awe-inspiring. Not coincidentally, I long ago far exceeded my expectations as far as the number of J-spouts that I could put on the shelf. I do have a few grade 5 cans on the shelf, but this past summer I added my 95th J-spout to the collection. Which is a ridiculous number. I had not added a new label since Blue/Grey 2002, and realized that I had reached a point where it was entirely possible that I would never add another.



I still lack a few variations, but the list of (confirmed to exist) labels I still needed was reduced to this:

Hohenadel Bock
Old Ox Head Ale
Ortlieb's Bock Ale
Pilsner's Beer
Wacker Beer

So, I was resigned to the likelihood of never adding another label. I considered a couple of the variations I need as at least remote possibilities, and there are plenty of upgrades to keep me occupied meanwhile. But, then I found a message on my answering machine shortly before Christmas. It was from a friend out east, who said he had a "special" J-spout that he wanted to talk to me about. Hmmm...a lot of them are special to me, but what constitutes "special" to someone else? The following day, with visions of goats dancing through my head, I returned the call. I'll have to paraphrase, as I don't recall the exact words, but after exchanging pleasantries, the discussion went something very much like this:

Me: So, you have a "special" J-spout?

Him: Yes, it's a really special can

Me: Wow, a really special can?

Him: Yes

Me: Well, what, is it Hohenadel Bock?

Him: Ummm...yes...yes, Hohenadel Bock.

Me: Wow, no kidding? What, did you track down the Class Book can?

Him: No, this isn't a dumper. The can was found down in some cinder block that was exposed during a home remodeling project outside Philadelphia. It's about a grade 2.

Me: What? You have an indoor Hohenadel Bock?

Him: Yes. Would you like to see photos?

Me: Oh, I'd love to see photos.

Him: I'll email them to you right away.

Me: OK, I'll get on the computer and call you back after I look at them. Thanks!

I looked at the photos, and was pretty much in shock. Having basically 0\$ in my can fund, it was anything but a done deal at this point. But, I was offered some time to pull things together, and set straight out at trying to do so. My already-dwindling flattop collection was going to have to get a lot smaller – and quick – if this was going to happen. Or, I would have to consider moving some tougher J-spouts. Fortunately, I didn't have to worry about that second option. Through an incredible piece of serendipity, I was quickly able to secure the Hohenadel Bock can with flattops alone. Even through an agonizing nine-day wait for USPS to traverse the distance from the east coast to Michigan, I don't think my feet have touched the ground since it was clear that I was going to get this can. Maybe once or twice, but that also may have been a hallucination.

My experience has been that the Ortlieb's Bock Ale gets a lot more attention from most collectors, but the Hohenadel Bock has always been my most-wanted J-spout. It's been something of an enigma – never pictured in color, with one ratty dumper that's supposedly been accidentally broken into many pieces apparently the only previously known example. I've asked about the can endlessly in discussions with eastern collectors, and three or four guys have taken up the hunt for the aforementioned ratty dumper on my behalf. I've also learned that several other collectors have been trying to track that can down since long before I started, to no avail. I'm at a bit of a loss to put my feelings into words – I've had the can for a week now, and it still hasn't fully sunk in. And I have this strange sensation that a little red-eyed goat is watching everything I do...

The Hohenadel Bock can



The Hohenadel J - Spouts that were found, before they were cleaned.

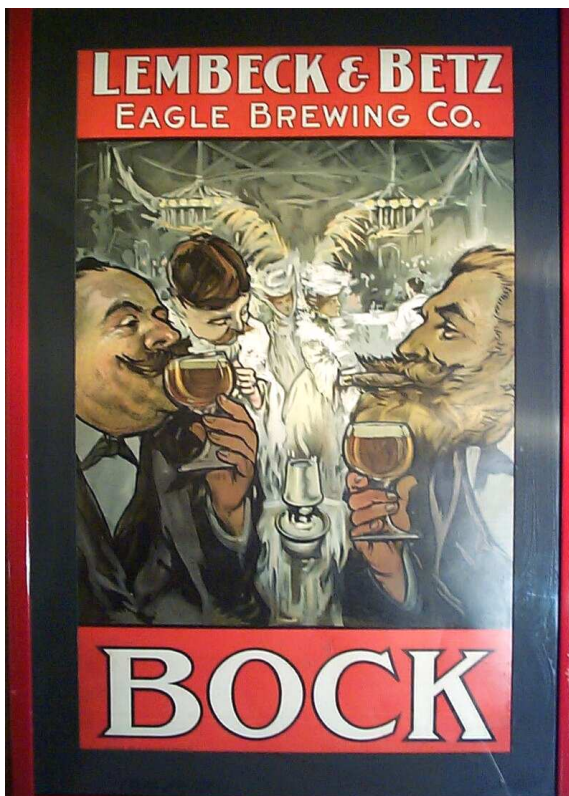


All the way around a Hohenadel Bock J. Is there anything else to say?

Litho Heaven

With **Bill Norton**

Editor's Note: Bill has sent in these (and more!) photos of some of the lithos in his collection. A picture's worth a thousand words, they say, so here's 4 grand worth! Rumor has it that he is thinning out his collection, so, if you have a bare spot, he may be able to fill it! Here's some of the earliest lithos, with more to come in a future **GOATZETTE!**



The Ultimate Bock Beer Ad

This ad has it all! You'll see that this 1940 ad for Schaefer Bock Beer has everything and more - A picture of a draft beer being pulled on a **BALL KNOB** tap, with **FLATTOP CANS** (the oldest, large goat can, to boot!) and **STUBBY BOTTLES** displayed in rows. Then, add a **Dr. SEUSS GOAT** carrying Schaefer Bock Beer on a tray, and a **RADIO PLUG** to the side, with the **BREWERY WORKERS UNION LABEL**, and there's not much else (other than a pretty girl) you could cram into one ad. And we live in the glory days of civilization?

STOP AT THIS SIGN if you want to enjoy the season's special brew—bock at its best. You'll see it in taverns and neighborhood stores all around town.

Now is the time when *Bock* is best

Schaefer
IS...BOCK AT ITS BEST

TUNE IN . . . every Thursday to the Schaefer Beer . . . WEAF 7:30 P. M. Copyright 1940, The F. & M. Schaefer Brewing Company, New York, N. Y.

Bock in the Rockies

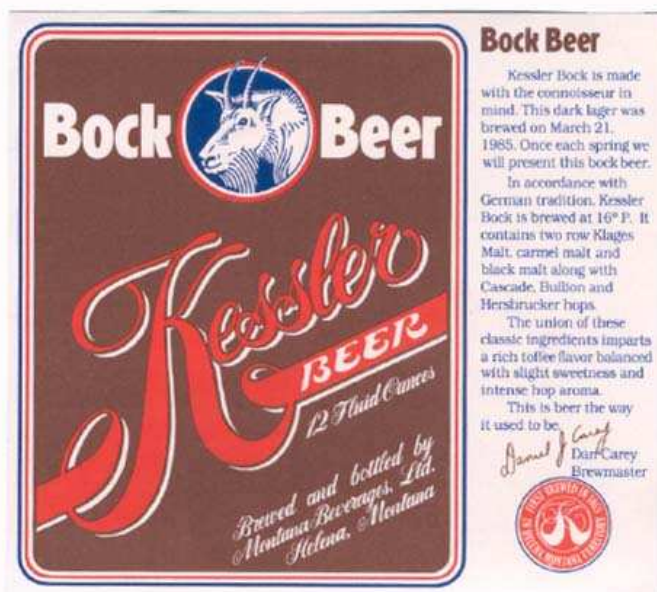
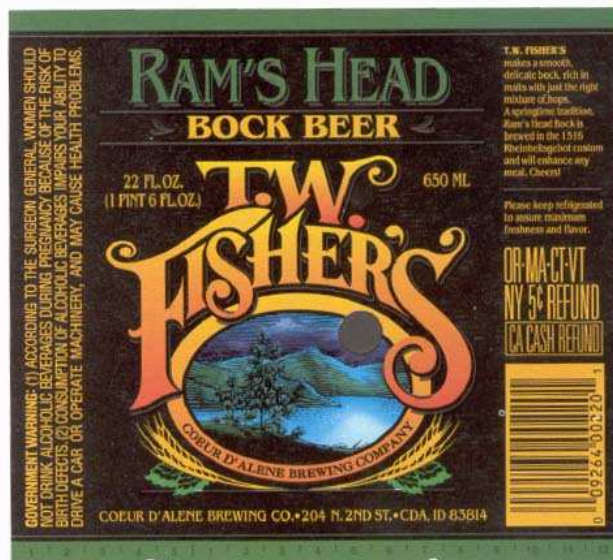
By Steve Armstrong

Montana and Idaho microbrewery bock labels are featured in this issue's column. There is a relatively new web site for US microbrewery beer labels. This site is located at <http://jophison.dynamiknet.com> and its organization is based on that developed for the Beer Coaster Mania web site (see the Coasting with Goats article in this issue for that web site address).

The Ram's Head Bock comes from the Coeur d'Alene Brewing Company in Coeur d'Alene, Idaho. This brewery was one of the first microbreweries in Idaho. Overlooking Lake Coeur d'Alene, it opened in 1987 and has quenched the thirst of the locals and tourists ever since. The brewery produces various beers throughout the year and bottles 4-5 brands on a regular basis. Prior to about 1999, the brewery was more commonly known as the TW Fisher Brewery. About 2 years ago, they opened the Coeur d'Alene brew pub in the university town of Moscow.

The Ram's Head Bock Beer label is printed on a black background with green and shades of yellow and orange text with a moonlit scene of the lake on the bottom center. The label is for a 22 ounce bottle and has the government warning. The fine print at the top right says "T.W. Fisher's makes a

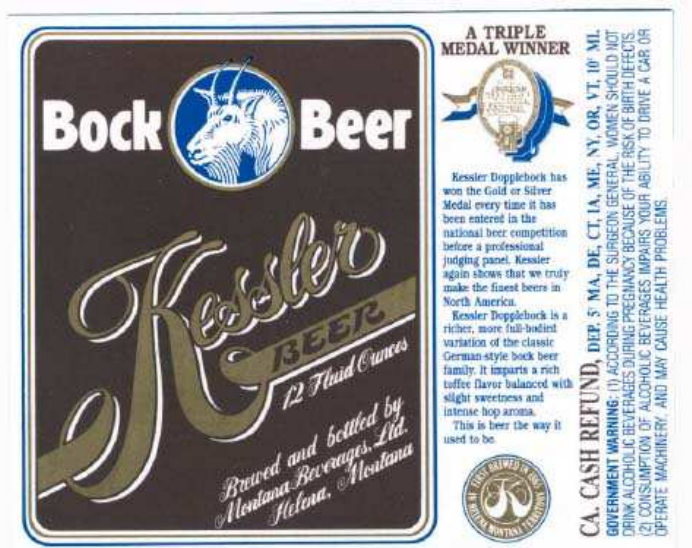
smooth, delicate bock, rich in malts with just the right mixture of hops. A springtime tradition, Ram's Head Bock is brewed in the 1516 Rheinheitsgebot custom and will enhance any meal. Cheers!" This label is identified as ID-COEU-12 in the microbrewery web site listed above.



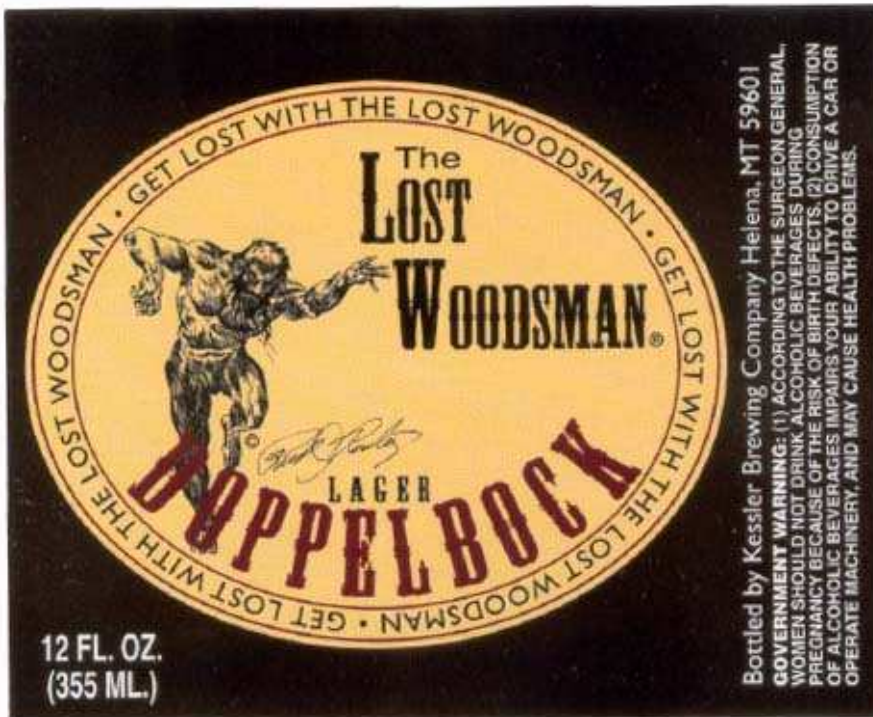
The microbrewery in Helena, Montana, which produced the next set of bock beer labels, was known by many different names. This was the first microbrewery in Montana and opened about 1983, closing in about December 1999. Through its years of operation, it was heavily relied upon as a contract brewery for numerous other breweries in the west. The first two labels are basically of the same design, with just a color variation and the addition of the government warning on the one label. These labels were produced under the Montana Beverages, Ltd. name. However, all the locals referred to this as the "new" Kessler Brewery. The "old" Kessler brewery was located on the outskirts of town and it closed about 1958. Fortunately, the brewery building is still being used to this day for a beer distributor and several other ventures.

Bock in the Rockies

The older of these two 12 ounce labels is the brown label with Kessler in red. This particular label was used in 1985. Dan Carey was the brewmaster at this time. Dan later went on to be the brewmaster at the New Glarus Brewing Co. of New Glarus, Wisconsin. A similar label (different brewmasters) is identified as MT-KESSL-30 on the microbrewery web site. The other label is of the same basic design however, the Kessler text is now gold in color. This label dates to about 1990 as it has a replica of the 1989 Great American Beer Festival medal at the top right. Some of the fine print says “Kessler Doppelbock has won the gold or silver medal every time it has been entered in the national beer competition...” and “Kessler Doppelbock is a richer, more full-bodied variation of the classic German-style bock beer family. This is beer the way it used to be.” There are several other minor variations to this label design so look and compare your labels closely if you collect minor variations.



The final bock label for this issue comes from the same brewery in Helena, MT. This label dates to the mid to late 1990s and issued by the Kessler Brewing Company. This label is set against a black background with a light tan central design with a Bigfoot like man (the Lost Woodsman) along the left side.



The fine print around the edge of the central design says “Get lost with the Lost Woodsman.” This label is for a Doppelbock Lager beer and is identified as MT-KESSL-44 in the label web site.

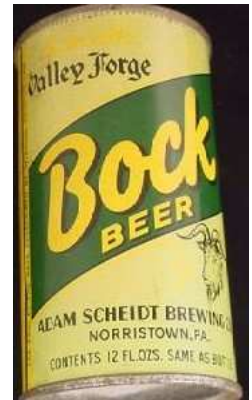
e book

from Joe Pac

Some more goodies for you to ponder over. These were all from recent eBay auctions.



<- **Frankenmuth Bock Beer flat** #66-33 is in excellent shape. Top opened and all original. No major flaws. Just a few nicks under the top rim in the black. Seam and bottom shiny. Nice can. Sold for \$833.00



Valley Forge Bock -> instructional beer can from Adam Scheidt Brewing Co. Norristown, Pa. Two patents others pending. Lid is off, leaving teeth marks. Some rust on the bottom and the other exposed metal areas and some light scratches in the can. Sold for \$4,051.00



<- **Old Monterey Bock Beer used crown** from Monterey Brewing Co., Salinas, CA. Very good condition with minor imperfections as shown in the photo. Barely dented from the opener. Cork intact. Went for \$92.12

Very unusual **Van Merritt Bock Beer ball tap knob**. Foil label knob used in early early spring, late winter. Burlington Brewing Company. Small brewery located in Burlington WISCONSIN. Silver label with red printing (I don't see silver but that's how it was listed). Good condition with discoloration on the knob. Item brought \$610.00.



e b o c k



<- **John Eichler Pre-Pro Bock beer label** with a goat from New York City. Has nice looking gold gilding. In excellent condition. Went for \$43.00

Old Milwaukee Bock Beer -> Lithograph, Joseph Schlitz Brewing Co. Milwaukee, WI. 23 1/2" X 31". Framed with glass, sold for \$173.50



<- **Anthracite Bock Beer 12 oz. Label** from The John P. Muldowney Brewery, Mt. Carmel, PA which closed in 1936. With PA permit # U.353 in excellent condition. Sold for \$33.98



Old Dutch Bock Crown.
In good condition with just a little surface rust. Untouched, having not been cleaned at all. Sold for \$40.04

See you next time.
Joe Pac MB # 50



REGAL PALE BOCKs

– A “Before and After” Story

Randy Karasek and Jack Lucas

A couple weeks after a very enjoyable 2004 convention, I received a brief email from a good friend of mine, Jack Lucas, with the content of:

“How close do you live to Silicon Valley? I have an offer for you.”

Now we had just recently spent a fun couple of days in Dearborn catching up on numerous topics, including the all important merits of Michigan versus Michigan State sports, so I found the timing of the “offer” message intriguing. Also, for those of us who live in California, distance is not measured in terms of miles but in time, and I replied back with a somewhat long-winded answer of something like one to two hours depending on what city he was referring to and when/why necessary.

A couple hours later I received another email from Jack that he had recently received a lead on what was described as a “beer can chest” in the San Jose, CA area; a wooden storage chest with the outside wrapped with uncut panels of Regal Pale Bock beer can sheets, USBC 121-10! Now with Jack living in Michigan and seller unwilling to ship due to the chest’s weight and size, we agreed that I would drive up to San Jose and check it out.

When the seller brought out the chest my initial reaction was what a piece of junk! Sure, those were real Regal Pale Bock panels around the top, front, and left and right sides. But the chest was very dirty and grimy, and looked like a number of very large rivets were used to secure the sheets to the wooden interior, meaning there would be large holes in majority of the sheets. Still, this is a very tough can, there did appear to be a number of full sheets, and a quick “lick the thumb” test showed that the dirt and grime might clean off reasonably well. A deal was reached, and off to home to see what next!



Before Picture



During Picture

REGAL PALE Bocks

Turns out what appeared as large rivets were actually small tack nails through some type of “grommet”, and the holes in the sheets actually would be much smaller than initially thought. Good first sign. However, now how do I remove probably 100+ nails without scratching or further dinging any of the exterior metal? Well, after a couple of painful days using a wood chisel from inside of the chest to uncover the nails points, so the nails could be driven out from the inside and pulled with pliers, we now had four partial panels with roughly 18-20 full, uncut sheets. Some dishwashing soap, water, and mild scrubbing later, the panels cleaned up amazingly well, with the white and red colors very vivid, and the gold metallic absolutely shining!!! Turns out all that dirt and grime actually did a great job of protecting the beauty of the paint, with almost zero pitting in the over 50 year old metallic gold.



After Picture
Tote

Note: Numerous before, during, and after pictures, including very detailed pictures of all four sides of all finished cans can be viewed at

Ok, now what? Jack has/had a number of early 1950's flats that we can use for correct vintage donor lids (that is a separate interesting story), but who can we get to cut, roll and lid them? Weeks go by with some emails and phone calls, we get Phil Pospychala to cut and roll them into cylinders, and Fred Goerlach to apply the vintage donor lids. Roll the clock forward another 5-6 weeks of shipping packages, holidays, and labor to roll/lid the cans, and we now have 20 **very nice**, professionally rolled, correct vintage lidded Regal Pale Bock beer cans!!! At least to Jack and I, a very nice “Before and After” story!!!

After Picture Stack



<http://www.mbcinfo.com/RegalPaleBock>

Coasting with Goats

By Steve Armstrong

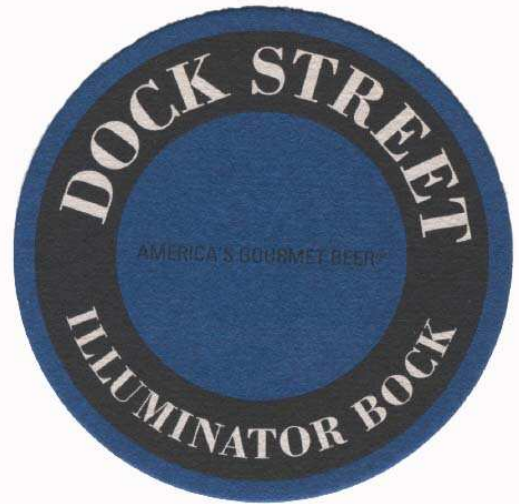
This issue continues the review of newer and microbrewery bock beer coasters. Coasters from Pennsylvania, Tennessee, and California are presented below. All of these and other bock beer coasters can be viewed in the *Beer Coaster Mania* web site (<http://members.aol.com/gbarone/index.html>, then click on *Coaster Guides*).



We'll start in Tennessee with the Maibock coaster from the Rocky River Brewery in Sevierville. This coaster is printed on 3.5" single sided, thin stock material. It features a goat standing on a rock looking down at you. The colors are fairly dark and include a cloudy blue sky surrounded in a purple band encircled with a thin green border. The fine print along the bottom half of the coaster says Brewed in the Great Smoky Mountains. This coaster is identified in the Beer Coaster Mania web site as TN-RKRV-7. According to the web site, the Rocky River Brewery opened in 1998 and is still open for business.

Moving to the
northeast is the 4"
Dock Street
Illuminator Bock

coaster from the Dock Street Brewing Company of Philadelphia. This is a dark blue coaster with a black band where the beer name is shown in white letters. Inside the center blue area is America's Gourmet Beer. This coaster is identified in the Phil Wood Pennsylvania state coaster guide (on the web site above) as pa-dock008. The web site has the brewery opening in 1985 (and still open for business) while the *American Breweries II* book indicates it opened in 1990.



To complete our
cross country
journey we have the Billy Bock coaster from Buffalo Bill's Brewery of Hayward, California. This coaster is 3.5" and single sided. The colors of the gold and orange text and goat seem to jump out from the black background. The 4" diameter version of this coaster is identified as CA-BBIL-23 in the California state coaster guide on the Beer Coaster Mania web site listed above. Other than the physical size difference, they are identical. Today, Buffalo Bill's remains in business since opening in 1984.



I hope everybody had a great holiday season and I'll look forward to seeing the bock breweriana Santa left for you in your stocking. Happy New Year fellow goat lovers!

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.

I hope that everyone can see this in the photos. These are supposedly the same can, the red Black Label Bock can, USBC 38-19.

The difference between the two is in the breweries listed on the back side, by the seam. (Thanks go to Dave Reed for this HHAT!!)

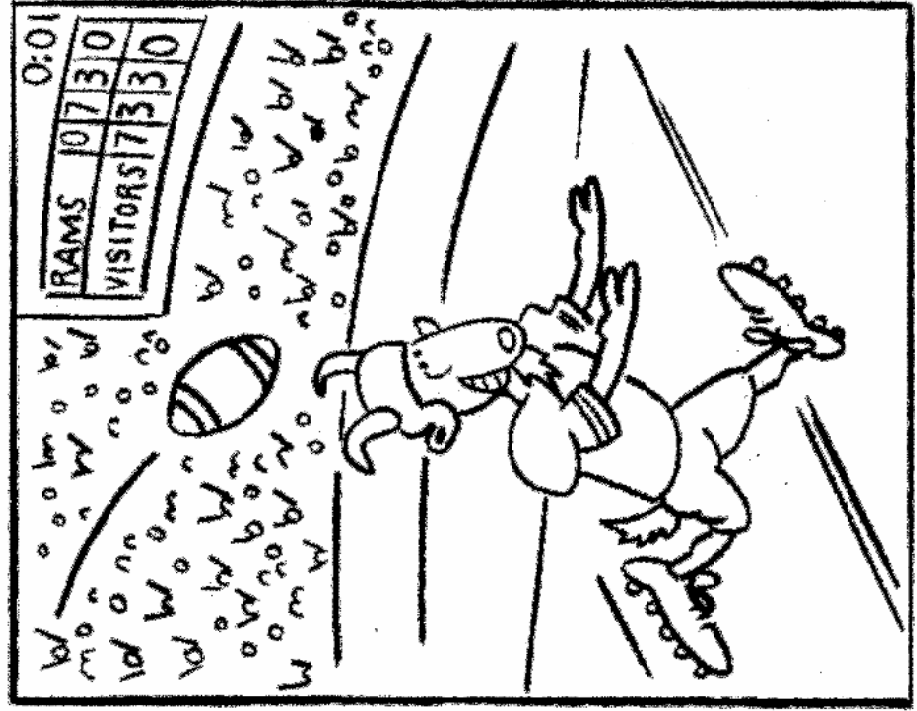
The upper can shows 5 breweries, including the St. Louis facility. The lower can also shows 5 breweries, but has substituted the Atlanta brewery for the St. Louis location.

If You have cans for this feature, please send them in (photos and stories only. Please, don't tempt me by sending me the cans!). This kind of information helps us all have more fun with the hobby!!!

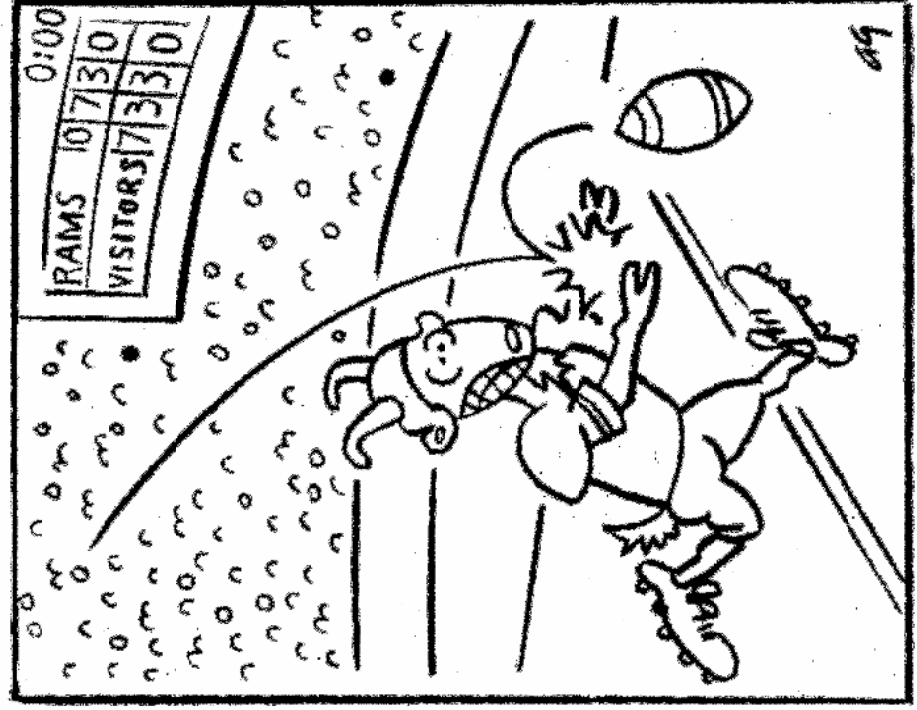


the BOCCATOON

BQ Andy Galamba



It was Billy's big chance for once to be the hero instead of the...

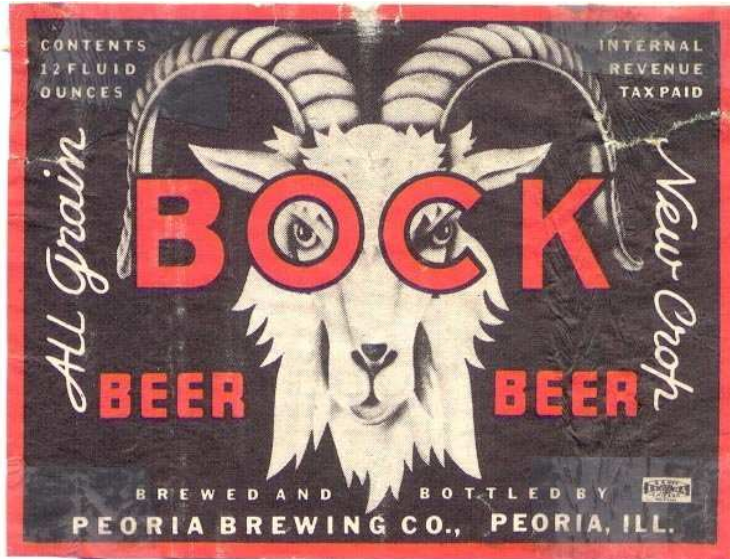


goat.

The Editor's e-Mailbag

Jim:

Attached is a JPEG photo of a label from my IRTP bock collection. It's one of the many "goofy" goats that have appeared on bock labels over the years. This



may be a stock label, but it's the only example I have in a pretty large collection. I'm still unpacking my collection and will search for some bock photos and stories from the 1930s and 40s for a future Goatzette.

Another JPEG photo will be attached to a second E-mail. I'm looking forward to another great issue.

Rich (LaSusa)

Jim:

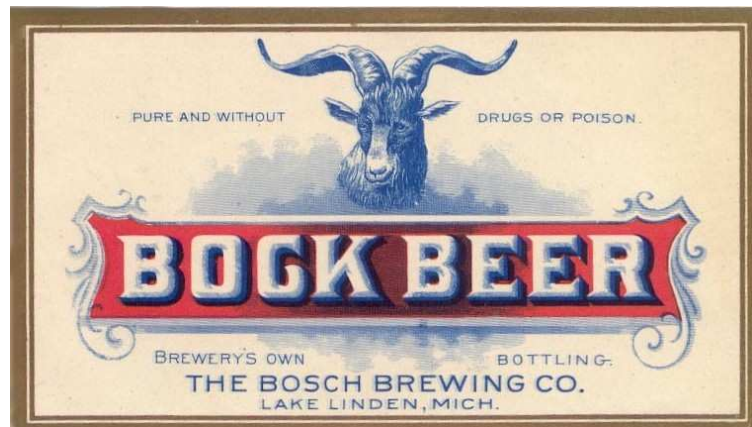
I've always been amused by the language on this pre-pro Bosch bock label: "Pure and Without Drugs or Poison." This statement could be found on other beer and food-product labels in the early 1900s and is related to the federal pure food and drug act of, I believe, 1906.

Drinkers probably were very relieved to know that no drugs or poison were lurking in their flagons of bock beer. But what about the beers produced by other breweries? *Something to think*

about. This was another fairly common stock label of the period, but most did not show the drugs or poison disclaimer.

I'll provide photos of other bock labels in the future that may be rare examples, tell an unusual story or feature odd or goofy goats. I also have some 1930s foreign bock labels in my collection, including the original Drewrys bock from Canada. My feelings will not be bruised if you choose not to use them. Perhaps we could have a photo each issue that shows a different stock label, particularly those used by smaller, more obscure breweries. I'm sure there are a dozen or more of these stock labels. I have examples of most in my collection. They lacked sizzle but were used extensively by scores of small breweries into the 1950s.

Rich (LaSusa)

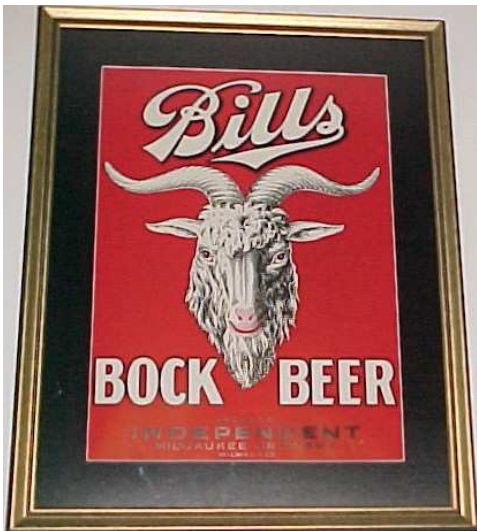


The Editor's e-Mailbag

Hi Jim:

Here we go! I am counting on you to fix it up. I moved here about a year ago from Nebraska, and had this house and the beer room built(about 1600 Sq. Ft.) I originally started collecting cans off and on 30 years ago. About 10 years ago I got seriously hooked on the cans. About 5 years ago I had the common Pabst Bock (as I dabble in Pabst also) and saw the Horlacker Bock sign with the tulips, and loved the bright colors and the way the goat looked and have been hooked on bock in a bad way ever since.

The collection you see has been put together in the last 5 years. I then met Jerry Trowbridge and he was known as Mr. Bock so I went for Mr. Bock Jr. I belong to the Iowa, Nebraska, Kansas, Colorado, South Dakota and of course the Bock chapter. The Eastside Schnitzel Bank was my first not-so-common sign. I got it at the Omaha show and traded 3 rolled cans that I had for it. Unfortunately, there is not a lot of Bock at shows so a lot of the collection has come from the internet.



I recently acquired the Weiland Bock from Mike Wilbur, president of the 49er chapter. My current total is 147 of the signs and lithos, much to the total delight of my understanding wife (I also have about 3,000 cans displayed.). I am always looking for new additions, as I am not quite out of room yet. If you know of any let me know. **My house is always open to any collector who happens to be in the area so if anyone is traveling out this way give me a call.**

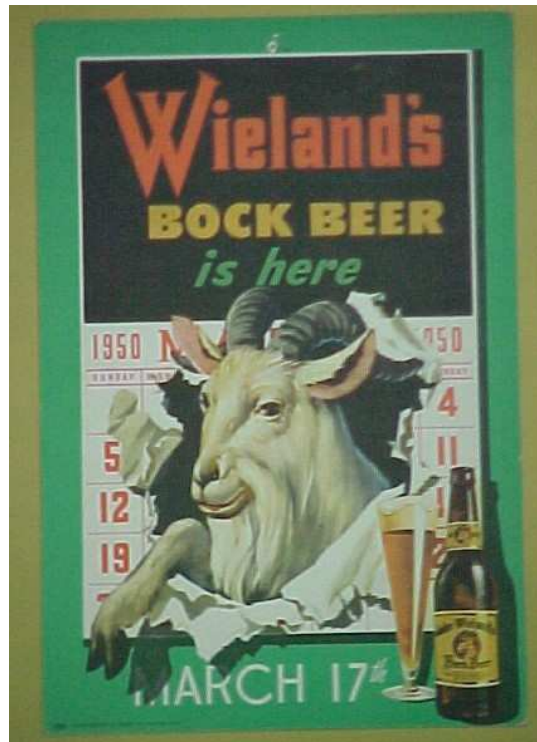
This is the longest thing I have written in over 20 years so please fix it up. Later on, after I am settled, I will do some pieces on the individual brands when I have time to research them more. For now I am just happy to get the collection up. Hope this helps and again if there is any piece you see you want an individual picture of let me know.

Bill Lester

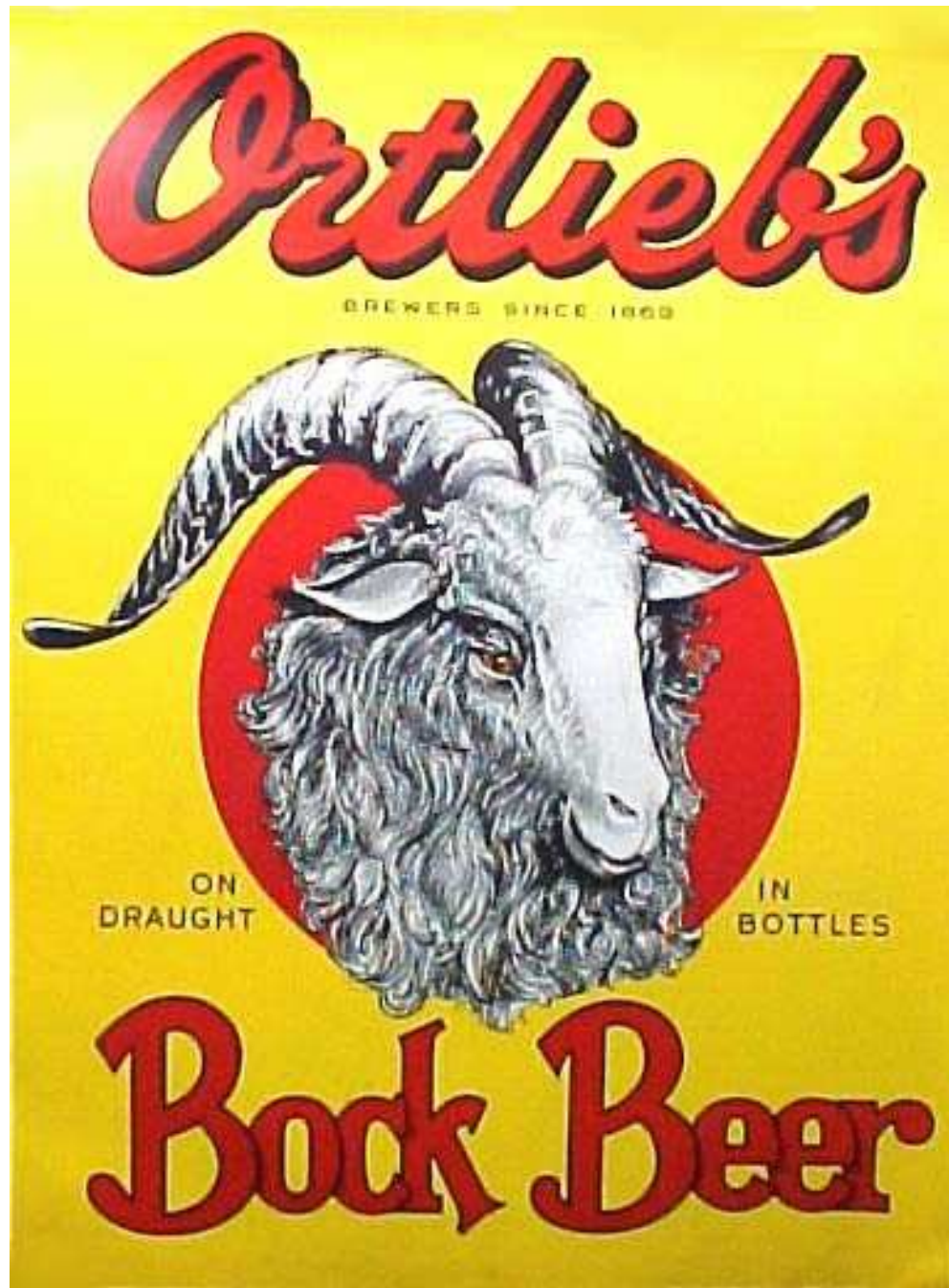
KEEP THOSE CARDS AND LETTERS COMING IN,! SEE HOW EASY IT IS?

Your Editor

I got the Bills Bock Beer from the Guzzel and Twirl show. I had been going room to room, and asking everyone if they had seen just one nice bock piece (as that is my goal for each show). When I had about given up, I walked into a room and there it was. The really nice pieces I acquired from another collector (Bill Norton - I do not know if I should use names) These were my first pre-pro items, and include the Fehrs with the Lady, The Indianapolis with the lady, and The large Budweiser Bock. I now have gone from quantity to quality.



BAAAAADBOY'S GOATMATE OF THE MONTH



Hello again, fans of the ovine. Here we share a bold goat from the Ortlieb's Brewery from the late 30's or early 40's, compliments of our fellow Bockster Mark Porambo. Our submission this month shares several traits with the most classic of Bock Beer mascots; a generous, wavy, curly mane, well developed hornage, and that self-satisfied smile that only comes from being the Big Goat on Campus. Our Goatmate Advisory Board has rewarded this superiority by the selection to be this month's example of the Goat All Goats Want to be - The GOATMATE. You can have your GOATMATE published in this spot next issue.

Simply submit comely poses of your candidate to your Humble Editor, and watch the magic happen!

OH YEAH. If this goat looks familiar, please refer to the image on your new Merry Bocksters T Shirt! Don't have one?,... tisk, tisk, tisk. For shame.



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

Jim Romine
1316 Gormly Cir
Sanford, NC 27330