

The Official Newsletter of the Merry Bocksters Chapter
Brewery Collectibles Club of America
VOLUME #10 NUMBER #3 ISSUE #36 JULY 2011
Work. The ruination of the drinking class.

PACK UP YOUR TRUCK, CANVENTION'S COMING!



News Report Rebuttal: The 25 Toughest Bock Cans



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

What makes a CANvention a good one? BEING THERE!

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**THANKS TO ALL WHO HELPED ME GET THIS OUT ON TIME FOR A CHANGE!
I'M ON VACATION NOW, SO SEND ALL COMPLAINTS TO PREZ JOE!**

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VOLUME 10, NUMBER 3, ISSUE #36, July 2011

The GOATZETTE is published quarterly. Even a blind squirrel gets a nut every now and then. You got this on time! Root, hog, or die!

The Top 25 Bock Beer Cans

FOLKS, THIS IS MY OPINION, ONLY MY OPINION, NO ONE ELSE'S OPINION. I'm curious if anyone has a different one! At the end of the photo spread is the rankings, showing how many examples I think are out there of each can. You'll see I weighted dumpers over indoor cans-if there's only one dumper, I rated it higher than a can with only one indoor example known. In ties, I went with desirability index (my own creation). If you can verify more examples of a can, let me know, and we'll restack the deck.



#25

The only 5 known can



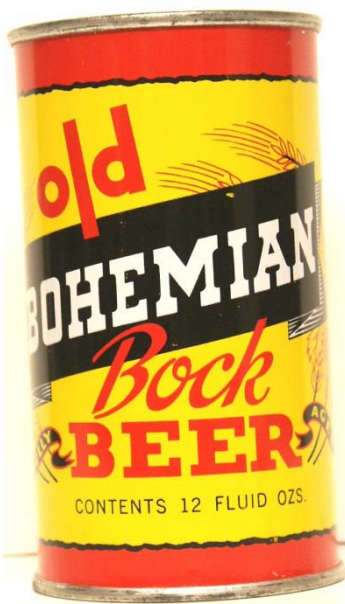
#24

Only 4, no dumpers



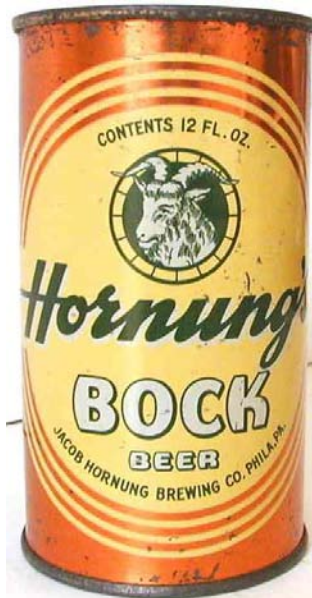
#23

Much rarer than Old Dutch



#21

4 known-1 is a bank



#22

#20

Blows away the green label



The best one's a grade 2



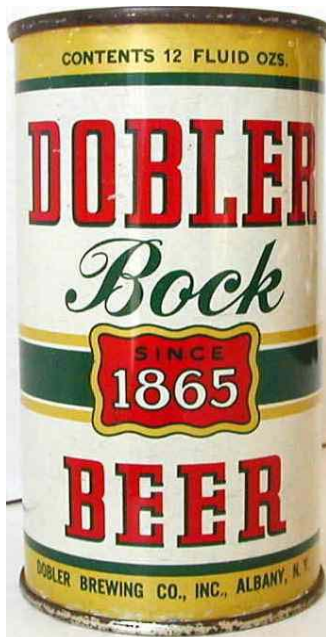
#18

Here's two of the four known-2 and 4 panel OIs



#19

The easiest three of a kind!



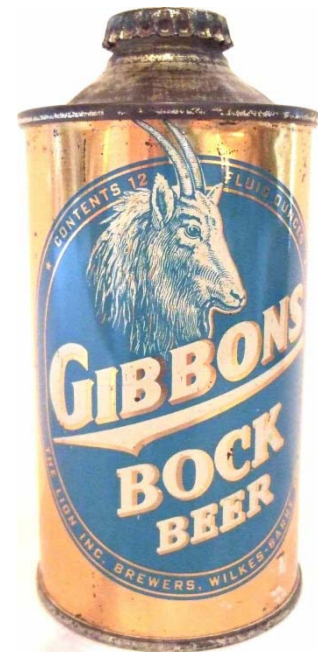
#17

There's only 3 known, all indoor



#16

The non-IRTP. Unknown until 2009



#15

1 Gr1. 2 Gr 50 dumpers found 10 years apart

Are you disagreeing with me yet?



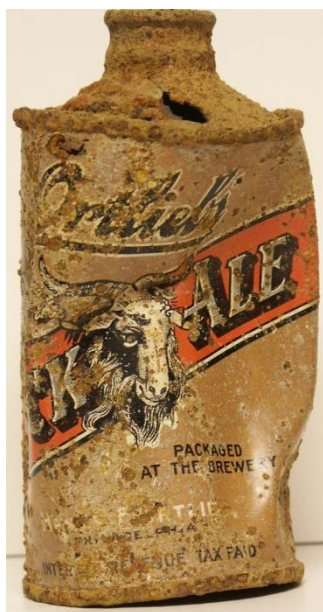
#14

Ballantine's Bock with Brews list. This is the best of 3!



#13

The IRTP version. 3 known.



#12

This is the best of 3



#11

Now we're in Only 2 known



#10

2 indoor examples



#9



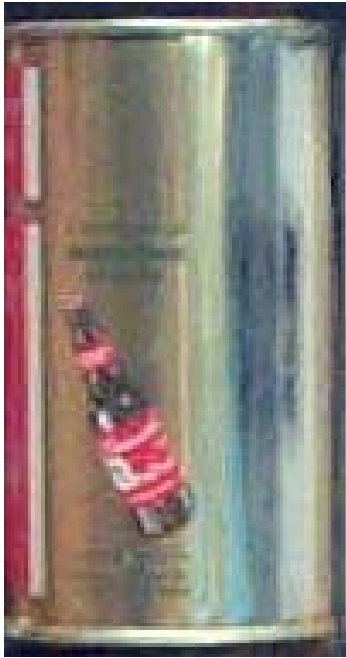
#8



#7

Drumroll, please!

What? Yes, Rheingold/Orange



#6

One of a kind territory.
Green lettering, not red.

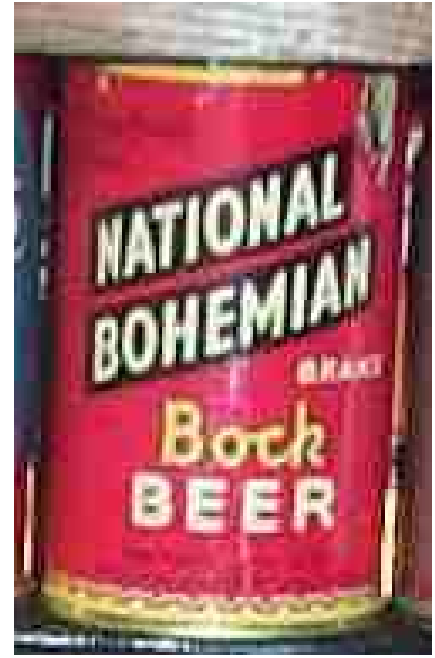
1 indoor and this dumper



#5

Black letter Bock. I've held
This can. It's real.

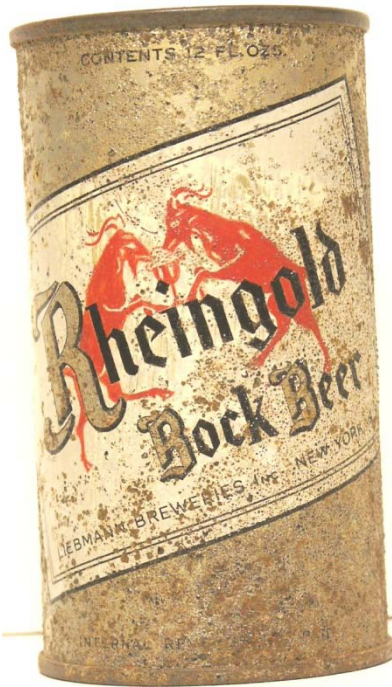
1 indoor and Frankencan



#4

The Low Profile Cone. The only
one out there for 35 years.

....and now the finale



#3

One dumper found in 70's
but none since.



#2

The wall find. The only other
example fell apart.



#1

This example is MIA, but it's
somewhere out there!

OK, I know this is not the choices you would have made. Let me know what they would have been, and why! I'm open to debate on this. I based it on # of examples, as you can see from the recap. Let's haggle!

CRAMPED EDITOR'S RANT AREA

CANVENTION'S COMING and will soon be upon us. Block off time for the Bocksters meeting, and to help out at the Chapter Table. This is OUR Chapter, folks, so we all need to do our part. I hear there will be several attendees' only raffles, which you get extra chances in by manning the Chapter table, so help out, and help yourself!

THURSDAY IS COLORS DAY. Wear your Merry Bockster attire on Thursday on the trade floor. Let's show our non-diversity by all wearing our Chapter colors proud that day!

SEE YOU IN CINCY!

THE TOP 25 BOCK BEER CANS

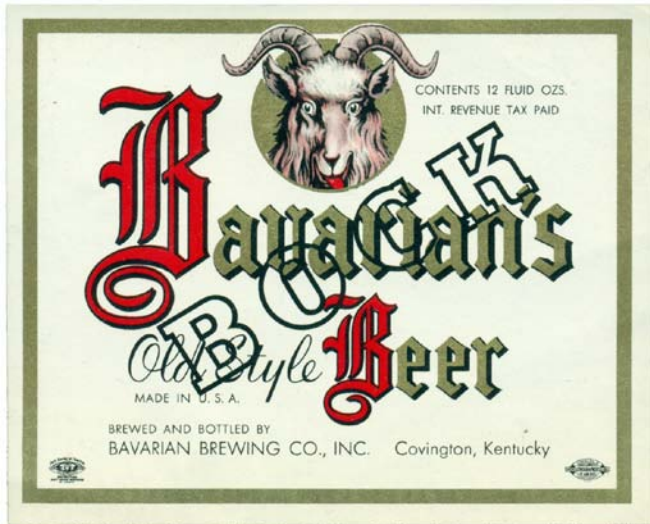
| | Name | Can Type | Comments | USBC | Examples | | |
|----|----------------------------|-----------|---|---------|----------|--------|-------|
| | | | | | Indoor | Dumper | Total |
| 1 | Lion Bock | 12-1-T | It's out there somewhere! | 91-38 | | | 0 |
| 2 | Hohanedel Bock | J-12-2 | 1 example lost. 1 survivor | NL | | 1 | 1 |
| 3 | Rheingold Bock | 12-1-T | 2 goats, unpictured | NL | | 1 | 1 |
| 4 | National Bohemian Bock | LP-12-1-T | Lo Profile Cone | 175-9 | 1 | | 1 |
| 5 | Esslinger Parti-quiz Bock | 12-1 | BOCK in black letters | NL | 1 | | 1 |
| 6 | Budweiser Bock | 12-1 | green writing on back panel instead of red | NL | 1 | | 1 |
| 7 | Waldorf Bock | 12-1-T | | 144-10 | 1 | 1 | 2 |
| 8 | Jacob Ruppert Bock | 12-1 | Big Goat, Non-OI | 126-25 | 1 | 1 | 2 |
| 9 | Rheingold Golden Bock | 12-2 | Rheingold/Orange NJ | 123-20 | 1 | 1 | 2 |
| 10 | Michel Bock | CT-12-2-T | | 197-1 | 2 | | 2 |
| 11 | Esslinger Bock | 12-1-T | Pats pending | L 60-37 | 2 | | 2 |
| 12 | Ortlieb's Bock Ale | J-12-1-T | The best one is a grade 4 | 178-25 | | 3 | 3 |
| 13 | Rheingold Genuine Bock | 12-1 | No goats, IRTP | NL | | 3 | 3 |
| 14 | Ballantine's Bock | 12-1-T | "Ballentine's Brews" on back | 34-13 | | 3 | 3 |
| 15 | Gibbons Bock | LP-12-1-T | 2 dumpers from the same dump 10 years apart | 164-29 | 1 | 2 | 3 |
| 16 | Senate Bock | 12-2 | Green , non-IRTP | NL | 1 | 2 | 3 |
| 17 | Dobler Bock | 12-2 | | 54-15 | 3 | | 3 |
| 18 | Rheingold Pale Double Bock | 12-1-T | 2 goats | 124-15 | 3 | | 3 |
| 19 | Manhattan Bock | 12-1-T | 2 and 4 panel OI | 94-24 | | 4 | 4 |
| 20 | Old Topper Bock | CT-12-2-T | Best one not mint | 198-5 | 1 | 3 | 4 |
| 21 | Hornung | 12-2 | Yellow label non-IRTP | L 84-2 | 2 | 2 | 4 |
| 22 | Old Bohemian Bock | 12-1 | Yellow can | 104-14 | 2 | 2 | 4 |
| 23 | Pilser's Bock | 12-1 | | 116-6 | 4 | | 4 |
| 24 | Esslinger Bock | CT-12-2-T | crowntainer. None mint | 193-21 | 4 | | 4 |
| 25 | Golden Brau Bock | 12-1 | | 72-23 | 5 | | 5 |

BOCK IN THE USA

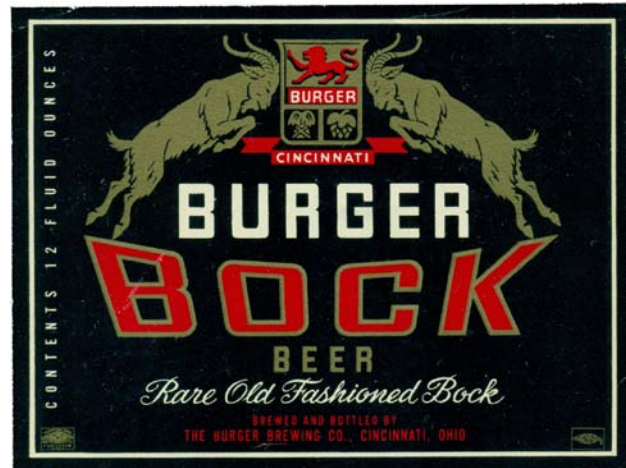
By Steve Armstrong

Welcome to the pre-CANvention issue of bock beer labels across the USA. Since the big show is in the Cincinnati, Ohio area, Covington, Kentucky to be exact, later this year, this issue features bock labels from that region. I will forego the associated history I normally include with the labels for this issue as there are quite a few bock labels from this area. These are just a small handful and many others exist but I can't show them all this time. So here we go...

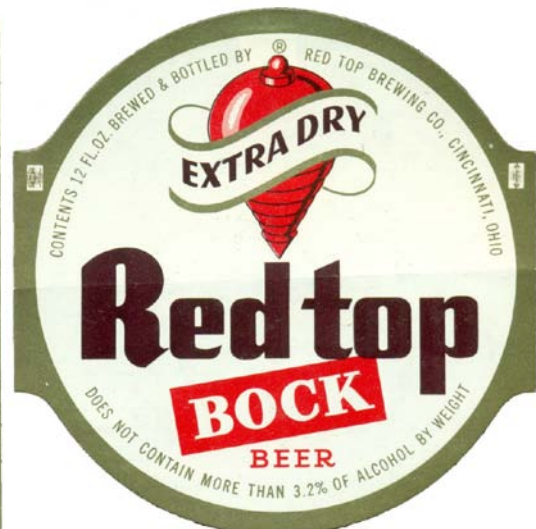
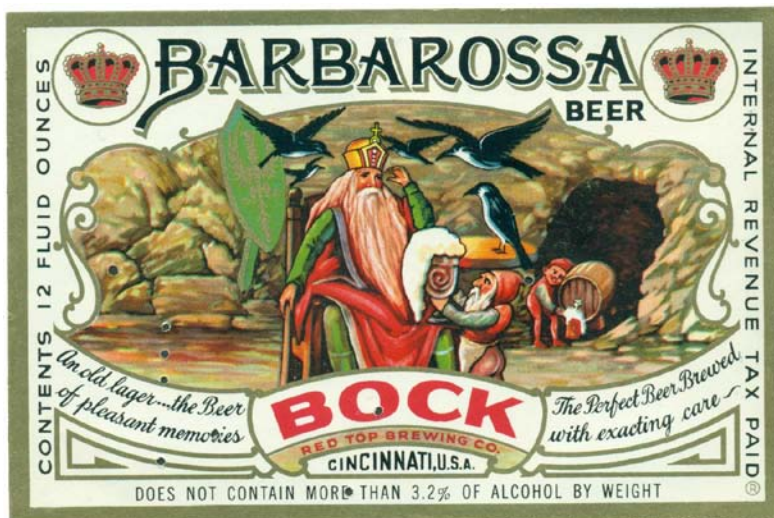
Bavarian's Bock from Bavarian Brewing Co, Inc. of Covington, KY



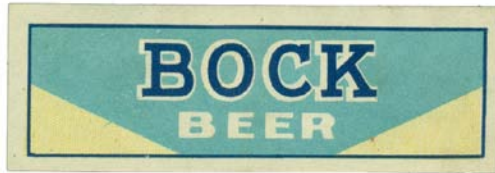
Burger Bock from the Burger Brewing Co., Cincinnati, OH



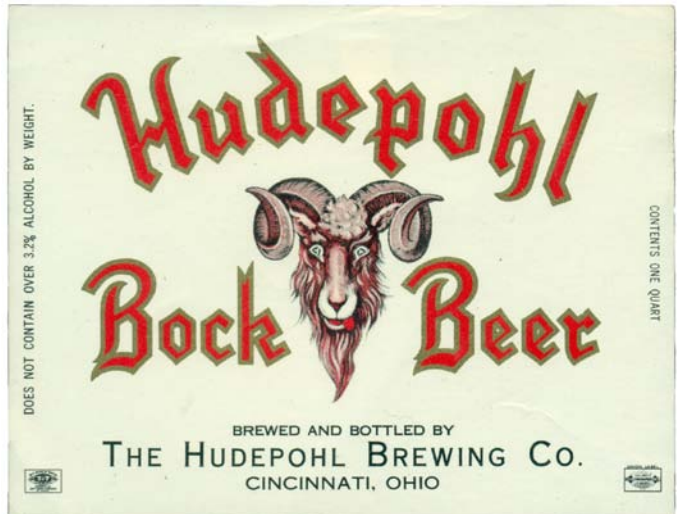
Barbarossa Bock and Red Top Bock from the Red Top Brewing Co., Cincinnati, OH



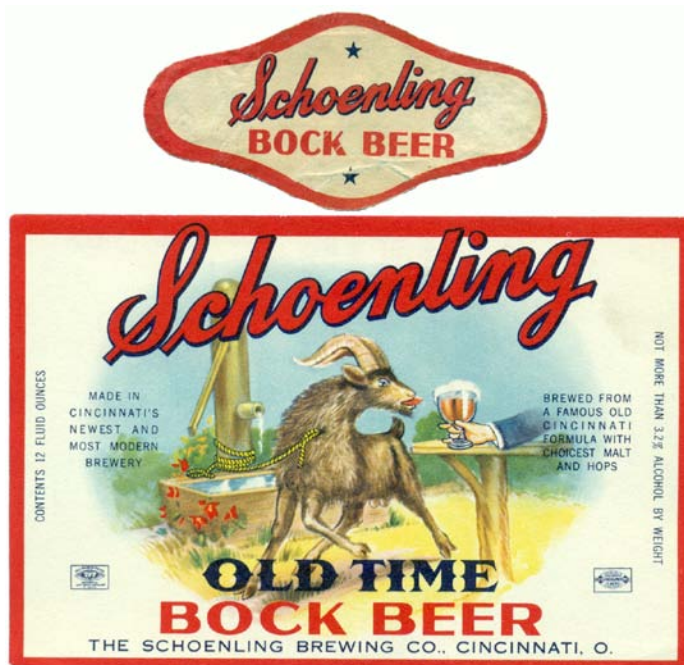
Dutch Master Bock, Bruckmann Co.,
distributed by the Grand Pop Bottling Co., Cincinnati, OH



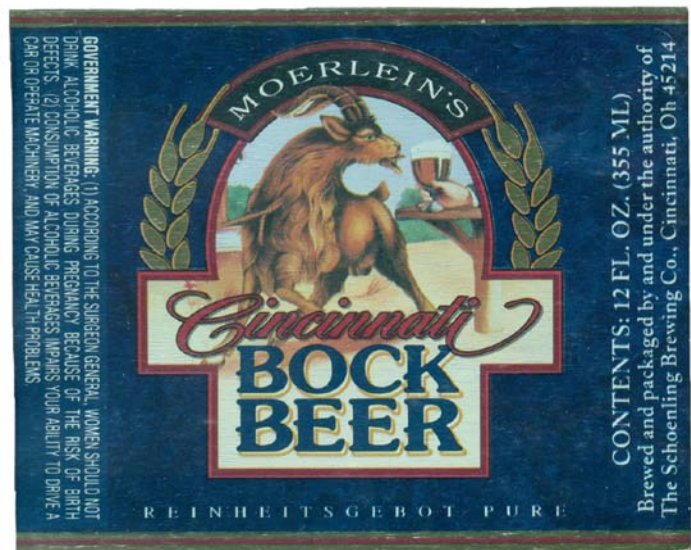
Hudepohl Bock from the Hudepohl Brewing
Co., Cincinnati, OH



Schoenling Old Time Bock from the
Schoenling Brewing Co., Cincinnati, OH



Moerlein's Cincinnati Bock under authority of
The Schoenling Brewing Co., Cincinnati, OH



Member Profile – Jim Roche MB #96



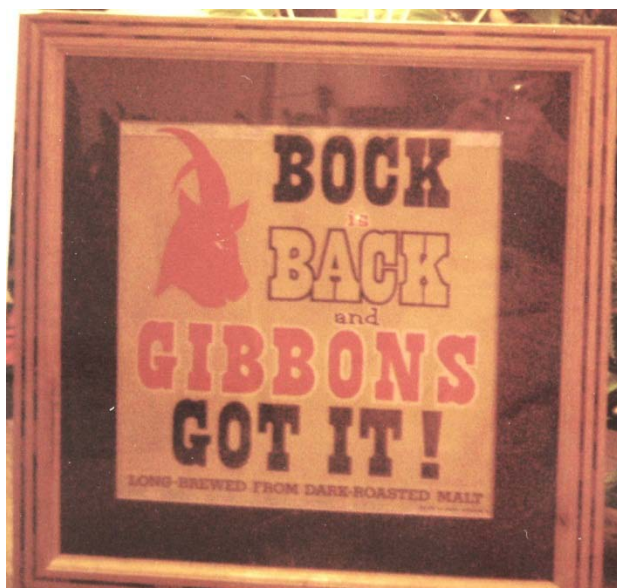
THIS ISSUE, WE PROFILE A BOCKSTER that is really not just an individual, it is a team. Jim and his “Canary Girl” Carol Roche are always doing the beer hobby thing together, whether it’s emails, can trips, whatever. Here we see them both, at one of their favorite watering holes, a sleepy seafood place in Southport, NC. But they live in Lexington KY! These are traveling folks. Jim’s been selling exotic cars since he got out of the French Foreign Legion, and Carol loves to drive them fast!

Their collection totals almost 11,000 cans, plus as you will see, a bounty of signs, concentrating on Bock and Cincinnati area breweries. He also loves foreign beer items, especially from his home country of France. So, without further ado, let’s check out some of his favorite things!



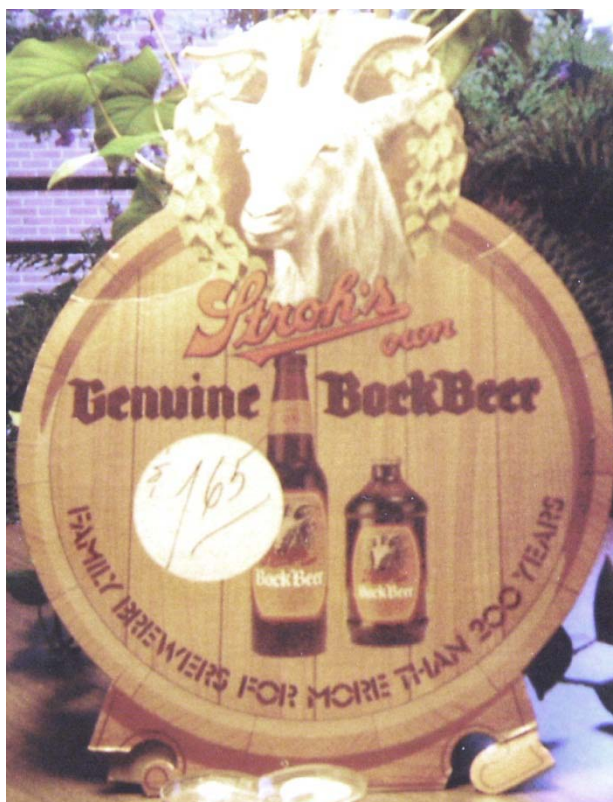
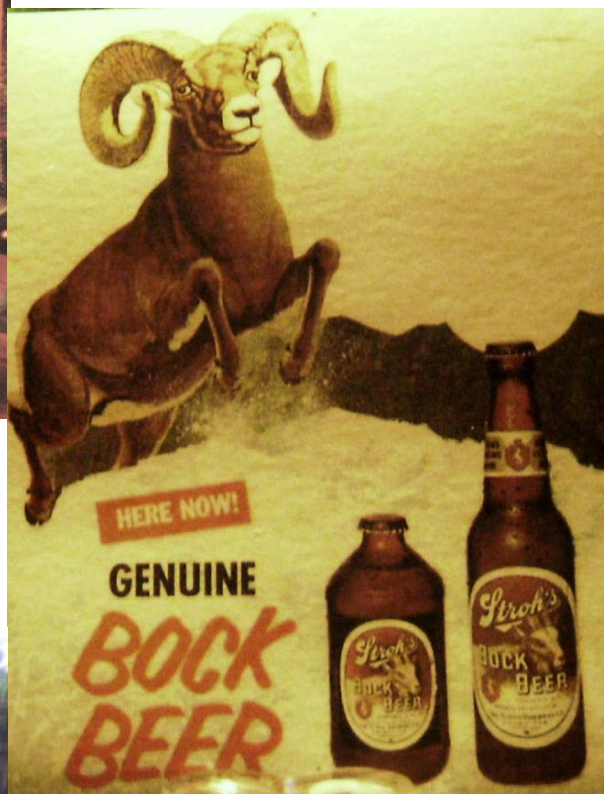
Of course, this article wouldn’t be getting off on the right foot if we didn’t start with a couple of standout items from Cincinnati. The Moerlien’s Bock mug on the left is harder to find than you’d think (I hope I find one this year at Convention), and while the Schoenling Bock poster is available occasionally, it’s always a welcome addition to any collection that values anatomically correct goats!



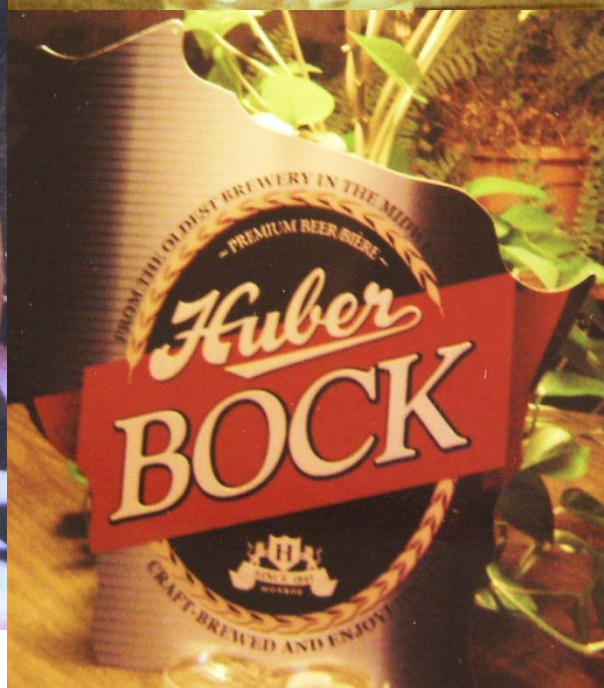


This Gibbons Bock piece has a long, high mileage history. Jim got it from Dave Reed, who got it from Your Humble Editor, who got it from Len Chylach (Bocksters all), who's father made the frame!

The Stroh's Bock pieces, and most of these pieces shown, are victims of some photography issues, which I apologize for. But, this is still a poster I've never seen before. I'm always a sucker for beer advertising featuring wildlife.



A neat Wisconsin shaped Huber Bock sign.



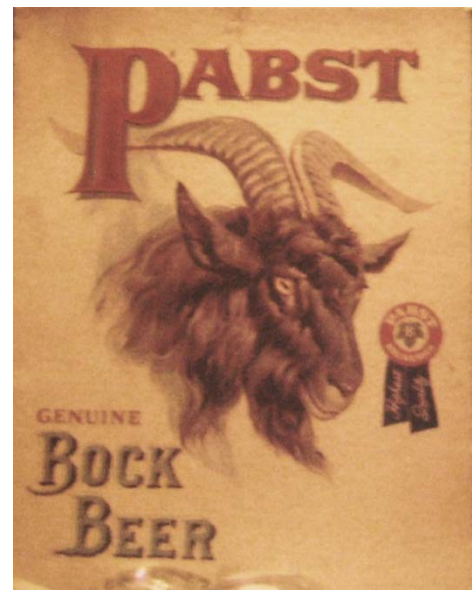


A shot of a SMALL section of Jim's extensive collection. Foreign, Bock, Cincy, it's all there.



Jim likes his Huber! This Embossed tin sign features three bottles, including the Bock.

Below, a Pabst piece that's a favorite.



Jim loves his foreign Bock Beer labels, too. He has thousands.



So, if you have time on your way to Convention this year, think about calling ahead and stopping to see the Roche's and their collection. You'll be regaled with story after story, see a huge collection, and meet a couple of the finest people you'd ever want to know. Their Bockster brand of hospitality is second to none! And, Jim will be at the show. Introduce yourself!

CINCINNATI/COVINGTON BOCK GOODIES

HERE'S YOUR SHOPPING LIST! Here's a photo medley of some wonderful Bock breweriana from the Cincinnati/Covington KY area. All of these breweries operated within a few miles of the Convention site, so if you're going to find some of these pieces, this is the show!



Covington's Bavarian Bock and Student Prince Bock.



Clyffside Brewing Co's. Bock offerings



Schoenling was a significant contributor to the Bock offerings of the area. When's the last time you saw those Styrofoam wrapped bottles? I'll bet they are difficult to find in good shape! And of course, the premier Bock can from Cincinnati, in mint condition.



The Bruckman Brewery contributed to the Bock Beer legacy with these beautiful labels.



The Hudepohl Brewery had its share of Bock Beer goodies. Love the "Opening Day" ad!



Burger Bock Beer Longnecks, anyone?

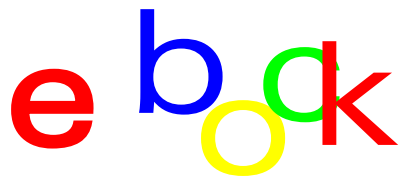


A former Goatmate who's beauty can't be denied.



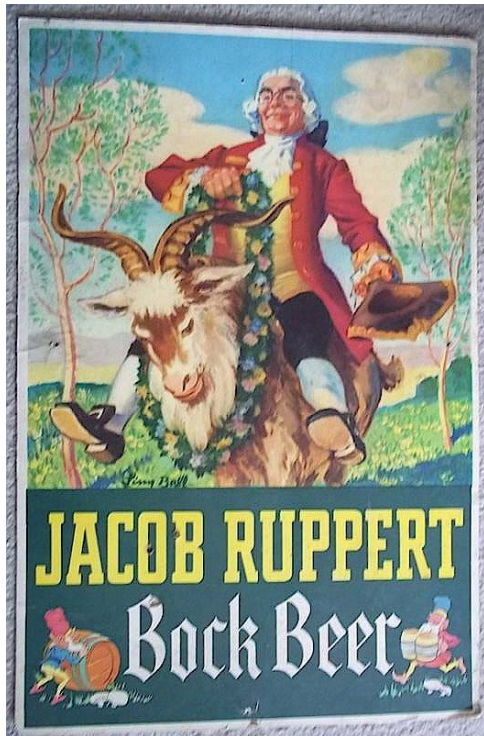
To your left, a trio of the Bock Beer products of the Wiedemann Brewing Co. While plainer labeled than their neighbors, Wiedemann sold a LOT of beer during its run.

This article was the work of Bockster #3, Dave Reed, who will be working hard during the Convention to make sure we all have a good time. Thanks for sharing a bit of the "local color" with us, Dave!



from Joe Pac

Some more items from recent ebay auctions for your enjoyment



JACOB RUPPERT BOCK BEER POSTER

Father Knick riding a goat. Overall good condition. Has some water stains in upper RH corner and creases in lower LH corner. Some holes from hanging. 13" x 18-1/2". Easel back is missing. Nabbed for \$77.

RAINIER BOCK PERMIT LABEL

Nice all original PERMIT beer label in very nice condition. Won with \$33 bid.



ANN-ARBOR OLD-TYME BOCK BOTTLE

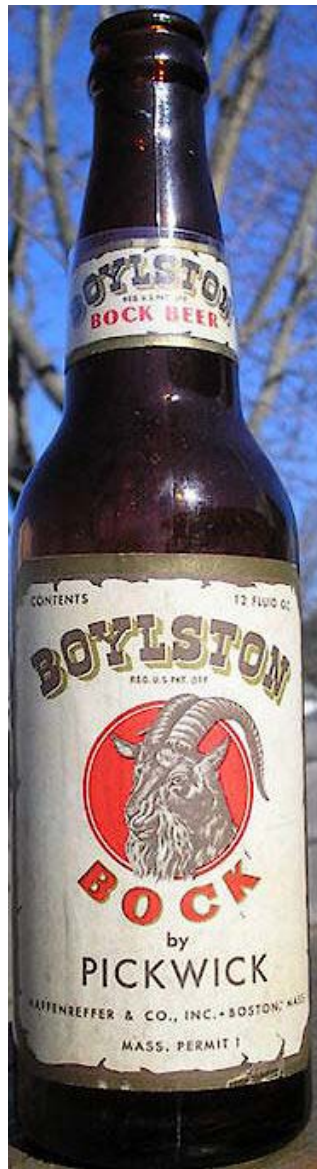
Rare 12 oz. Bottle. Unopened. From Ann Arbor Brewery in Ann Arbor, MI. Took \$80 bid to get it.





Acme Bock Beer Bottle

Nice {c} 50's 12 oz. bottle.
Winning bid \$64.



Boyleston Bock by Pickwick

12 oz. Form
Haffentreffer &
Co., Inc. Boston,
MA.
Mass permit. Won
for \$41.



Blatz Bock Bottle

12 oz "IRTP" U-
Permit bottle
of Blatz
"Prosit" Bock
Beer. Took \$93
to win it.

See ya next time Joe Pac #50

A NICE MAY MORNING

by Dave Lang

It's a nice May morning – a good morning to rise early and go for a drive. Not just any drive, mind you, but one which might result in a few old cans being in the car on the return trip home. I threw my dumping gear and, above all, my metal detector in the car and pointed the vehicle towards western MA. The destination is what appears on the map to be a sizeable state forest about 70 miles from home base. There are no Interstates involved in this drive so it's a leisurely trip through a lot of attractive country scenery including a stretch along the historic and hilly Mohawk Trail. As the destination draws nearer, the roads become narrower including stretches of dirt road. Since its mid-spring, the underbrush is up and spotting a dump by merely driving past it would be very unlikely. This would be a day to park the car and do some walking with the detector while fighting bushes, downed tree limbs, rock formations and the other hazards of off-road walking at this time of year.

Within 20 miles of the destination, some promising dirt roads with rock walls and few houses begin to show up but, after a few hours of searching, they yield absolutely nothing of interest. It's getting quite hot and the black flies are making their presence known. A quick application of OFF helps to solve the latter problem. Back in the car and, after another few miles, I pass a very badly rutted dirt road with a faded sign nailed to a tree a short distance from its entrance. Probably a "Posted" sign of some type, I thought, but nonetheless pulled over to further check it out. Upon walking up to the old sign, I could read enough to see that it was warning drivers that the town no longer maintained the road and it should be considered closed to motorized vehicles.

A close look at the road proved the truthfulness of the sign – a sea of mud and large stones with a relatively small flat area and then a long steep and curving hill. It was easy to see why driving was impossible and even walking would be no easy task. The intersection with the main road was heavily treed with stone walls on both sides and, on one side, an embankment down to a small stream. I had the time so figured it might be worth doing a bit of detecting. If nothing else, the road obviously had the asset of being an old one that had probably been used for many years before the town abandoned it to die a slow death. With the detector in hand, I cautiously climbed over the stone wall and headed towards the embankment.

Before reaching the embankment, the detector sounded off and a brief dig indicated the presence of a mid-1950's split-level Budweiser. It was in decent condition but not exactly an exciting find except for the fact that it indicated some drinking activity in the area over 50 years ago. As I detected along the flat area heading towards the hill, a few more of the same can popped up. After about 20 minutes, still another Budweiser was located – but this time it was a gold O/I. Again, not an exciting can but now we're talking possible 1930's/1940's activity. My optimism level reached new heights at that discovery. It was hot and I went back to the car for some water and a brief respite figuring it would be a tough climb up that hill.



Returning to the area where the gold Bud had been dug, I proceeded a bit further down the road and, before reaching the hill, my detector suddenly began singing loudly and consistently. Either I had a major problem with the detector's internal circuitry or I had located a batch of buried cans. A quick dig revealed that my detector's circuitry was fine and, in fact, had led me to an area with considerable depth and cans piled upon cans well below the surface. Best of all, they appeared to be beer cans rather than food cans. The first few cans dug were more gold Buds but then the fun began. First, there were some cans not uncommon to 1930's/40's dumps in New England - some Lion Ale instructionals, Ballantine's Ale 1939 World's Fair cans, a PON Ale, a few Wehle Colonial Ales, Schlitz H/P cones and, of course, the omnipresent Old Topper Snappy Ales. Most of the cans were readable right out of the ground. Then some real surprises began appearing – a very attractive White Horse Beer, a Prima Ale H/P cone, several Ebling's White Head Ale J-spouts and, unfortunately, a few badly conditioned surprises such as a seriously dented Esslinger's Ale O/I and an even worse conditioned Esslinger's Beer O/I. These are all cans that I rarely, if ever, come across in this area.

The biggest and best surprise of all occurred late in the dig when I reached the deepest part of this buried dump and pulled out another Ballantine's flat. As I brushed the dirt off, I could see some red in the background. Wait a minute – there's no red in Ballantine's Ale or Beer cans! My sharply analytical accountant's mind could reach only one conclusion – it had to be a Bock. I couldn't read the side panel on that can but, after reaching down the hole again, another Bock came up and I could read "Handy Way to Order Ballantine's Bock Beer" on the side. This was a can I'd never dug before and one of the few Bock labels I've dug in my 17 years in NH (other than the occasional 1960's Hull's Bock). By the time my reaching was finished, there were a total of five identifiable Bocks to take home with hopes they

would survive the cleaning process. As always, I also set aside to take home a group of mystery cans with little expectation that they would amount to much.

All these cans were in an approximately 10-20 square yard area but it involved several hours of digging due to their depth, roots, rocks and the need for care because some of the cans were jammed into tight spaces and could be easily scratched if extracted carelessly. It was now mid-afternoon, the temperature had reached the eighties and the bugs were in abundance. It had truly been a nice day in May but I was ready to head for the comfort of home. I did, however, believe that it would be worth returning another day to check out the rest of that road.

The cleaning process was highly successful overall and three of the five Bocks survived better than I would have anticipated – the other two were not salvageable. There was, however, one last surprise when I finally got around to cleaning the mystery cans. To my great astonishment, one turned from its totally unidentifiable condition before the acid bath into a fourth Bock can in a condition approximately equal to the other three. Thanks, once again, for the paint used on those pre-war cans.



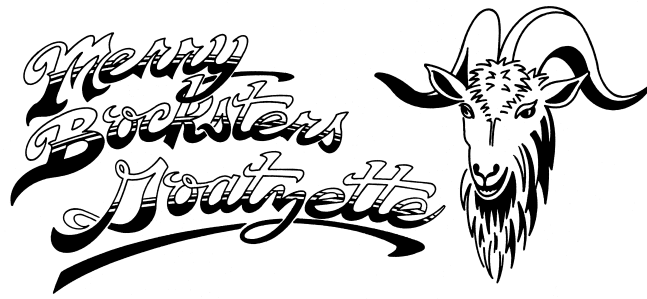
I'd love to say that my return trip (within a few days of the original find) yielded more of those nice old cans, particularly a few more Bocks, but several hours of detecting up that steep hill and down the other side yielded absolutely nothing – not even another Bud. Luck had been on my side as my detector had located on that first day what was apparently the only small area in that lengthy excuse for a road where cans had been dumped. Such are the vagaries of dumping as it was proven once again that you just never know where cans from 70 or so years ago may now be buried.

The second day was not wasted as there were other nearby roads to pursue and at least one other buried dump (this time from the 1950's) to find. In closing, I should probably note that, after two trips, I have yet to reach the state forest land that was my original destination. There will undoubtedly be a third trip in the near future.

BAAAAADBOY'S GOATMATE OF THE MONTH



HERE'S A GOATMATE TO GET YOUR BLOOD PUMPING! This FELLOW doesn't follow our usual criteria for Goatmates, but he's got the MATES part down pat! This Pre-Prohibition piece from George Ringler and Co. Brewery of New York City depicts a common occurrence during Bock Beer season – let's get hammered and throw down on the hoity-toity wine drinkers! The nerve of those guys to drink wine next to a hop field! They should be ashamed! And I'm sure they were, when they had to explain the wine stains on their clothes to the wife, and they said "This big old goat came out of nowhere, and kicked over our table". Uh huh. Sure.



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

Jim Romine
1316 Gormly Cir
Sanford, NC 27330