

The Official Newsletter of the Merry Bocksters Chapter  
Brewery Collectibles Club of America  
**VOLUME #13/14 NUMBER #4-1 ISSUE #49/50 January 2015**

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I recently added this label to my collection thanks to Jim Romine. Yep, it's a stock design but it's from my hometown and from a brewery that was only open from 1934 to 1938.



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

**[www.merrybocksters.com](http://www.merrybocksters.com)**

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**VOLUME 13/14, NUMBER 4-1, ISSUE #49/50, January 2015**

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## President's Message

Wow, this issue has been a LONG time coming and I sincerely apologize for its extreme tardiness. The problems that have plagued us getting the Goatze to you would make a sitcom writer shake his head in disbelief. Between former editor Kevin's back surgery and my computer issues (it died and I lost all my old emails that had lots of Bockster stuff ready for publication), it's been a nightmare. I'm hopeful all those problems are behind us and we can move forward with some great bock articles and pictures to share with you.

Let's start with some really old news that wasn't that old when I originally wrote this. If you missed the Dallas Convention, and by the numbers I saw there many of you did, you missed a really good time. The host chapters went out of their way to make us feel welcome and provided beer and munchies through out the hotel for us. The hotel layout was great with the trade floor right at the bottom of the hotel elevators. There were some tremendous cans and breweriana there and since many people chose not to attend, there was less competition for them! Fellow Bockster Dale Rogalski gave me a great deal on a nice white Goebel bock can I've wanted for a long time. We also elected a new/old VP as you might have noticed on the mast head. Welcome back Joe Germino! You'll be hearing more from Joe G. in the future. Since attendance was a little light at the show and therefore at our meeting, I believe everyone there scored a prize in our raffle. See the list of winners and their prizes below. Another of the perks of being in this chapter and coming to the meetings!

Let me also congratulate the winners of our year end members only raffle. MB # 7 Bill Lester (1st prize- Menominee Bock Sign); # 43 Steve Armstrong (2nd prize-Regal Bock Can); #91 Don Wild (3rd prize-Pabst Blue Ribbon Bock can); #182 Steve Graziano (4th prize-Meister Brau Bock Sign); and #94 Joe Radman (5th prize-Rheinlander Bock Sign). And all they had to do to win was be a current dues paying chapter member!

I decided not to attend Blue/Gray this year for the first time in at least 15 years. It was a tough decision as I have always loved that show but you have to look after your health and I just wasn't comfortable staying at the hotel anymore after last year. I heard attendance was down again and unfortunately the hotel had made no improvements. Since we normally do our bock beer tasting at Blue/Gray, we've decided to have it at the Spring Thaw Show in Harrisburg, PA, April 9-11. I've heard a lot of great things about this show and it seems that a lot of folks that used to go to B/G are now going to this show instead. So please try to make it and bring along some of your favorite bock beer (new or old) to be sampled by the chapter. I've got a full Congress Bock I'll be bringing so I hope you'll be there to sample some of it!

We will also be drawing the winner of Super Raffle #4, the Hornung's Bock can, at the Spring Thaw Show. So this is your last chance to get tickets if you are not attending the show! Please support our great Chapter by buying at least one ticket, and hopefully more. Remember, tickets are only \$10 each and since we've only sold about 370 out of 1000 possible, you're chances of winning are not bad! Remember, you don't have to be present to win. If you can't make it to Spring Thaw, contact Joe Pac to get your tickets. Thanks again to Bockster Dale Rogalski for making this can available to us to raffle off.

It's not too early to be thinking about Convention in Milwaukee this year. It will be September 2-5<sup>th</sup> and it's shaping up to be one for the ages. In addition to being in the upper Mid West where typically the largest attended Conventions occur, this year it's combined with the BCWC 2 (that's Brewery Collectibles World Convention #2). That means hundreds of collectors from all over the world will be there. If you are thinking of attending, please don't wait to get your room reservation in as I've heard the hotel is already filling up. We'll have our annual meeting at the show so plan to attend that too. Maybe you'll be the one to walk away with a prize!

As you might have also noticed from the mast head, I'm your temporary editor in addition to President. I say temporary as we really need someone from the membership to step up and take on this very important role. It doesn't require a lot of computer skills (hey, I'm doing it!) and as President, I promise to get enough articles to fill every issue. Please contact me if you think you could help out. And in spite of what you might have heard, you do not have to be named Joe to hold an office in this chapter!

Raffle Prize Winners  
Convention 44 , Dallas, TX  
Annual Chapter Meeting  
August 28, 2014

Canadian Ace Bock Can  
GB Bock Can  
Tivoli Bock Steinie Bottle  
Utica Club Steinie Bottle  
Hornung Bock Opener  
Hornung Bock Opener  
Old Crown Bock Framed Sign  
Fox Head 400 Bock Framed Sign  
Rheinlander Bock Framed Sign  
Mardi Gras Bock Tap Handle

Robert Fondren  
Kent Barker  
Joe Older  
Jeff Murbach  
Eric Dosier  
Ron Jankauskas  
Paul Dodge  
Mark Oleske  
Joe Radman  
Joe Germino

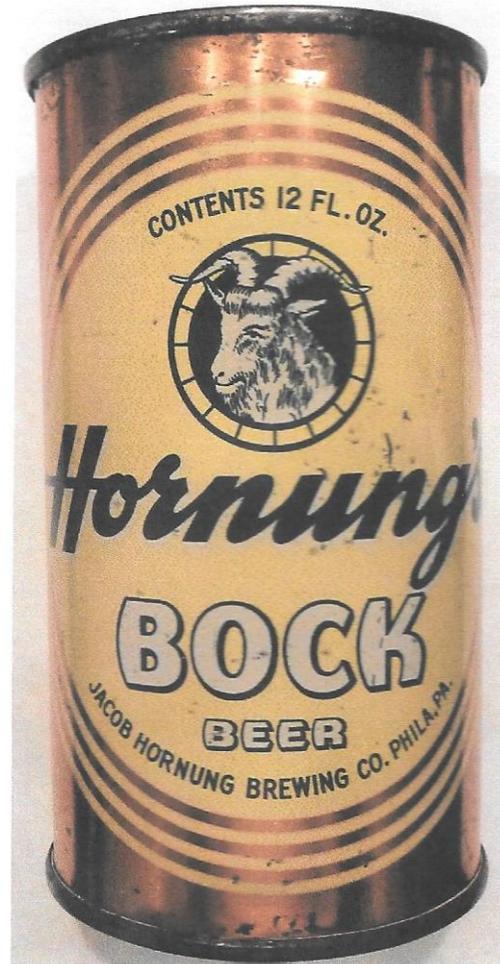
Prost! Joe Older MB #105



# ***Super Raffle #4***

The Grand Prize is this beautiful Hornung's Bock flat top can from the Jacob Hornung Brewing Co., Phila. PA.

Only 1000 tickets are available. Tickets are on sale for only \$10 each. If paying by check, make it payable to the "Merry Bocksters."



The drawing will be held on April 11, 2015 at the Spring Thaw Show in Mechanicsburg, PA. You don't have to be present to win. So get your tickets now!

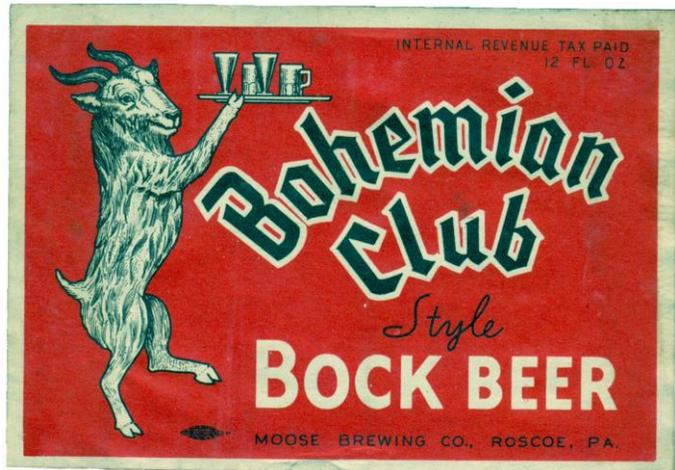
# BOCK IN THE USA

By Steve Armstrong

Welcome to another year of bock labels from across the USA. Since the Sprint Thaw Show is coming up and is taking place in Pennsylvania, it was suggested it might be nice to feature some bock labels from that area. Sounds fine to me so here we go. The breweries in Pennsylvania produced many bock labels over the years but there is only enough room to feature a few in this issue. So on to the labels....

This first label, Bohemian Club Style Bock Beer was issued by the Moose Brewing Co, of Roscoe, PA. This is a 12 oz. IRTP label that is 4 ¼” x 3” in size. Bob Kay’s *US Beer Labels of Pennsylvania* book lists this label as being “less common” with a value of \$5-\$25.

According to *American Breweries II*, the Moose Brewing Co. operated both during pre-prohibition (1903-1920) and post prohibition (1933-1950). The Brewery also used the names of Penn Brewing Co., and Moose Brewing Co. of Lucyville in the 1949-1950 years.



The next bock label comes to us from the Union Brewing Co. of New Castle, PA. This is an IRTP, 12 oz label as noted along the left margin of the label. Along the right edge is the “does not contain more than 3.2% alcohol by weight” statement. This label is 4 ¼” x 3”. A very similar label is featured in Bob Kay’s book however it has the IRTP statement only on the left edge and the contents along the right edge. This label is also in the “less common” \$5-\$25 value range.

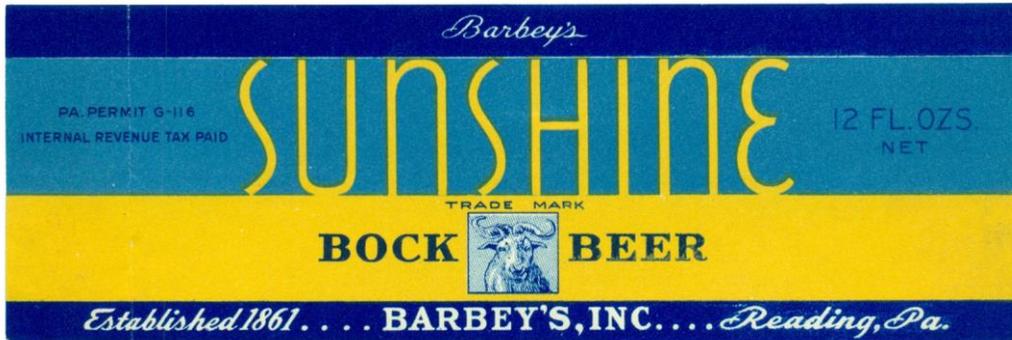
The next two labels are from the Fuhrmann & Schmidt Brewing Co. of Shamokin, PA. This yellow, black, and red label is 3 ¾" x 2 ½" in size. It is IRTP and for a 12 oz. bottle. The fine print above the goat's head says N.Y.S.A.B.C.B. D-1226. This label is pictured in the Pennsylvania label book as is given the "less common" rating with a corresponding value of \$5-\$25.



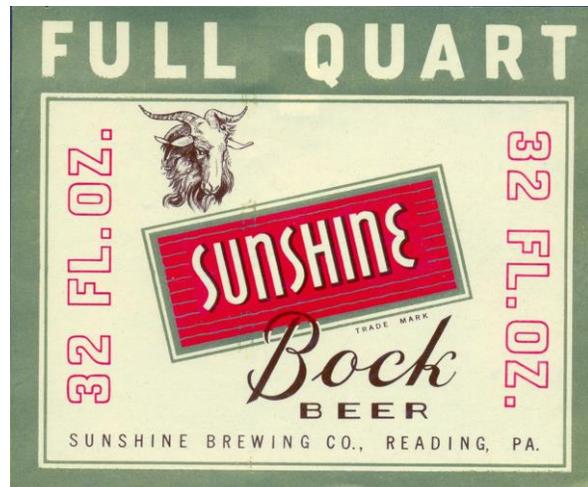
The gold and brown bock label is not IRTP but it does have a "copyright 1948" in fine print in the upper left corner. This label is 4" x 2 ½" in size and for a 12 oz. bottle. The other fine print around the upper half says: Fuhrman & Schmidt Brewing Co., Shamokin, PA. Across the center between the white graphics is Cont. 12 Fl. Oz. on the left and Pure and Aged on the right. The fine print along the bottom edge of the label says N.Y. Distributor, Fuhrman & Schmidt Brewing Co., New York, N.Y. This label is also cataloged within the "less common, \$5-\$25" category.

According to American Breweries II, there were two Fuhrman & Schmidt breweries in Shamokin through the years. The first business was the Furman & Schmidt Eagle Run Brewery (1896-1920). Note this Furman was not spelled with an "H" in the name. The second Fuhrman & Schmidt Brewery originated as the Shamokin Brewing Co. (1905-1911). The business operated under the Fuhrman & Schmidt Brewing Co. from 1911-1975, except during the prohibition years (1920-1933). From 1966-1975, the plant was owned by H. Ortlieb Brewing Co. and it was also known as the Braumeisters International Brewing Co., the Flair Brewing Co., the Innsbrau Brewing Co., and Chas. D. Kaier.

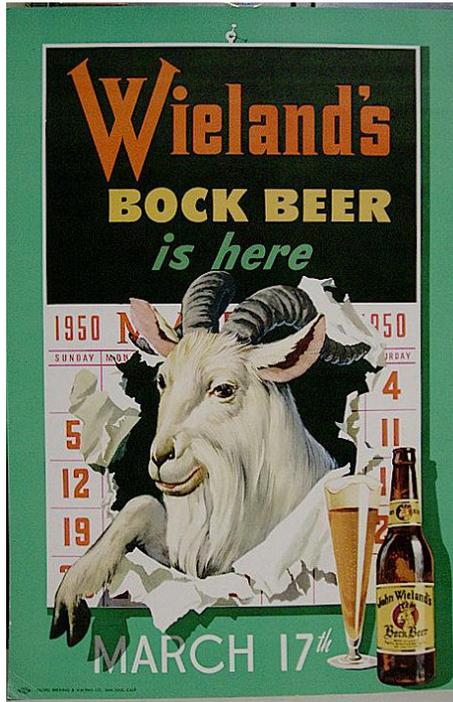
The last group of bock labels for this issue comes from the Sunshine Brewing Co. in Reading, PA. The oldest is from the 1930s as this label has the PA permit number (G-116) in the upper left corner. This blue and yellow label is 5 ¼” x 1 ¾” in size and was for a 12 oz bottle. The IRTP statement is in the upper left area below the permit number. The contents are on the upper right side of the label. At the top center is the name Barbey’s. The Barbey name was associated with this brewery from 1933-1951. Bob Kay assigned this label to the “elusive, \$25-\$75” category.



The next two labels are quart size labels, both are 5” x 4 ¼” in size. These are post IRTP era labels, probably dating to the 1960s. The major difference in these labels is the addition of the red colored 32 FL. OZ on either side of the second label. The Sunshine Brewery name was used from 1951-1970. Several other names were also used for this business during this time frame including Bavarian Brewing Co. (1968-1970), Esslinger Inc. (1967-1970), Falcon Brewing Co. (1961-1963), Hatfield-McCoy Brewing Co. (1963-1965), Playmate Brewing Co. (1967-1968), and the Ruppert Brewing Co.



Some more items from recent ebay auctions for your enjoyment



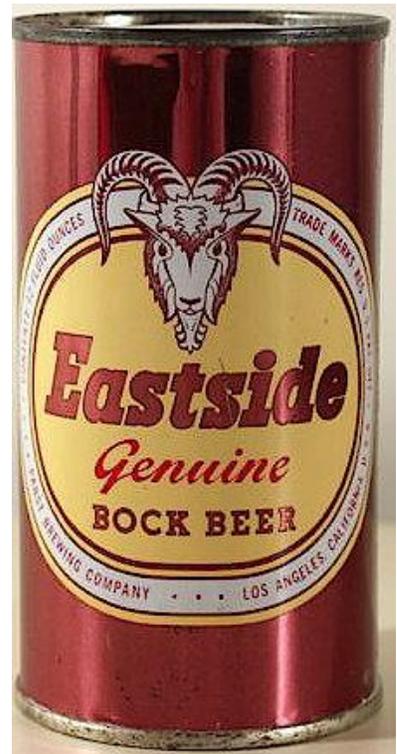
**1950 Wieland's Bock Beer**

Cardboard sign from the Pacific Brewing & Malting Co. of San Jose, CA. 12" x 18". Condition is a 9, minor wear & corner bends. Winning bid \$362

**Eastside Bock Beer Pabst - LA**

Vintage 1950's Eastside Genuine Bock 12 ounce flat top beer can from the Pabst Brewing Co. of Los Angeles, California.

Bottom opened. USBC 58-12. Took \$305 to win it



**Altes Double Bock Cork Crown**

Used. Won at \$74

**Bock Beer Label**

*Pre-Prohibition era*

From Gerhard Lang Brewery, Buffalo, NY  
Winning bid \$203





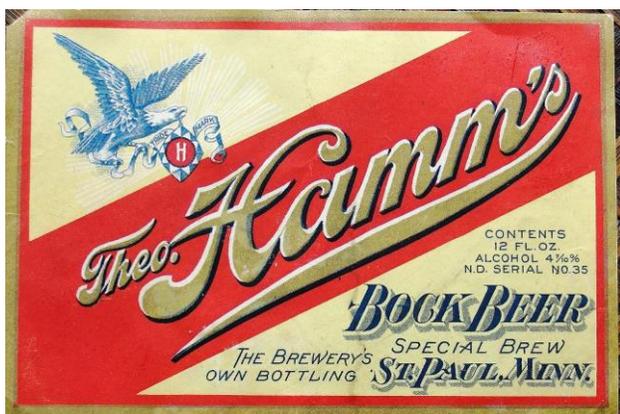
**Esslinger's Bock Beer quart cone top  
beer can Philadelphia, PA - rusty  
dumper**

Photo should show condition.  
Recipe story panel is toast. LH side  
you can see from photo. Holes in  
seam. Won at \$411



**Pabst Blue Ribbon Bock Beer  
Peoria Heights, IL**

12 ounce flat top can from Pabst  
Brewing Co. Opened from top  
and in excellent condition. Won at  
\$134

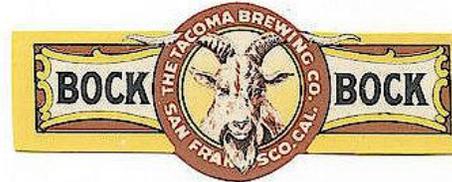


**Theo. Hamm's Bock Beer  
Special Brew St. Paul, Minn.  
Beer** In very good condition,  
except for very small section  
of upper left corner missing,  
& very minor stain through  
center.

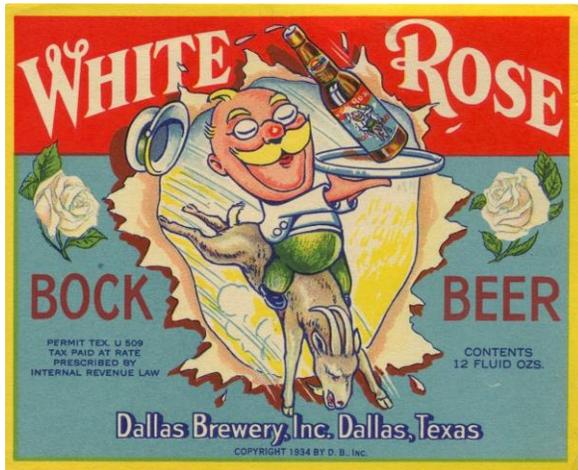
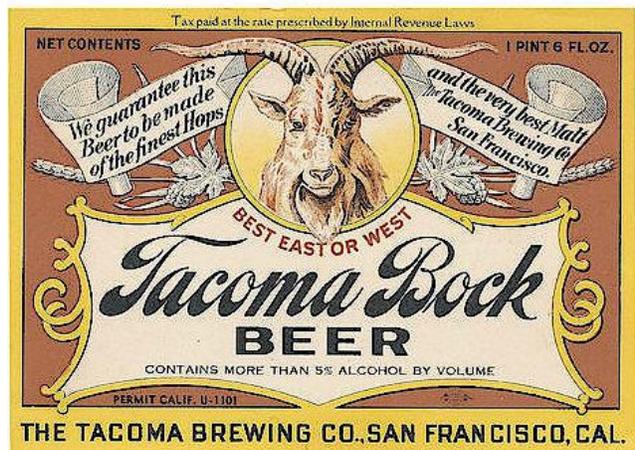
4-7/10 % Alcohol. Won @ \$49



**Old San Francisco Tacoma  
Brewing, IRTP Bock 1 pt. 6 oz. beer  
label,**  
Nice condition. Won at \$105



**Hornung's White Bock Beer  
vintage Tray Philadelphia**  
BEAUTIFUL old Beer Tray!!! This  
bad boy is in AWESOME  
condition. It will be hard to find  
one in better shape than this.  
Took \$160



**White Rose Bock IRTP label**  
Dallas, TX. Nice condition.  
Winning bid \$93

**Iron City Bock Cork  
Crown**  
Used. Won at \$48

See ya next time ... Joe Pac #50



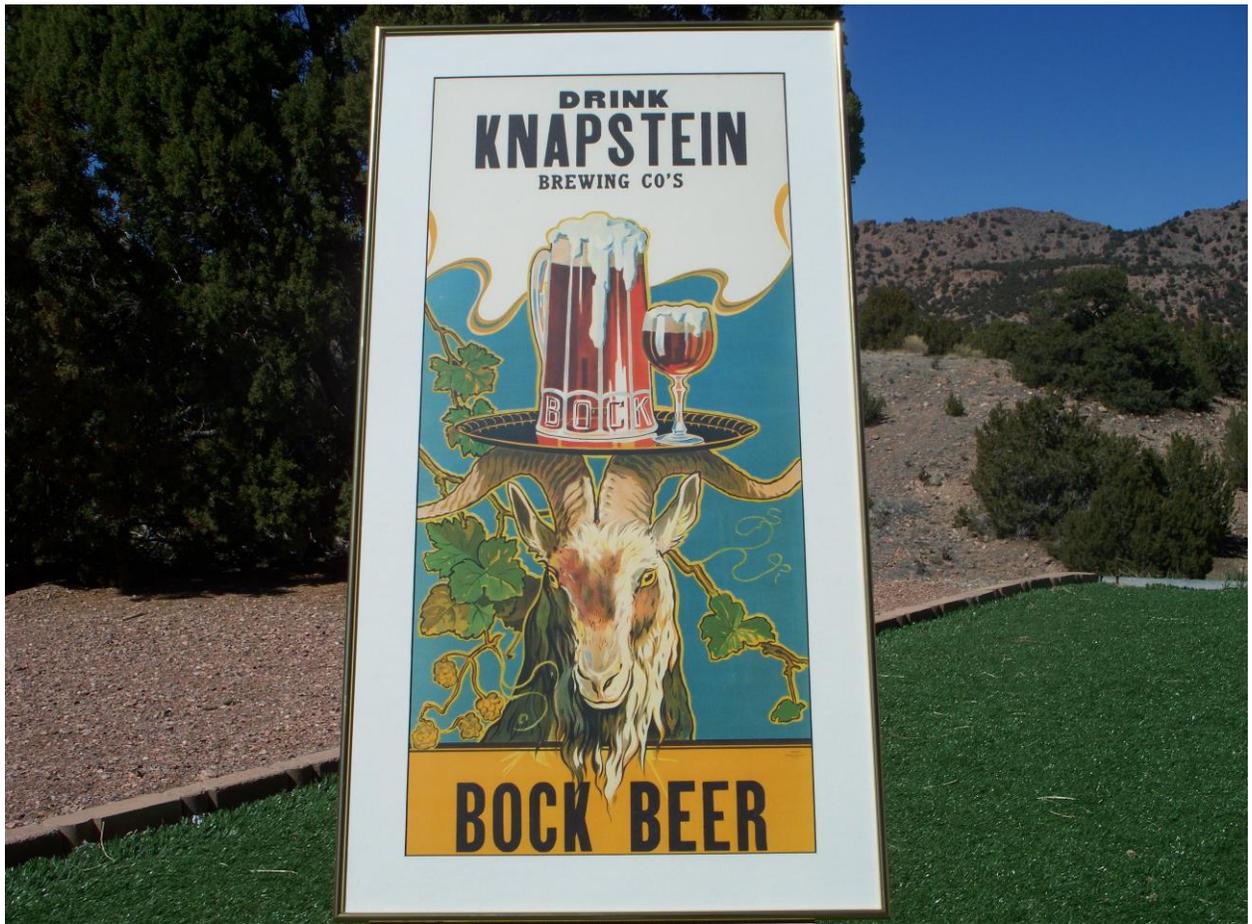
Fellow Bockster John Coughanowr with a beautiful Pre Pro Anheuser Busch Bock sign he picked up at Blue/Gray last year.

Fellow Bockster John Ferguson peaking over a neat Rahr's Bock sign he acquired at Blue/Gray last year. He got a great deal on it as he acquired it from himself as he originally brought it to sell but decided he liked it too much to part with!













**It's Here!!!!**

**It's Here!!!!**

**Yeah!!!!**

Joe Older  
459 Minnehaha Rd.  
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