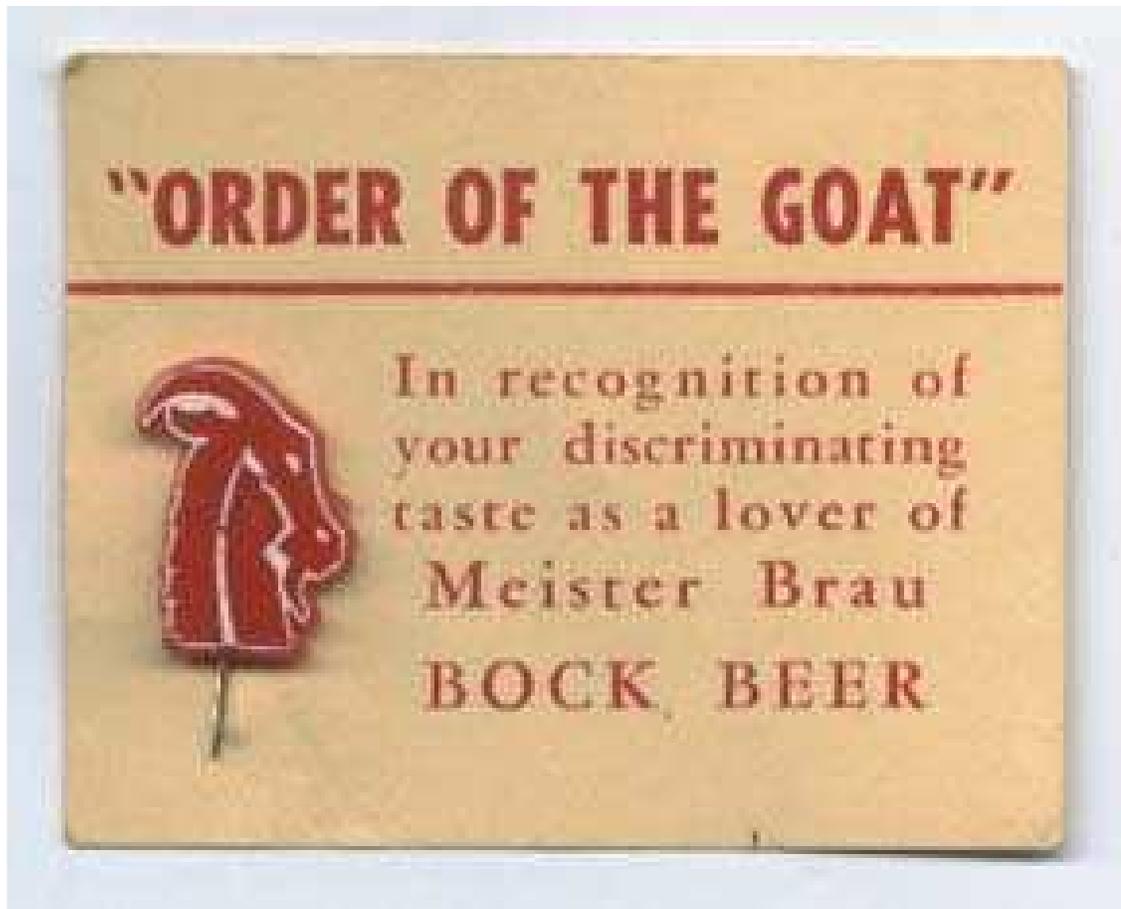


Merry Bocksters Goatgote



The Official Newsletter of the Merry Bocksters Chapter
Of the Beer Can Collectors of America
VOLUME #2 NUMBER #4 ISSUE #5 OCTOBER 2003
One For The Thumb!



Peace and Love in Pittsburgh



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

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SEND IT ALL (Dues, \$\$\$ for shirts, raffle items, GOATZETTE contributions, 1959 Oldsmobile parts, ect.) to Jim Romine. My basement isn't full yet. Did I say DUES??????????

Wanna Whine? Call the Bigshots. They just switched jobs, they must love the abuse!

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VOLUME 2, NUMBER 4, ISSUE #5, October 2003

The GOATZETTE is (presently) published Quarterly. I finally dried out after Convention, and I can resume driving, so I am now once again accepting shipments of Bock Beer.

THE EDITOR'S INCOHERANT RAMBLING PAGE (s)



THIS FELLOW was seen sitting at Jerry and Debby Lorenz's bar in Pittsburgh one evening during the Bar Tour at CANvention. Seems he's a regular, and insists on drinking alone. The help just brings him cold ones until he's done, then they clean up after he leaves. The wake is at 2:00 next Saturday.

WELCOME to our First Anniversary Issue! Hard to believe a year flew by, but you have the fifth installment of Bock Beer Collecting's answer to the National Geographic in your hands. We bring you Bock Beer stuff from the far reaches of the globe, in search of better understanding and a sharing of knowledge. Wow, sounds pretty noble, huh? And in the process, a little fun sprinkled in along the way.

If you missed the Pittsburgh CANvention, you missed not only a great beer show, but one helluva party, too. The tours the Olde Frothingslosh Chapter set up were fantastic, with stops set up all over town, and trolleys dedicated to hauling the faithful from one stop to the next. A high point for me was the stop at The Church Brewery, built in an old Catholic church. The brewery apparatus was stationed in the choir loft, the confessionals were now the liquor cabinets for the bar, and the pews were removed to accommodate tables front to back in the main sanctuary. Unbelievable. They had a Hellenbock on tap that was very tasty, but VERY strong. I had one, and the tips of my ears were tingling. Put that blush in your cheeks that only comes from a strong Bock delivered nicely chilled, that is too good to drink at a responsible speed.

Another HIGHLIGHT of the show was the Jersey Shore party, with a Woodstock theme. Your Editor saw several Bocksters in attendance who were very much dressed for

the occasion (Joe Pac!), and the clothes fit so well that I suspicion they had been just hanging in the closet waiting for that special event.

The Merry Bockster Chapter was represented very well in Pittsburgh, with around 40 members seen skulking around looking for that elusive Bock item they had to have. From the conversations I had, most folks found one or several treasures to add to their collections. John Coganhour was there with his recent find of pristine Old Crown Bock Flats, and they disappeared quickly. I think they mostly found a home within our Chapter members' collections.

The FIRST Chapter Meeting was a grand success, with 37 members present, and everyone got a chance to put faces with names. Our Senior Officers acted like inbreds, and simply swapped positions. So, now Dave Reed is our President, and Jerry Trowbridge is the Vice. I think they've either got it way too easy, or they each think the OTHER job has all the benefits! Jokes on you, guys! We are well served by them both, and we should be glad they hung in there for another year.

As did I. I agreed to stay on as the Secretary/Treasurer and you humble Editor. Hell, I got all the money, why not? Speaking of finances, we are quite secure, thanks to the generous support of Dave Reed, who donated an Old Crown Bock flat, Warren Hardaker, who donated a Huber Bock standup sign, and Dale Rogalski, who donated a gorgeous International Frankenmuth Bock flat to the Chapter raffle. We raised \$350! Thanks to you both, we couldn't do it without you. The Old Crown was won by Rusty Weir, the Huber sign by Dave Lang, and the Frankenmuth by Bob Cronk. You may remember Bob; he won the raffle last year! Someone needs to lean on him to join up!

We also signed up 5 new members (we're now 82 strong), and got renewals from almost every Bockster in attendance. I think we only missed 1, and she said she would catch up with me by mail. THEREFORE, it remains for those of you who either didn't make it to Pittsburgh, or neglected to stop by the Chapter table, to send in your dues right away. It's \$10 for the year, and I would hope that you are happy with what you're seeing for your money. This will be your last issue if you don't renew, SO DON'T MISS OUT!

One last thing about memberships. Anyone who didn't get all the first year's issues, and wants them, can get a copy of them on CD. We gave away a dozen copies at the show, and still have several left. Let me know, we'll mail it out.

We have a good one for you this time around, with several submissions by our members, and lots to see that hasn't ever been on public display. The reason this issue is so entertaining is that it is largely a product of YOU, the members, not me. Please help keep the GOATZETTE goin' by contributing. I was very flattered to hear at the Business Meeting that the GOATZETTE won SECOND PLACE in the newsletter competition this year! Not bad for a newbie~but I think its best days are still ahead. Do your part in helping put this magazine at the top of the heap for next year! We got a nice letter from new President Lea Colvin, which you'll see inside. Thanks to the BCCA for the recognition, and all the support over the past year as we got our cloven hoofed legs underneath ourselves. Now that we've walked, let's start running!

With that, On To The Show! Turn the page, and enjoy! Oh, yeah, this is the left side. Well, look over THERE !

A handwritten signature in black ink that reads "Jim". The signature is stylized and appears to be written with a marker or thick pen.



Inspiration from Our Grand ol' President (who's our Grand ol' Former Vice President!)

Greetings Bock Enthusiasts:

Wow! It feels really good being the leader of such an outstanding group of BCCA members. I hope that this early fall finds all of you safely home from a tremendous Pittsburgh Can-vention and happy with the new additions that you made at the show.

My hats off to the efforts of our initial President, Jerry Trowbridge and most importantly to our editor and Secretary/Treasurer, Jim Romine. Jim is truly doing a tremendous job with the "Goatzette". Please make sure that each of you contributes something to Jim

(a photo, and article, etc...) regarding Bock cans or breweriana that he can stockpile and use in upcoming issues. It is a great opportunity for you to show a little of your collection to a large group of people.

After receiving the October/November issue of the Beer Cans & Brewery collectibles magazine I had to comment on, and commend, the BCCA braintrust for making a decision that positions the club for future and the challenges that it will face. The decision to change a name that has been synonymous with the hobby for over 30 years was probably very difficult and met with much resistance. It is however one that allows us to maintain our BCCA acronym, significantly enhance our position to attract new and former members, allows the club tax advantages so that a true museum of brewing history can be developed, and helps us remain a thriving hobby well into the future. Remember that this hobby truly is and always will be, about the people and friendships that are made every year, not about how much money a can or sign is worth.

Enough rambling for now. Make sure that you get out and support the show held this fall and winter. There are still a lot of treasures to be found in a lot of strange places. Have a great fall and I look forward to meeting again at the next chapter show!

Happy collecting!

Dave Reed

Bock in the Rockies

By
Steve Armstrong, BCCA #26414

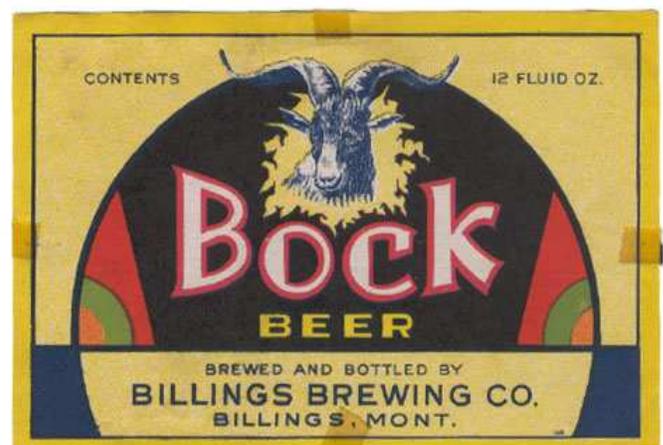
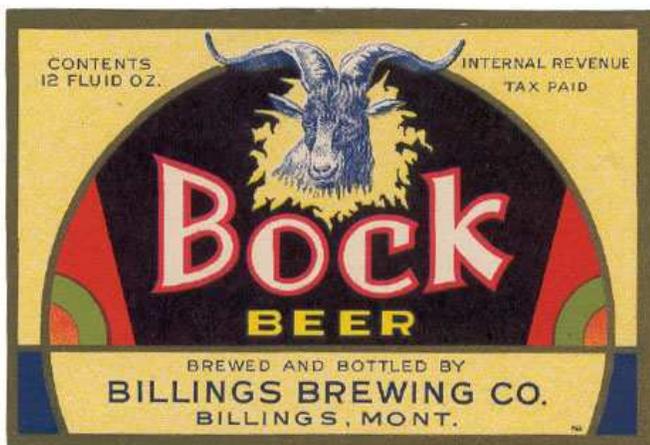
The bock labels featured in this issue's column come from the old Billings Brewing Company in Billings, Montana.

The Billings Brewery opened for business in 1899 on Montana Avenue, adjacent to the rail yards and the depot. According to *American Breweries II*, the principal players were Henry Mueller, Phil Grier, and Louis Best, son of Pabst's Phillip Best. The brewery was in operation until prohibition took effect in 1918. The business reopened in the same facility after prohibition (1933) and was in business for nearly 20 years until finally closing in 1952.

Both bock labels are a stock design that other breweries across the country use. Both labels are for 12 ounce bottles. The top label is IRTP and is slightly smaller in physical size (3" x 4 3/8"). This label has the metallic gold or gilt ink printed around the border and also in the circular border passing through the goat head.

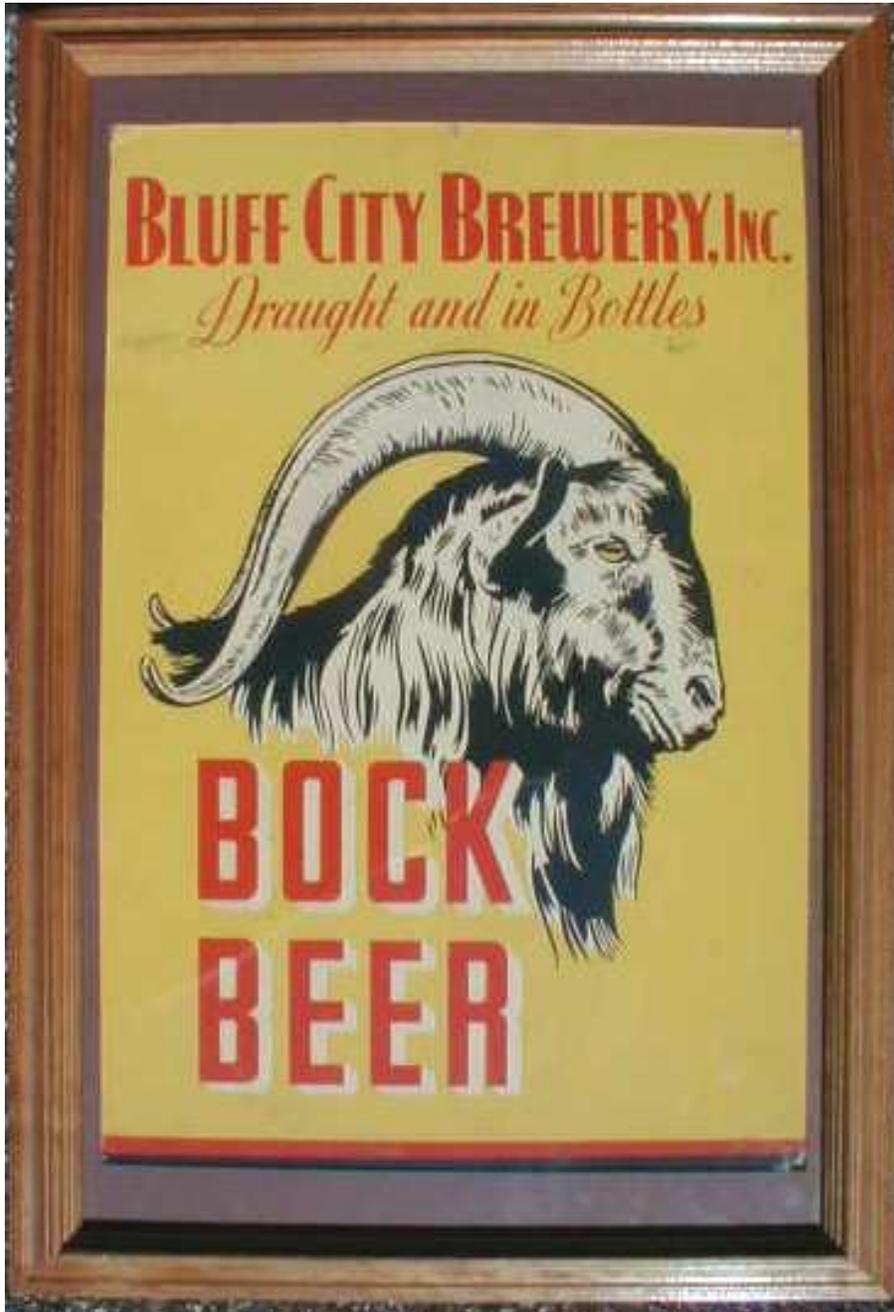
The second bock label is from the 1950s and is essentially of the same design but is slightly larger in physical size (3 1/8" x 4 3/4"). The use of gold or gilt ink was removed for printing of this label and was replaced with yellow and a thin dark blue line around the border. The interior circular area was changed to the same dark blue as was the line dividing the beer brand from the brewery information box.

Even though these are stock label designs, these Billings Bock labels are relatively difficult to obtain. There may be more variations to these labels so if anybody has another version, please let me know and I'll report it in this column in the future.



No Bluffin' About This One!

I have had this Bluff City Bock Beer sign for several years, and keep it in my Illinois office as an ice breaker for clients, especially contractors, some of whom remember Bluff City Beer.



The brewery operated in Alton, Illinois at 1420 Pearl Street from 1882 to 1952. Alton is located across the Mississippi from the northern end of the St. Louis metro area. I would say this sign is from the 1930s because of the emphasis on "bottles". Even though bottled beer had been around for decades, many small breweries had draft beer only, and a bottling line proclaimed that a local brewery was ready to go up against the big boys. Even Falstaff heralded "in Bottles" through the late 1930s. Alas, Bluff City was plagued by quality control problems in the last few years of operation, including rumors of vermin floating in some bottles.

Surely, the Bock beer was pure and delicious!!

John Kottemann

Finding & Scoring Bock Cans

By Paul Chappie

Well this story starts out ...

My wife and I went to an estate sale in the next town. As most of these Estate Sales turn out, nothing, no beer cans. We were at a table looking at some items and I heard a guy ask "Do you have any beer items?". Funny thing, it was fellow BCCA member Jerry Matonis. Well on the way there I seen an area that looked pretty good. Abandoned buildings and secluded areas with potential worth checking out another day. Well the other night I get an email from Kevin Beale. In the email is a picture of 2 nice Waldorf Samson Ales he found dumping that weekend. These 2 cans looked great even before he cleaned them. Two great cans, Wow, this got me motivated.

So the next day I decided to check out that area we seen the other day. So I got in my truck and trekked the agonizing 10 minutes away he he. The first stop was the abandoned buildings. I looked all around the area, and could not come up with anything. No cans in sight at all. So I decided it still looked like a great area. There has gotta be some cans around here somewhere. I looked around and decided the best thing to do would be to head towards the left side of the area. On the right side of the road was the Susqahanna River, on the left was woods that go up a mountain. I then decided it would be best to find a road that goes up the mountains. About a half mile down the road I met up with my first left turn, bingo. This road looked pretty good already. Secluded woods on both sides of the road and scattered houses here and there. As I drove up the road I encountered my first pull-off. I got out and scanned the area. I found a little pile of cones and flats, but they were really fried. The cones turned out to be Gibbons Beers. And the flat-tops were the first Stegmaiers can. Well at least I found some flats and cones so far. Well back in the truck I go.

Not more than a half mile up the road another pull-off. I started heading down the bank. Nothing but hot water heaters and tires and scattered 70's trash here and there. As I got to the bottom of the bank I noticed a 2 track. So I followed the old dirt road. It lead me to an old paved road that ran parallel with the road I was on. A little ways down the bank from the old road, I spotted a pile of cans.

I picked up one with a lot of color, G.E.M. from Shamokin. Not a bad can, but someone squeezed this one. So glancing around to find a better one, I spotted another little

pile. None of these cans seemed to have any color. But then i spotted a juice can with a flat-top with color sticking out. As i pulled the can out slowly | could tell it was an F & S. But wait, did | just see what | think | seen. As | turned the can over to the other side, my eyes DIDN'T play tricks on me..... Holy %\$#@ !!!

A can in a can F & S Bock As | looked up the hill further, another and another and another. Wow pinch me | gotta be dreaming. | didnt bring my digger cause initially | was just scouting the area. So | gathered up my find and called it a day till i come back with my digger and detector. So far my tally totaled 7 F & S Bocks. Wow 7, and the survey showed only 4



I went back to the dump today. The dump is no where near finished off, it will take at least one more visit. I found a new pile that is pretty thick with cans. I grabbed what mystery cans i could find, with holes or without. After soaking, there were 3 more F & S Bocks. All three are pretty rough, but they all have at least one displayable face. So in all i found 10 F & S Bocks. Wow-ee

I will be making a third trip, but i will probally wait for Dwight and Andy. Been trying to call Dwight, but no answer. Andy has been pretty busy, so he probally wont be able to make it. So for now we will wait till Dwight calls back and see what the third trip to the dump brings...

THE BOCKTOON

 Andy Galamba



Coasting with Goats

By

Steve Armstrong, BCCA #26414

Hello fellow Bocksters! I hope all of you that attended the recent BCCA convention in Pittsburgh had a great time and managed to add to your bock beer collection. This issue continues with older bock beer coasters but first, I have another update on the Eichler's bock coaster from the last two issues, pictured below. Paul Chappie sent in this variation of the coaster so I thought everybody should see this third variation. This variation is essentially the same as the first one pictured in the April, 2003 *Goatzette* however, this variation has "Made in Austria" and "Griffith Rutgers Inc. New York, copyright 1934" along the bottom edge in red printing.

If anybody has other variations of this or any bock beer coaster, please send me a photo and I'll work it into this column.



The next older bock beer coaster to be featured is the Hornung's White Bock Beer coaster. There are several variations to this coaster and I'll show two others in the next issue. This coaster can be viewed in the *Beer Coaster Mania* web site (<http://members.aol.com/gbarone/index.html>, then click on *Coaster Guides*). The Pennsylvania beer coaster guides have been developed by two collectors, Len Rosol and Phil Wood. Both use similar identification codes for this coaster and both are listed below.

Hornung's White Bock:

Len Rosol uses:
HORN005 (4.25
1/1) Phil Wood
uses: pa-horn005A

This particular coaster is double sided with the same design on both sides and also has the printer information at the bottom center. The round coaster also is found in a single side with no printer information and the same as pictured above in single sided only.



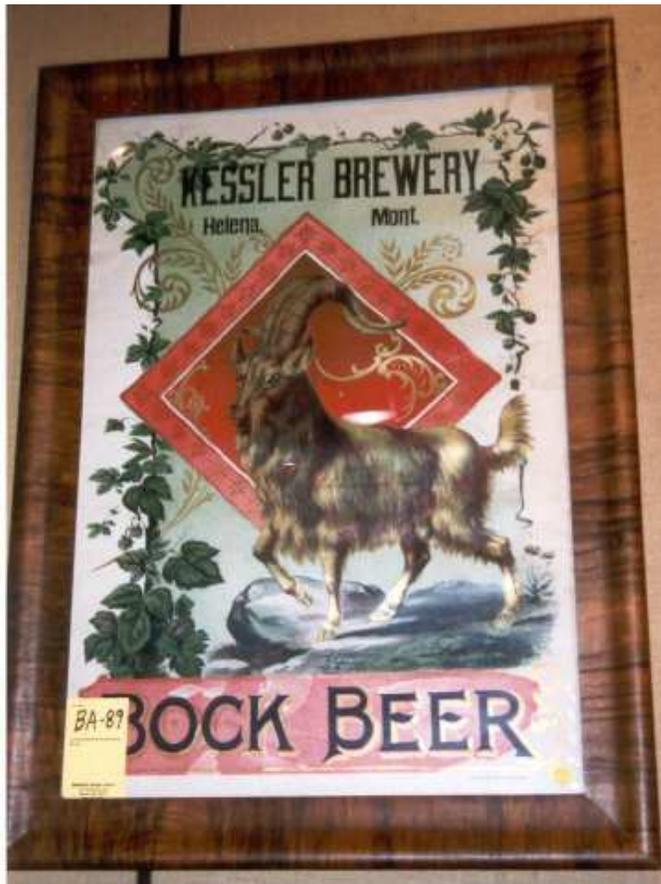
The Jacob Hornung Brewing Company was located in Philadelphia, PA and was in operation from 1885-1920 and again between 1933-1953, according to *American Breweries II*. During pre-prohibition days, the business used the name Tioga Brewery. The name was changed to Jacob Hornung for use after prohibition was repealed. *The US Beer Coaster Guide* by Thomas Byrne (1980) does not picture the round version of this coaster. Byrne dates a similar coaster to the 1935-1940 time period.

Now, I would like to ask for help in continuing this column with older bock beer coasters. I have enough for one more issue and then I'll start with the microbrewery bock coasters. Please send me a photo, photocopy, or any other information you have on bock beer coasters, especially variations such as those that have been noted with the Eichlers bock in previous issues.

Auctions We Missed, Dammit, Part 1

Steve Armstrong

Sure, I can provide some info on these old posters. I don't really know much more than what I've included with the individual message with each photo attached. I do know that the last two prints (the girl/goat and the individual goat, not the Gambrinus man print) both sold for several thousand dollars each. I think the girl/goat went for around \$4000 and the other went for around \$3000 or so, back in 1996 at the big auction I mentioned. I think the Gambrinus guy bock went for around a \$1000.



The previous owner (Jerry Metcalf) died, he was a big collector of Montana Breweriana and old antiques in general (specifically from Helena, MT) and the brewery items were just one part of his total estate sold in the auction.

Jerry also had an antique shop in town that was on the first floor of his house. He lived in an old 1800s vintage house in one of the oldest parts of town.

Collectors who knew about the collection came from all over the country for this "once in a lifetime sale". About 95% (or more) of the brewery items were from Montana breweries and included many beer trays, cans, bottles, foam scrapers,



openers/corkscrews, a Montana label collection (sold for around \$2500), coasters, signs, pre pro etched/baked enamel brewery glasses, etc. I spent a measly \$2500 and I know several people that spent \$10,000 or more, just on the beer stuff alone. I was trying to keep track of what things were selling for in my auction book and I figured at least \$100,000 for the beer stuff alone, and I didn't get everything that was sold written down.

During the auction, when these posters came up for sale, the auctioneer paused slightly and related that they were all found in Helena, rolled up in an attic in an old house (there are many late 1800s vintage houses in one part of town). Only 1 example of each was found and the lady



that found them was present during the auction. There wasn't any mention of how/why she found them as I remember, just acknowledged her presence.

The auctioneer indicated that from the info he was able to gather, the two older prints were probably from the 1890s while the other one may also be pre pro, or perhaps right after prohibition.

I think the Gambrinus guy was used during pre pro times, I think. After Jerry acquired the prints, he had them framed, I think the frames are from about the same time period as the prints are so that makes a neat match.

The small little signs you see in the pictures (corner of the frame) with a "BA" number

indicate the "brewery advertising" category within the auction items.

Just Cleaning House

NEW MEMBERS (Welcome to the party!)

M B #	Name	Address	City	State	Zip Code	Phone	eMail	BCCA #
78	Mike Bock	18H Chatham Tower 112 Washington Place	Pittsburgh	PA	15219	412-391-3113	mbock@schneider.com	
79	Darren Suran	54 Racetrack Drive	Hewitt	NJ	07421	973-714-2838	surand@optonline.net	30109
80	Dwight Barbacci	722 State Route 29	Harveys Lake	PA	18636	570-477-2910	dbgym@localnet.com	
81	Bob Porter	3833 Germantown Pike Apt. B	Collegeville	PA	19426	610-409-0947	bob@aludwigkleiw.com	28952
82	Fireman Mike Opinker	3254 173rd Street	Hammond	IN	46323	219-844-7483	firemanmikescans@hotmail.com	29685

ADDRESS CHANGES ! (I hope I got them all)

M B #	Name	Addresses	City	State	Zip Code	Phone	eMail	BCCA #
5	Robert Fondren	7 Lawrence Lane	Fredericksburg	VA	22405	540-370-4210	fondren@cox.net	14138
24	Kevin Burrus	5807 E 71 PI SO #406	Tulsa	OK	74136	918-494-6843	burrus464@aol.com	26622
32	Andy Galamba	1290 Randy Drive	Pottstown	PA	19464	610-373-1427	inkslinger@saferefuge.com	28759
46	Steve Fernandes	12201 Bobtail Cove	Austin	TX	78739	512-292-7740	sfernandes@austin.rr.com	904

Don't Forget!

This is your last issue if you don't renew! Criminy, It's only ten bucks!

The Next Issue (#6) will feature Bock Beer 6 packs. Please send in photos and stories. Help with the theme!

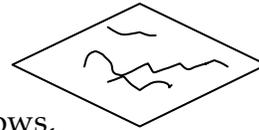
Still looking for contributors! This is a good issue, huh? It's because YOU wrote it, not me! Thanks to all of you out there who are sending in stuff! You rock!

Ever Seen This?

By John Turner

Our oldest (I think) member of the Chapter sent me a letter the other day, with these photos, and this explanation. I print them both as they came to me, since I have no more information to add, and have never seen or heard of this piece. I will say that it looks to be about 8" tall. Here's John's letter (in part)....
"I am sending some pictures of a goat head I purchased at an Antiques Show 13 or 14 years ago. It does not say BOCK on it. In the

it says Grain Belt Beer. It is made of chalk, has a beard of "hair", and has a hollow bottom. I have taken it to beer shows, but no one knew anything about it. Thought it might be of interest to you."



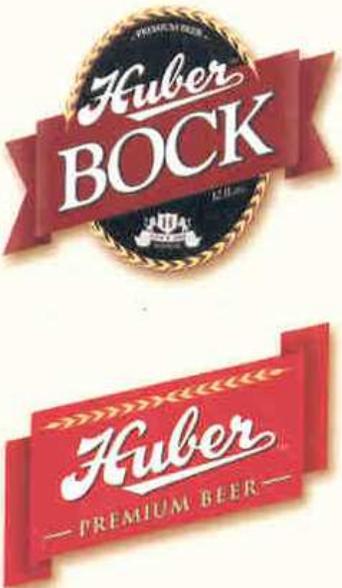
And how, John!! Anybody have a clue? My guess is that it came out in the 70's, when the Grain Belt Bock pulltabs were current, but that's a pure guess. You can see the red nostrils, the black eyes (glass, John?), and the white "beard" hanging off the chin.

John, thanks for sharing this oddball with us all. I hope when I'm 80, I still get to find cool stuff like this!

The Latest In Bock Beer Products

By Robert Brune

This is what the new bottle labels for Huber Bock look like. They are getting out of the return bottle market. Everthing is new including the cap. Huber Bock is a very good beer and not a dark colored light beer. I picked up a case of the old bottles and the card at the bottom of the page was in the case. On the back side is a 2 for one 1 ticket for a brewery tour. Got a case that was like brand new. This case cost \$12 plus deposit. New prices are \$7 for nonreturnable bottles(12). Paying \$1 for packaging.

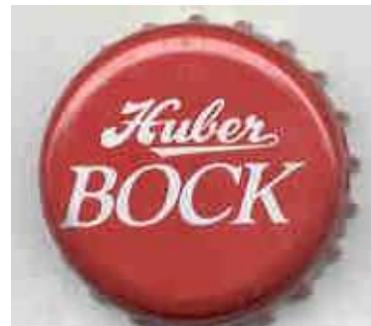
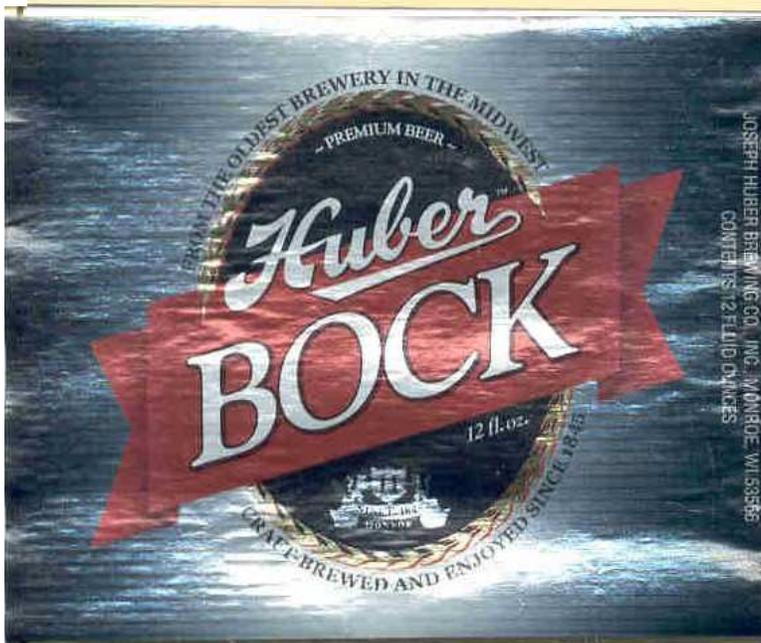


INTRODUCING A NEW LOOK
SO CONSUMING,
*you won't want to
return the bottle.*

And that's okay. You see, the Joseph Huber Brewing Company is phasing out our returnable bottle program. We took this opportunity to create new packaging for our Huber Bock and Huber Premium beers, which will be available in brand spanking new 12-packs. But don't worry, you'll still get the same great award-winning taste.

THE
Joseph Huber
BREWING CO., INC.
SINCE 1845

www.huberbrewery.com



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.

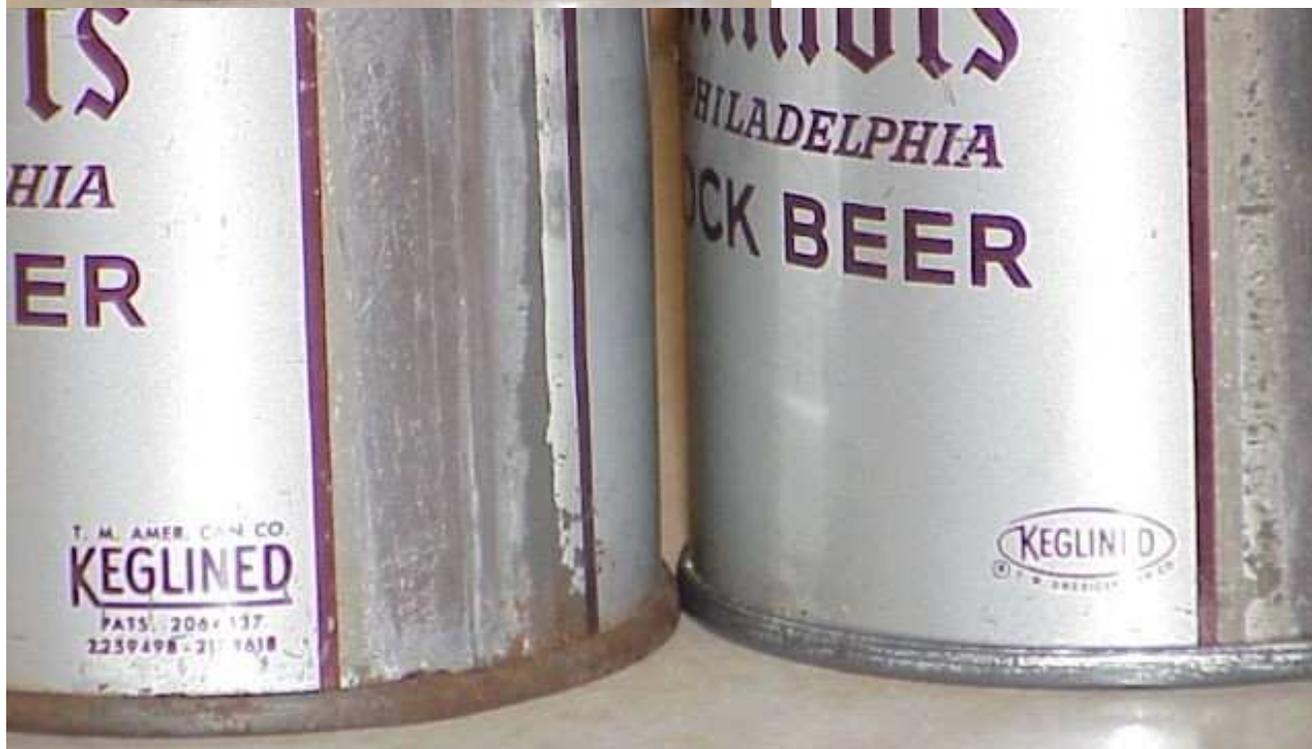


This pair, brought to you by Bockster Joe Paczkowski, reveals a fairly common Bock can with a variation in its closet you might not have ever seen.

These Schmidt's flats to the left are identical on the front panel. Bet you think you're you're seeing examples of USBC # 131-33, with maybe a slight coloration difference. That's it, right?

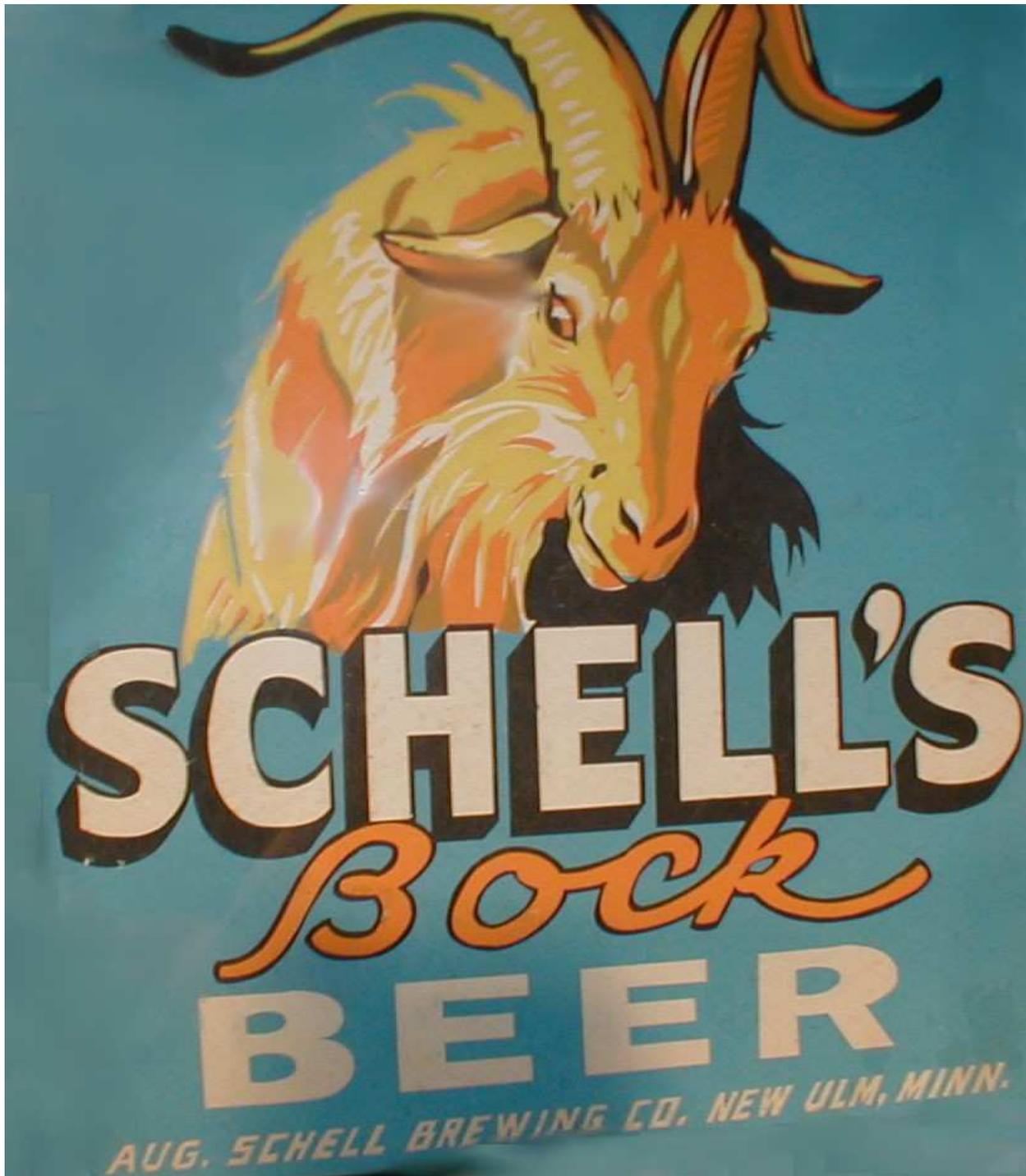
WRONGO! HOO HOO! Look below at the closeup of the back of the cans! The can on the left has the older, square, 3 patents KEGLINED canning logo, and the can on the right has the newer KEGLINED oval logo! The color shift is just gravy!

Great snag, Joe! Thanks for sharing it with us all!



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

BAAAAADBOY'S GOATMATE OF THE MONTH



This Month's Goatmate is a raging red eyed load of ovine beauty.

It comes from a mid 40's poster advertising Schell's finest springtime product. Oh, if they had been visionary enough to have put this on a can!

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



An At – Large Chapter Of The
Beer Can Collectors of America

Name _____ BCCA # _____

Address

City _____ State _____ Zip

Phone _____ e-Mail

Specific Bock Interests _____

To Join or Renew, please send \$10, payable to Jim Romine, to:

Merry Bocksters
c/o Jim Romine
1316 Gormly Circle
Sanford NC 27330

Dues paid at Convention carry through the next full calendar year.

BENEFITS OF MEMBERSHIP

- 4 Issues per year of the Merry Bocksters Goatzette
 - News on Bock finds, variations, collections, and shows!
- A copy of the Chapter Roster of other Bock collectors
- Admission to the Annual Chapter Meeting
- A chance to get cool Merry Bockster T - shirts and stuff!



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

Jim Romine
1316 Gormly Cir
Sanford, NC 27330