

Merry Bocksters Goatette



The Official Newsletter of the Merry Bocksters Chapter
Brewery Collectables Club of America
VOLUME #7 NUMBER #3 ISSUE #24 JULY 2008
Can suntan lotion damage beercans? I guess we'll find out soon!

THE 24TH ISSUE CELEBRATION!



WE MAKE OUR CASE !!



ALSO:

**New Cans,
New Finds,
and More
Bock Stuff!**





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

So, is the CANvention a Caribe Chapter Event?

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More, yes more, new (old) cans! They just keep rolling out of the woodwork, and we just keep bringing them to you, first, fastest, with the most info quickest! I kept this because it's still true!

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VOLUME 7, NUMBER 3, ISSUE #24, July 2008

The GOATZETTE is published quarterly. The definition of crazy is doing the same thing over and over and over and over again, and expecting a different outcome than the one you get over and over and over and over again. But, you're still reading this?

Hello, It's the Prez again

I know the cost of gas is killing us all, but it would be great to see a large turnout of Merry Bocksters at the upcoming Convention in Orlando. We had a good turnout last year, but we want to see more members. Hell, just come to Orlando to take a break from that exciting presidential campaign that has been going on for several years now. It will still be going strong when you get back home. At Convention we will be conducting our annual MBC meeting on Thursday evening. Join us for fun, facts, financial figures, speeches, well not quite speeches, and other happenings (beverages! Bock beverages!!). We are and will be accepting nominations for Prez, & Veep. The election will be held at the meeting. We can do it in one meeting (due to lack of public and special interest funding). Anyone interested? Contact any of the Officers if you want to give it a try. We plan to hold our annual raffle that is a big help in keeping us out of the red. If you have a bock can that can't fit on your shelf, or a bock item for which you can't find a space on the wall let us know. Bring it with you or get it to us somehow. It will be much appreciated. Again, thanks to those who graciously donated bock items last year. Special thanks to PC Paula. See 'yall in Orlando.

Your Prez Joe Pac #50

Vice President's Message

It's almost time for the Convention. I hope most of you have not been scared off by the high gas prices or the pains of flying these days. Knowing who the BCCA President is this year, I am sure that he and the Jersey boys have a great party planned. I know I will be there for the festivities. In fact, we are planning a brewpub tour on the way. That is much harder to do in the South than it was last year in Colorado, so that just means that we will have to make sure we don't miss any on the route down.

For those of you coming, I would very much appreciate your support for Jim Wolf's and my candidacy for the BCCA board. We are planning a hospitality room for our candidacy. I don't know the details yet, so look for the information when you arrive at the hotel. Of course, we will have beer (except it won't be bock, only because bock is out of season). See you there!

Robert Fondren

If Beer is liquid bread, is bread solid beer? Let's have a sandwich!



I'M PARTING WITH TRADITION this time. Instead of sharing from the family photo album, I'm going to show you a friend of my great grandfather's. That's Buster Keaton there, enjoying a mug of refreshing Bock Beer. It just so happens that Buster and I share the same birthday, although he beat me here by quite a few years!

WE ARE CHOCK FULL this issue! You'll see contributions from our regular columnists, as well as guest articles from 3 other Bocksters. One of them is from our newest member, Lew Baer, who regales us with a colorful and informative essay on Bock Beer postcards. Way to go, Lew! Check in with Lew (his contact information is on the website in the Roster) and see if he has any cards you need, or vice versa. The other two are Bocksters Rich LaSusa, who shares a story from Pre-Prohibition days, and Steve Gordon, who has found yet another cache of killer Bock cans. I apologize to those of you who have sent me stuff (Jake, Ron, Dave, Bill, Jeff, Steve, et al) that I haven't run yet. I'm saving a couple of those things for future articles, but some just got bumped for lack of room. You'll see it here soon, though, I promise! But, don't let that stop you from sending in material. We eat it up pretty fast, so help keep the storyboard full!

WE STAYED TRUE to tradition, and did indeed put together a story on beer cases for this, our 24th issue. We've also continued our quest to document the provenance of all of the very finest and rarest Bock Beer Cans. I would be remiss if I didn't give credit to Dave Reed, Norm Meier, and www.beercanhistory.com for their help this issue. If you have any insight into the whereabouts, and history, of cans we should include in this series, please get in touch. I'd like to continue it for as long as possible, but I need cans and documentation, so please help if you can.

OTHER STORIES ARE IN DEVELOPMENT that we could use help on. I'd like some help on micro brewery Bock Beer pint glasses. I know they've been issued all across the country, and it's time we educate us all on their values and availability. I'm still looking for any information and all the photos I can get of Gamse Litho Co. Bock

Beer lithos. Hey Bill (Norton AND Lester), could you send me photos of every Gamse piece you have, along with the BB number and copyright date in the corners? I'm sure several of you have Gamse pieces and may not even realize it. Look in the bottom corners of your lithos, and if you have any, take clear, glare free photos and send them in to Your Humble Editor. I also want to do a piece on Schnitzel Bank posters. Can somebody translate that song? I need someone that can provide the history of that song, and I need every version of the poster that anyone has. Seems every brewer put one out at some time in the 30's and 40's, but looks like they disappeared after WW II. Who can help with this one?

I'D ALSO LIKE to revive the Want Ads section of the magazine. Let's face it. We want Bock stuff! We've got Bock stuff! Why wouldn't it make sense to run ads to either move it or find it? Ads are FREE. Yes, Bill, now that we're electronic, we can run your litho ads free, too! So, don't let Bill hog all the space! Jump in and let your wants or haves be known. Just email them to me, and we'll get it out there. Maybe down the road we can have a spot on the website for ads, but let's get it moving first. We walk before we run, right?

HARD TO BELIEVE this will be our 7th Canvention as a chapter! But it's true, and we're in better shape than ever! We have 104 active members, just signed up Lew Baer as Merry Bockster #133, our website is continuing to grow and attract new members, (many thanks to our Web Mistress, PC Paula) and we're solvent! So solvent, in fact, that we can afford to pay up front for our next batch of T-shirts! We had to buy our very first batch on credit, and our second cleaned out the treasury completely. Thanks to all of you for your support.

THE WEBSITE has a new feature! There's a links page that jumps you to other like-minded sites throughout the Internet. Try it out! If you know of other pages that should be linked, including your own, send the info to PC Paula, or any Officer, and we'll get that link up there!

SPEAKING OF T-SHIRTS, our own Andy Galamba has penned a design that will definitely turn heads, and new T-shirts with that design will be available at CANvention. Andy, as the winner of the contest, your shirt is free (and XXL), but the rest of us will only have to fork over \$10 for our copy. Be sure to get the latest in Bock casual wear. If you're not going to CANvention, you can still get yerself a shirt. We'll have a link on the website (God, I love saying that!) where you can order shirts and simply pay through Paypal (or send a check if you prefer).

THERE WILL BE A CHAPTER MEETING Thursday evening, as usual, so please attend, as that's the only way to get in on the Members Only raffle! We'll be manning a Chapter Sales Table again this year, and we have some surprises in store there as well. So, come, get your T-Shirts, raffle tickets, pay your dues, and maybe help out by manning the table for an hour. You'll see lots of Bocksters that way, and several deals have been struck there while passing the time. Check it out!

RAFFLES. They're a way to raise funds, which we turn right around and use for the website maintenance, the small amount of mailing GOATZETTES we do to members without email and to the BCCA, and now, raffle prizes for the Members Only raffles. But, we can always use donated prizes. The Most Generous Bockster Award was won by Bill Lester last year, as he donated 2 nice prizes we gave away at the Chapter Meeting. See if you can find it in your heart to donate some Bock something that we can give away or raffle off. You'll get your due credit, and if the prize is good enough, by consensus of the Officers, we'll give you free dues for next year! You can't beat that!

SEE YOU IN ORLANDO!

OK, You Made Your Case!!!

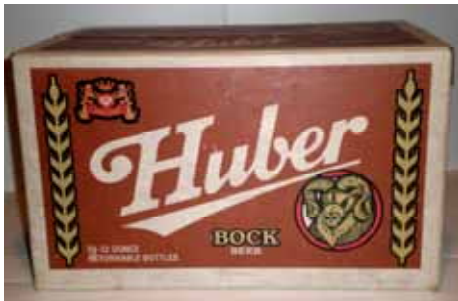
I COULDN'T HELP IT. After all, it IS the 24th issue, and you'll recall that we did a tribute to six-packs in Issue #6, and twelve packs in Issue #12, so what did you really expect me to do? The right thing, naturally, and run a pictorial essay on the Big Dog of Bock Beer packaging, the Case. So, with much help from Dave Reed, here it is!

We have several to show you, mostly bottle cases, but a can one thrown into the mix as well. If, after seeing this, you find that you have an unpictured Bock case, by all means send it on in to Your Humble Editor, and we'll include it in an update down the road, along with the 6's and 12's that have accumulated since their respective articles ran. We'll also be putting a link on the website to a packaging area, where we'll be posting photos of all of these different Bock carriers. Now, let's go!



A nice Buckeye Bock case, with a goat on the case box similar to one used in several Buckeye advertising pieces. So why didn't they put a goat on the bottle label?

Below, a Kingsbury can case, with the flattop can logo, and the "Fit for a King" logo. If it was that good, why isn't it still around?



A more recent Huber Bock case. Dave Launt had this to say about Huber Bock: "The only Bock related item I can contribute is of over consumption of Berghoff Bock (AKA Huber Bock), which is a defoliant after it traverses one's alimentary canal. You don't want to walk backwards after OD'ing. It will singe your nose hairs and eyebrows." Thanks, Dave, we'll keep that in mind!



Another entry from the can world, this Pabst case dates from the 70's. It also has a large BOCK notation on the top of the case, along with the Pabst goat facing the opposite direction from all other versions I've seen.

OK, You Made Your Case!!

Another 70's era case, from Schoenling of Cincinnati, Ohio. Interesting in that it calls out "Six Four Packs" as the inside packaging.



Below, a Stegmaier Bock case from 2006. I personally emptied this case, and it was a real treat!



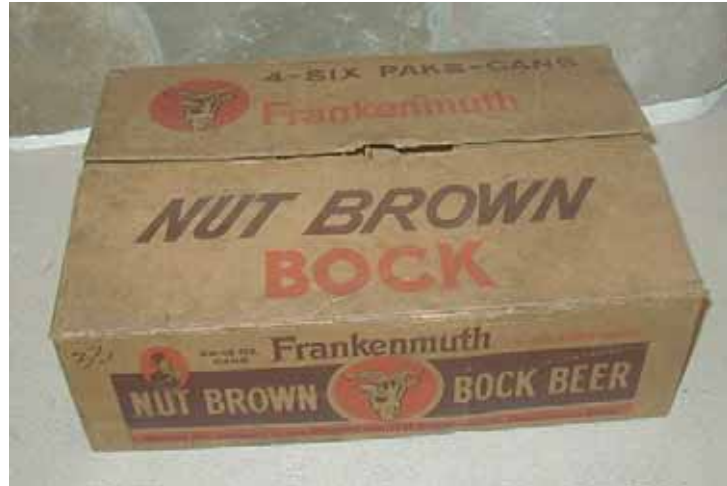
Below, you see two photos of a different twist on Bock Beer case packaging. When International took over the Frankenmuth Brewing Co., they weren't exactly swimming in money. So, to provide flavor specific packaging on the cheap for their returnable bottles, they created an overwrap for their returnable cases. It slides down over the top of the case, and the top flaps hold it in place while closed. Here you see it open and closed. I understand that there are very few of these surviving. And this case still has beer in it!



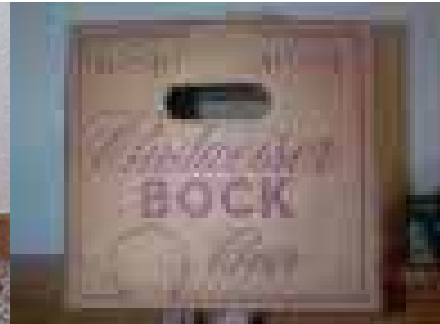
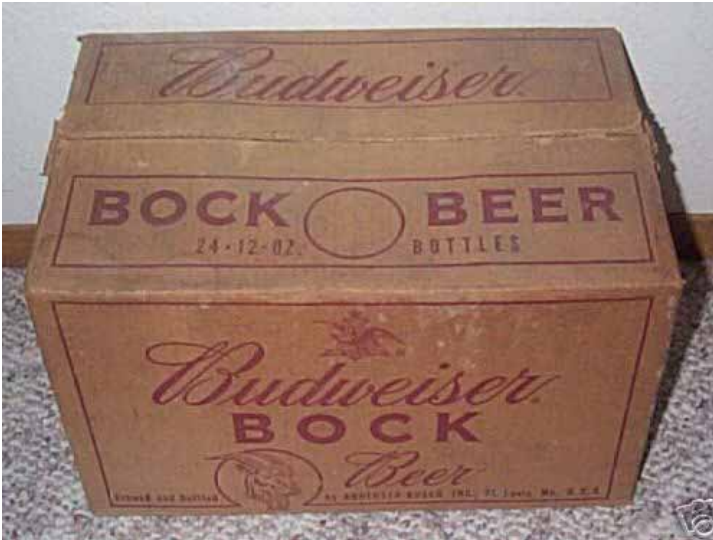
My thanks to Ray Johnson for finding this, and hauling it across the country to me! And especially for not drinking up all of the beer! We actually had one at the Bock Beer Tasting at the last Blue/Gray show, and it was very drinkable. Malty, musty, but clear and floaties-free.

OK, You Made Your Case!!

ALRIGHT, WE'RE IN THE HOME STRETCH. Here's another nice can case, from Frankenmuth before they were swallowed up by International. Boy, I'd like to have this case full! You see it has the goat prominently displayed all over the case, along with the Distinguished Gentleman. How many breweries put out a Nut Brown Bock?



And finally, The King of Foreign Owned Beers. A True American Lager. Yeah, right. Honestly, I think I'd have a hard time turning down \$56 billion, too. Now Augie can start up a micro! And go back to his roots, when Budweiser sold interesting beers, like this Budweiser Bock. I've never had a chance to taste a Bud Bock, but if anyone has a full one, please let me know, chill that puppy, and I'll be over! This case was for bottles, but it's a 50's case from the era when the flattops were produced. Sorry for the one fuzzy photo.



Folks, I lied to you. These cases aren't the Big Dog of Bock Beer packaging. While rummaging through the archives to put his together, I found a photo of a 48 pack carton! So, now you have something to look forward to, another 6 years down the road!

BOCK POST CARDS

Lew Baer (OUR NEWEST MERRY BOCKSTER!!!!!!!)

Goats have been my main collecting category, mostly in postcards, for 30 years. There are thousands of them in my boxes, and beer cards, especially bock beer, are among my favorites. Here is a selection published in the US and other countries.

Postcards from Europe...

Postcards first appeared in Germany and Austria in 1869. Their convenient size, limited writing space and cheaper than letter postage rates led to their immediate popularity and guaranteed success. The first postcards in the US were sanctioned in 1871. All of the early issues were sold by government post offices until late in the century when private cards with adhesive stamps were permitted—1894, for the US. Illustrations began appearing, and by 1898 postcard usage burgeoned dramatically.



Postcard **No. 1** was published in Prague and mailed from there to Ondrejov, also in Austria-Hungary, in 1901. It has an “undivided back” from the era when only the address was permitted on the “other side” of postcards.

No. 2 was published in Germany and mailed from Crefeld to Brussels in 1899. The message, in French, is written in the small space provided on the front of the card. Can you see the besotted soldier sleeping inside the rear barrel?





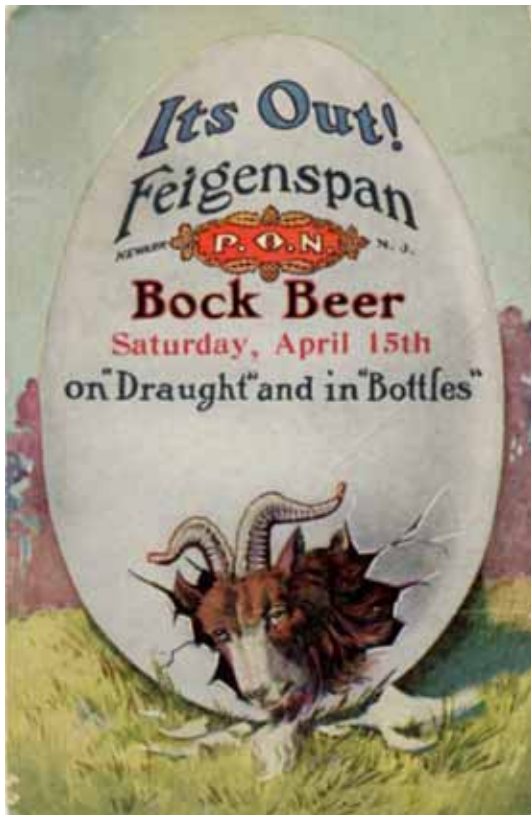
The larger “continental” size Germania card, **No. 3**, is more modern—1960s, most likely—and it is a prime example of an advertising postcard, which adds great interest for many collectors. The artist’s signature is even visible: Hirtling. It was published by

the Germania-Brauerei in Chemnitz.



No. 4: Apple wine greetings from the Weissen Bock, presumably a beer hall with two addresses in Sachsenhausen. Äpfelwein is a specialty of Frankfurt, where the card was published and from where it was mailed. Why the eponymous white bock should be pouring äpfelwein, I do not know, but I do know from first hand experience that the quaff is delicious, delightful and can be deadly. The date on the postmark is not legible, but it is definitely from before WW I.

Germany was the major producer of picture postcards in the early 1900s. Cheap labor and industrial precision gave it an edge over the US and other European countries. Billions of postcards were produced there before 1914, when all materiel and nonessential labor went to the war effort. German postcard quality was rarely equaled in later years.



...and from the USA

No. 5: Feigenspan Brewery of Newark, New Jersey was founded in 1868 by Christian Feigenspan and reached great success when his son, also named Christian, took over leadership in 1899. The beer—known as Pride of Newark, hence the P.O.N. on the egg— was widely known and consumed. This American made card probably dates from before the 1920s when US postcard style changed to include a “white border.” The image equates the appearance of bock with springtime and rebirth.



No. 6 is known as a “real photo” postcard. Although earlier photo postcards were made, it was in 1907 that the craze caught on when George Eastman perfected and marketed a postcard camera and, soon thereafter, a home developing kit. With a Kodak, anyone could be a photographer and produce finished images that were ready to mail the same day. In the photo, two bocked up guys are toasting us, the viewers, with lifted glasses, two others hold bock posters (Foss-Schneider and Cook) and a fifth fellow gives a desultory look. The huge shadows from side lighting add an eerie aura to the picture.

The big “O”—the Ortleib’s advertising postcard, **No. 7**, is far less attractive than the other cards shown here, but it is no less exciting for a bock lover. Brown bottles, designed for the large hands of serious bock enthusiasts (including the seven ounce child size) have traditional crimp caps and labels silkscreened directly on the glass. Slightly more contemporary are the cone top bottle and the quart size screw cap models—both with paper labels. Completing the ensemble are an Ortleib’s Bock tap handle top and a squat mug of the light headed auburn brew. This postcard style is called “chrome,” the shiny surfaced photo-like cards familiar to all since the early 1940s. Guessing the date of the card, I would say it’s from the early 1970s.



Buck and Billy grace one of my favorite bock beer postcards, **No. 8**. John, the fellow from whom I got the card, remembered Buck from his Toledo childhood. “That little fellow, Buck, and the big white goat would be in every parade and at every public event, when I was a kid. We’d see them all over town. I wonder what happened to him.” The card, itself, is interesting. It’s a “linen”—a singularly American type of card produced

from the mid '30s through the '40s, typified by canvas-like texture and often bizarre colors. Images, such as this one, began with a photograph. Working from notes on preferred colors, artists at the publishing plants would transform realistic photo images into eye catching advertising gimmickry and otherworldly scenes. The largest linen publisher was the Curt Teich Co., which produced this card, postmarked in 1940. The Curt Teich Archives are now housed at the Lake County Discovery Museum in Wauconda, Illinois.

A Tale of Virtue...and Luck

Steve Gordon

They say patience is a virtue, but that don't mean it's easy. The story starts about 4-1/2 years ago. I got a phone call from a guy in NY who had some "old" beer cans. He said he found me by searching for "Eigenbrot's" online and saw the photo of my shelfer on my website. He had one, too, along with some other old cans. Okay - he's now got my attention! We agreed to keep this on the back-burner (he was in no hurry) until my summer vacation which would put me relatively close to him. I called him that summer (already about 7 or 8 months after our initial discussion) and we got together to see what he had.

HOLY

*&^!)# ! He had stuff I hadn't imagined: 2 Krueger Bock OIs (3/4 length opener), Trommer's Bock,



Feigenspan Bock (non-OI), 2 Pabst Bock OIs, and lots of killer pats pending OI cans including the Old Dutch cream colored Beer & Ale OIs, Stroud Cream Ale, Krueger's hatted long-opener, and too much for my mind to wrap itself around. I quickly put together an offer and proposed it. "How would you pay?" was his response. Well, since I was 400 miles from home and wasn't prepared properly for this (I won't make that mistake again!) I offered to write a home-equity line check and go to his bank with him to verify the funds. He had no interest in not getting cash on the spot and told me he'd hold off for now.

I drove off nearly in tears (really) and promised to keep in touch with him. And I did. About every 4 or 5 months I'd give him a call and remind him I was still around. I even sent him some killer Maryland crab balls one Thanksgiving. Well, I finally got another lead in his area for some other cans and decided to try to close both deals the same time. This time when I called him I told him I was ready - with cash - to close the deal. We agreed to renegotiate a higher price and would try to seal the deal face-to-face in 2008. I brought Matt Menke along with me for the drive and we headed north. Once I saw the cans again in person I knew I had to have them. All of them. Condition was even nicer than I'd remembered. I upped my offer - he took back a few cheap cans (they were drank by his grandfather and he wanted to keep a little something for sentimental reasons) - and the deal was done. He said it was the crab balls that made the big impression on him. No, it sure wasn't easy waiting 4-1/2 years for this deal to close, but it certainly was worth the wait!

EASTSIDE BOCK "BIG GOAT" FLAT TOP FIND

Dave Reed

Another great pair of bock beer flat tops were found recently at a Midwest Antique Show/Flea Market. This pair of Eastside Bock "Gig Goat" flat tops were discovered. These cans (UBC#59-11) date to 1950 and were still full when found. The pair are in excellent condition and would probably be graded in the 1/1+ condition range, with the can on the left being in slightly better condition.



The face of each can is outstanding with vibrant colors and clear graphics. The overall graphics of this can are some of the best of any bock can ever produced. It just goes to show that there are still great cans being found and it pays to keep looking at Antique shops, shows, garage sales and flea markets.



Great Cans and Their History

The Waldorf Golden Bock Cans

Folks, here's another installment of the GREAT CANS series. This month, we delve into the history of what may be the HOLY GRAIL of flattop Bock cans, the Waldorf Golden Bock. There are two known examples of this can, and they are at opposite ends of the condition spectrum, as you will soon see. We will start with the one known indoor example, and a narrative from its owner, Norm Meier.

THE ON-GRADE EXAMPLE



“The Waldorf Bock can originally came from the collection of a very early Beer Can Collector (*EDITORS NOTE*: that would be J K Schmidt) in Cleveland, Ohio. I was told that he was an editor for a newspaper (*EDITORS NOTE*: the Cleveland Plain Dealer) and contacted the various breweries asking them for an "air-sealed" example of each of their canned beer varieties. It was also communicated to me that three prominent beer can collectors – Bob Myers, Will Anderson, and John Paul - collaborated to purchase this individual's collection in the 1960's.

“As a result, the Waldorf Bock can was featured in the collection of an early and very infamous Cincinnati can collector, John Paul, until he sold his collection in the early 1980's. The can passed to another famous can collector at the time, Bill Bacandreas, of Centralia, IL, who was on a mission to acquire rare and exotic cans who even advertised for cans in the National Enquirer.

The Waldorf Golden Bock Cans

(EDITORS NOTE: This is where the story gets convoluted. Ernie Oest said in 1976 that the can came from a C R Root, a woman who was in Milwaukee who purchased the collection of a man named Jung, who collected in the 1940's. The can was in Jung's collection when Root obtained it, and she sold a group of cans, including the Waldorf, to Bob Myers, Will Anderson, and John Paul. Either way, the can made it to John Paul.)

"During the mid 1980's to early 1990's this collector (Bacandreas) put most of his collection for sale on an individual basis. I acquired a significant portion of his collection over time and was fortunate enough to acquire the Waldorf Bock from this individual in November of 1990 after a very lengthy negotiation period.

"A distinct feature of this can that I have not seen on any other Waldorf can is that it mentions on one of the side panels: "Brewed In America". Does this mean that it may have been sold overseas?? With only one other can (a very low grade dumper) known to exist, who knows?"

SO. We have a story that splits in the middle, and comes back together again. I tend to go with Norm's version of the tale, as the part about JK Schmidt asking for air-sealed cans from the breweries jives with the fact that this can is indeed air-sealed. Either way it actually happened, the can has changed hands several times, and been through many early prominent collectors before it eventually ended up with Norm. Since he's had it for almost 18 years now, he may well have owned it longer than anyone.

OK, prepare yourself, this could get ugly. Here we go, in the same order as above.

THE OFF-GRADE EXAMPLE



No, these pictures aren't out of focus.

The Waldorf Golden Bock Cans

The story on this example is that it was dumped in the Adirondacks in the late 80's by Charlie Bacon. Charlie found it while on a canoeing / dumping / camping trip, and it was the only example of the can he found. He found it on the far side of a lake, at an old campsite. The area was only accessible by boat, so Charlie definitely got lucky when he found the dump this can was in. Repeat visits to the area have failed to produce another example of the can.

Charlie soaked out the can, and displayed what of it there was in his collection. After displaying the can for several years, he was contacted by, and then traded it to, the Lewindowski twins in about 1995 in a trade that, in Charlie's words "he couldn't refuse". It involved several instructional flats he needed, plus a bunch of quart cones (Charlie's passion). This was the period when the twins were trying to obtain an example of every known can, especially every Class Book can. They came very close to completing that latter group.

When the twins divested themselves of their collection in late 2001, John Kretchmer became the owner of this can. He then called Your Humble Editor, we worked out a deal, and I became the proud 4th owner.

The can has undergone a major transformation since Charlie owned it. You can (maybe) see a line down the front of the can starting between the D and O of WALDORF, extending down through the goat's left eye, between the L and D of GOLDEN, and down through the B of BEER. The can to the right of that line was gone, until you got back to the seam!

No way was a 40% missing can this rare going to be left in the dump, nor would it be left as is on the shelf. The Lewindowskis actually grafted another Waldorf can into the missing area, cemented it in with some kind of bondo/JB Weld stuff, and then painted in the missing areas of the Bock can. It looks semi OK from about 8 feet, but it wasn't the best restoration job. Granted, they didn't have a lot to work with. They actually gave it the look of a dumper all the way around, and if you compare the two cans, they did a respectable job with the goat and the color matching.

One final note. I hate to disagree with Norm, since it is his can and all, but the "Brewed in America" reference needs to be clarified a bit. The entire phrase on the side of the can reads

WALDORF
The Only Genuine
GOLDEN BOCK BEER
Brewed in America

To me, that reads as ad copy, trying to sell this brew as a distinct, Golden Bock, as opposed to the other, plain old regular Bock Beers. I don't think it makes any reference to export. I back that up with the fact that a dumper has been found, although it was a bit far afield in upstate New York. Most likely a travel can.

I hope you're enjoying this series of articles. If you have any Uber Rare Bock Can candidates for inclusion, please get in touch. And, if you have any further knowledge about any of the cans we feature, let's have it! So, until next time.....

HEY, HOW ABOUT THAT!

Here we go with another installment of HHAT. I hope you're enjoying these. We present, for your viewing pleasure, two versions of the same Bock beer can with a subtle, and probably largely unknown, difference. Actually, this HHAT makes history, as we document a new INSTRUCTIONAL can!



Here we have the fabled Big Goat Schaefer Bock can. Now, what many may not realize is that this is indeed an instructional can, but instead of the standard pictorial opening instructions that we're all used to, this era of Schaefer cans had purely verbal instructions for obtaining the nectar within. And it's that phraseology, or more accurately the location of it, that creates this month's HHAT.

To the left, you see two examples of the can. The left can is from the recent Maine auction find that Dan Morean brought to the collecting world. The right hand can is the dumper example that has been inhabiting Your Humble Editor's collection since 2000. They look identical, don't they?

HOWEVER, if you look at the "instructional panels", you'll see the difference in the two. The left (Maine/Morean) can has 3 lines of the mandatory on the left side off the seam, above the KEGLINED box, and it has the mandatory split between both sides. The right hand can has all six lines of the mandatory on the right side of the seam. The verbiage is the same on both cans; the arrangement is the difference.

I have talked to 6 different people who own dumper Schaefer Big Goat Bock cans, and they ALL have the can on the right. It appears (until I hear from someone who can dispute this) that the left hand (Maine/Morean) can is a year earlier, and was unknown until the auction find. The existing dumper cans known to the hobby are a year later, and I have not been able to establish which of the VERY few (3, I think) on grade examples previously known have which mandatory. I'll bet they all have the right hand one. Put a different way, none of the left hand one turned up during the USBC photo shoots! And those guys were incredibly thorough!

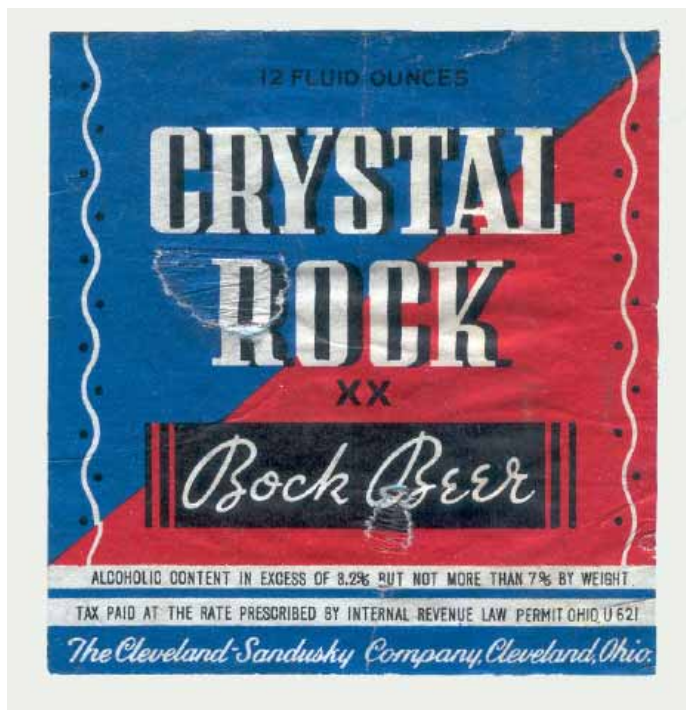
You could have your HHAT shown on this page. Send in yours to the Editor, and be nearly famous!



BOCK IN THE USA

Steve Armstrong

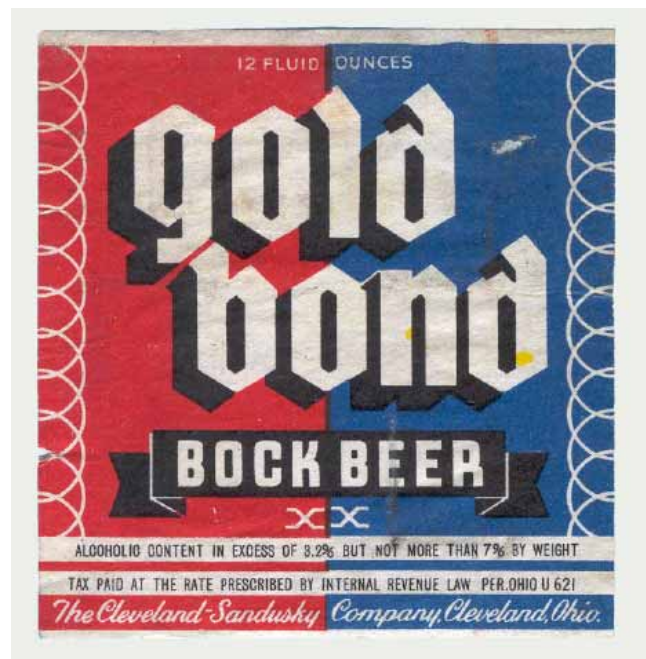
The labels for this issue of the *Goatze* come from the Cleveland-Sandusky Brewery of Cleveland, Ohio. According to *American Breweries II*, this brewery originated in the early 1900s and closed their doors in 1962. From 1904-1907, the brewery was known as the Fishel Brewing Co., while from 1907-1919, it operated under the name of the Cleveland & Sandusky Brewing Co., Fishel Brewery. During prohibition (1920-1937 time period), the brewery had an “L” permit which allowed them to brew malt beverages during this time. From 1934-1937, this business was also known as the Cleveland & Sandusky Co., Inc. After prohibition ended the brewery resumed its production of beer under the name of the Cleveland-Sandusky Brewing Corp., but was also known as the Cleveland Sandusky Brewing Co. in the 1960s.



He describes this as “Immediately after the repeal of prohibition the fed’s required brewers to show their permit to produce beer on their labels. This was designated the U-permit. This requirement was stopped in 1935 however communication to brewers was poor and brewers were allowed to use up their inventory of labels on hand.”

The earliest bock labels presented here are U permit labels for Crystal Rock XX Bock Beer and Gold Bond Bock Beer. These labels are very similar in design, coloration, and text. They are both IRTTP labels and also have the U Permit 621 printed on them. Both labels are about 3.5” square in size and were for 12 oz. bottles.

According to Bob Kay’s new label book (US Beer Labels, 1950 and Earlier, Volume 1-The Western States), the U permit dates to the 1933-1936 time period.

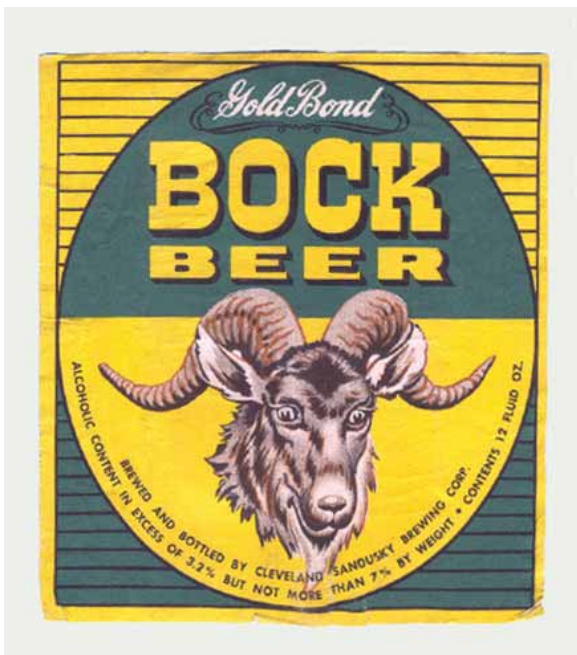


BOCK IN THE USA

The next oldest bock label is the white Crystal Rock Bock Beer label from the Cleveland-Sandusky Brewing Corp. It is also for a 12 oz bottle, has the IRTTP statement, and also has the statement that the alcoholic content is in excess of 3.2% but not more than 7% by weight. This label is also about 3.5" square.



The last 2 labels are likely from the late 1950s and early 1960s. The physical size of the labels has remained essentially the same, however, the colors and the goat has changed. These labels now feature a much more friendly appearing goat when compared to the white Crystal Rock Bock label. The older of the two "new" bock labels retains the Gold Bond name at the top center and emphasizes that BOCK BEER is contained in the bottle. Both of these newer labels have the statements Brewed & Bottled by Cleveland-Sandusky Brewing Corp., and the same greater than 3.2% but less than 7% alcohol statement on them.



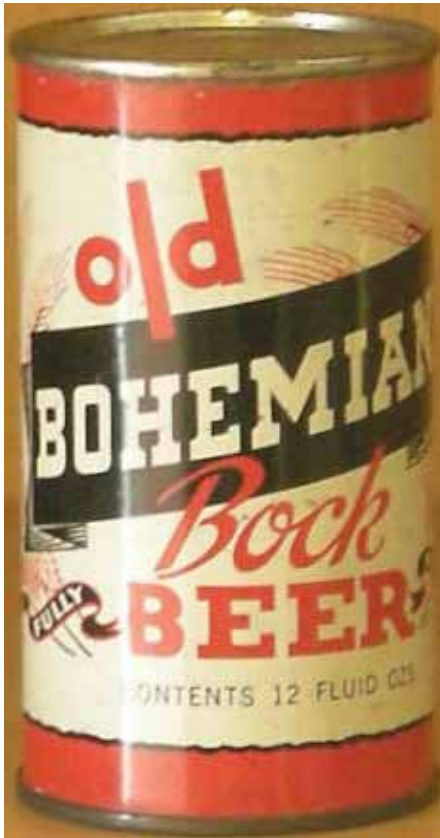
What appears to be the most recent label has now dropped the Gold Bond name and simply refers to it as GB Double Bock Beer. One other major design change is the green and yellow oval of the earlier label has changed to a more shield like design with the mandatory information printed along the two vertical edges of the label. The goat has also shifted positions.

I also have in my collection a gold Bond Bock label exactly like the green and yellow Gold Bond Bock shown above, but it's an oval shape. Is this a real, authentic label or did somebody simply trim off the corners with the horizontal lines to make a "new" oval shaped bock label? I'd certainly be interested to hear if this is a very good trim job or an authentic label produced for this brewery.

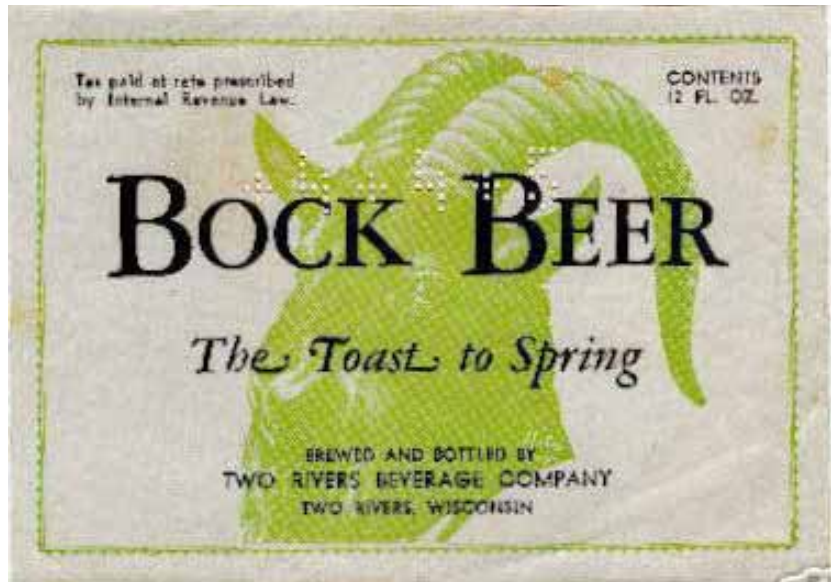
e b o c k

from Joe Pac

Some more items from recent ebay auctions for your enjoyment



Old Bohemian Bock Beer USBC 104-15
Harvard Brewing,
Lowell, Mass. Nice
condition .Air filled .
Adv. As possibly rolled.
Hammer price \$208.39



WI Two Rivers U# Bock Beer Label
Excellent unused Condition. Won for \$57.99



IRTP 12oz Fell BOCK Beer Bottle Label
Carbondale PA. A winner at \$40.99



👉 **BOCK BEER Crown HEURICH BREWING**
WASHINGTON D.C. Winning bid \$60.99
Hairline scratch between B & O



👉 Dawson's Calorie

Controlled Bock Beer Flat

USBC 53-24 New Bedford,, Mass.

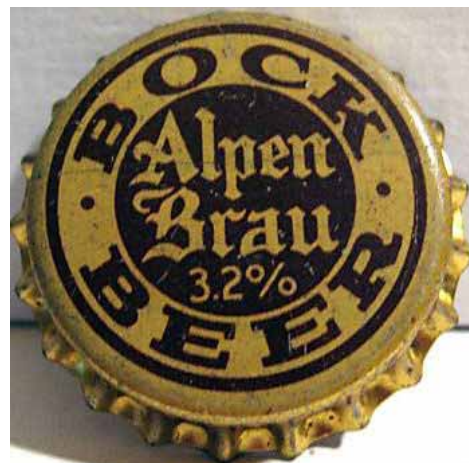
Tough can. Pretty nice dumper for only \$36.00 to winning bidder. Other side has some fade.



Bock Brand Beer

Crown Believed to be - Metropolis-New Jersey. Hammer price \$45.00

30's Jacob Ruppert (New York) Bock Beer Crown Snagged with "Buy it now" \$125.00



Alpen Brau Bock 👉 3.2% Unused Cork Crown

Nice one! Sold for \$66.00

See ya next time ... Joe Pac

A Bock Blast from the Past

Rich La Susa, BCCA #609, MB #34

Most of us long for those “good old days,” when fuel for our gas-guzzlers didn’t cut too severely into our weekly beer budget. And that could be as much as \$5 (or less) for a case of canned beer.

The really good old days for beer drinkers—bock beer mavens in particular— may have been during the pre-prohibition era, the early 20th century, when that special style of beer was popular, plentiful and appeared on the scene in the late winter or early spring like clockwork.

Breweries made a big deal of the annual ritual of selling their well-crafted bock beers and thirsty citizens of hundreds of cities and towns, large and small, counted the days until their beloved bock brew was ready for drinking.

If you were a beer-loving denizen of Duluth, Minnesota, in 1912, you knew that surviving a long, frigid winter had its rewards—bock beer, and plenty of it. The arrival of the bock season was taken seriously by breweries of all sizes. And, boy, was the beer-selling business organized in those days!

In my collection is a letter dated February 22, 1912, from the offices of August Fitger, president of the Fitger Brewing Company in Duluth to the Jos. Schlitz Brewing Co. depot or bottling facility in that city. It spells out in no uncertain terms exactly when bock beer would be sold there.

“Gentleman:

In order to have a uniform date on which to serve Bock Beer in the City of Duluth, all the Brewing Companies named below have agreed to furnish their customers with Bock Beer in kegs not earlier than MONDAY, MARCH 4th.

“We send you this reminder so that there may be no misunderstanding as to the date.”

Yours truly, FITGER BREWING COMPANY

Mercy! That, friends, is Teutonic organization! But it promised an abundant supply of bock beer for Duluthians, or whatever the fine folks in that city are called. If they were bock beer lovers, you would call them happy or delirious, or nervous with anticipation.

Oh yes, the brewing companies “named below” were Pabst, Blatz, Jos. Schlitz, Fred Miller, Theo. Hamm, Minneapolis, Duluth and Peoples.

I can’t imagine breweries today, or anytime during the post-prohibition era, coordinating sales of a product among themselves, even something as special as bock beer. How times have changed!

Today you can go to Duluth in late winter—most likely, if you were forced to do so—and may have difficulty buying a glass of bock beer.

Two brewpubs—the modern-day reincarnation of Fitger’s and the Lake Superior Brewing Co.—say they offer a bock beer or a similar seasonal brew; but that could be an iffy proposition, no sure thing.

It isn’t those good old days, like Duluth on March 4, 1912, when you could virtually swim in bock beer—and enjoy every minute of it.

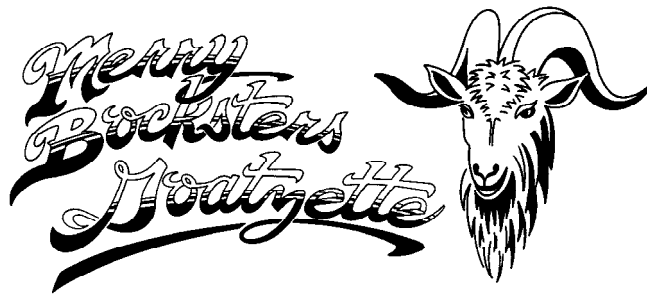
BAAAAADBOY'S GOATMATE OF THE MONTH



THIS MONTH'S GOATMATE is a young, nubile thing, with only adolescent length horns, and early post-pubescent beard growth accumulating around the face. Anxious and expectant of all the wonders that the world holds, she exemplifies all that is good and true in this world, at least for the young, and the young at heart.

YOU CAN SEE YOUR personal vision of Bock loveliness here, if you wish. Just

send in your nominee for the next GOATMATE, and revel in knowing that you are pleasing all of the hobby's most dedicated adherents to the temptations of ovine pulchritude.



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

Jim Romine
1316 Gormly Cir
Sanford, NC 27330