

# Merry Bocksters Goatette



The Official Newsletter of the Merry Bocksters Chapter  
Brewery Collectibles Club of America  
**VOLUME #11 NUMBER #1 ISSUE #38 JANUARY 2012**  
This old goat is horny for a show! Thank goodness Blue/Gray is only 6 weeks away!

## THE YEAR IN REVIEW



**What a Year It's Been!**



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

The New Brew Crew Hopes to See You at Blue/Gray!

**The President**

Joe Germino  
42 Perdue Road  
Parlin NJ 08859  
732-721-6744  
joseph.germino@verizon.net

**The (New) Vice**

Joe Older  
459 Minnehaha Road  
Maitland FL 32751  
407-622-5120  
jolder@cfl.rr.com

**The (New) Secretary**

Paul Dodge  
62 Mill Road  
Morris Plains NJ 07950  
973-993-1484  
pnvdodge@aol.com

**Treasurer/Humble Editor** Jim Romine jromine@windstream.net

**Webmaster** Dave Reed dj4reed@gmail.com

**Humble Editor In Waiting** Kevin Dooley kddfdooley@gmail.com

**NEW YEAR, NO FEAR. ANOTHER ROUND OF SHOWS COMING TO HELP GROW YOUR STASH!**

# TABLE OF CONTENTS

What a short strange trip it's been through 2011.....1  
Chapter Masthead & Contents .....2  
The Prez says his piece.....3  
The Humble Editor is back for a rant.....4-5  
A parting Treasurer and Secretary Report .....6  
Our Editor in Waiting makes his Debut.....7  
A quick review of 2011 in photos.....8  
Some Recognition for this little Mag of ours.....9  
The Return of HHAT!.....10  
A Very Humble Centerfold.....11-13  
The Latest in the Latest Finds.....14  
A New Member Profile.....15-16  
Our BCCA Veep makes Pilgrimage to Bockland.....17-18  
The eBook has cans!.....19-20  
Color us YELLOW.....21-22  
ABSOLUTELY a Goatmate this issue.....23

VOLUME 11, NUMBER 1, ISSUE #38, January 2012

The GOATZETTE is published quarterly. January, April, July, and October. Theoretically. We will endeavor to make this a reality in 2012. With the help of our stalwart staff, we've got a decent shot at it.

# THE BOCK FLOWS HERE!

Hello Merry Bocksters! Hopefully everyone had a very happy, healthy and safe Holiday season! I can tell you mine was non-stop and as usual I ate and had numerous new beers, as well as some old seasonal favorites. To finalize the holiday season, your officers worked together to pull winners for the Members Only holiday raffle. The winner of the **Atlas Prager Bock was Bockster Ed Sarver, Pana, Ill.** The winner of the **Pabst Bock was Bockster Kinney Hounshell, Lexington, Ky.** Congrats to both Bocksters and hopefully we'll see pictures of them in the next Goatsette holding their prize cans! Kinney recently joined the both the BCCA and the Merry Bocksters at the Covington CANvention, brought in by Bockster Jim Roche. What a great introduction to both the chapter and the BCCA by winning a nice bock can for the collection!

Next up for Bockster events is our annual Bock Tasting held at the Blue/Gray Mega Show in Fredericksburg, Va. The show dates are February 15-18<sup>th</sup>. The Tasting will take place on **Thursday at 9PM on the 2<sup>nd</sup> floor deck.** If you plan to attend and want to participate, you can either just show up and sample or you can bring your favorite bock to contribute to the chaos! We also have a few aged bocks for sample! Now I know you heard it before, but I'm going to say it again, if you've never made a Blue/Gray show, you're really missing one of the great annual breweriana shows this hobby has to offer. There are stories every year of great finds for individual collections, great sales and trades by collectors. The show always features a great Back Bar display, endless beers being sampled in the hospitality room and enjoy a nice show ending banquet that usually has a very interesting guest speaker associated with the micro brewery industry. There is still time left to make plans to get to the show! Hope to see you there!

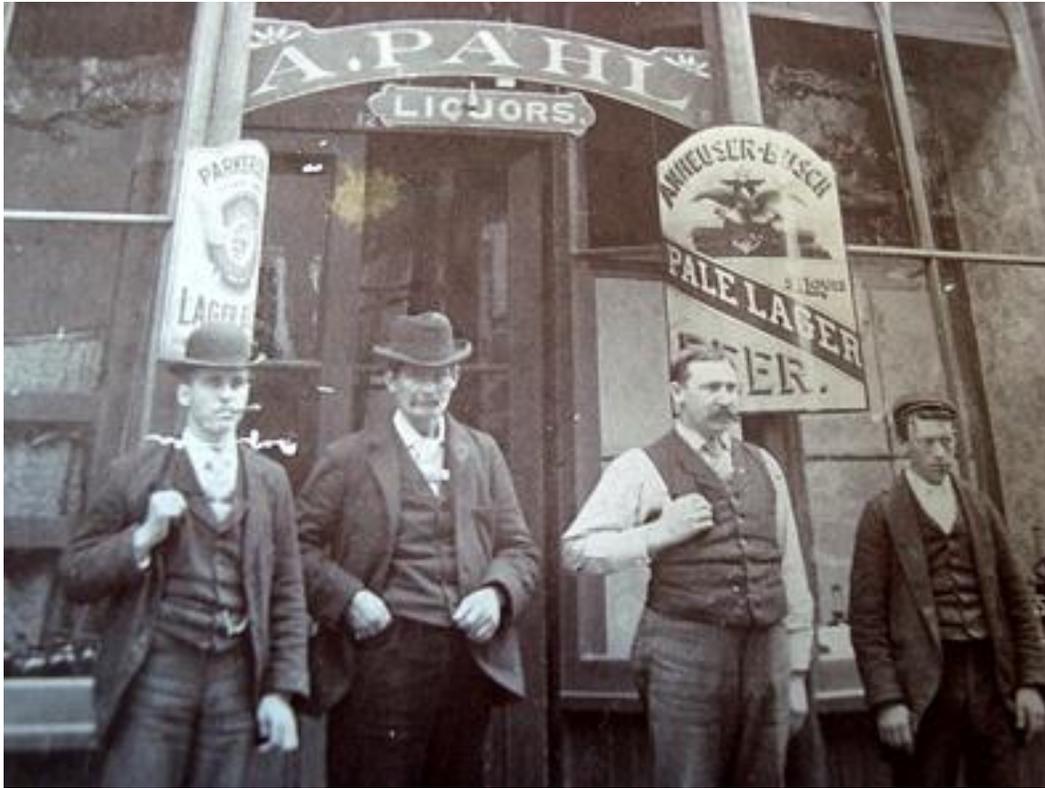
The Merry Bocksters will have a chapter sales table at the Blue/Gray offering up our latest chapter t-shirts, sign up for new members and collecting dues for current or delinquent members. **WE WILL ALSO HAVE A SPECIAL RAFFLE OF A NICE BOCK CAN. RAFFLE TICKETS WILL ONLY BE AVAILABLE ON WEDNESDAY AND THURSDAY AT BLUE/GRAY! PLEASE DROP BY THE TABLE AND PURCHASE A FEW TICKETS!** IF YOU ARE NOT GOING TO BE AT BLUE/GRAY AND WOULD LIKE TO PURCHASE TICKETS, YOU CAN NOTIFY JIM ROMINE BY E-MAIL AND LET HIM KNOW HOW MANY TICKETS YOU WANT AND DROP A CHECK IN THE MAIL. JIM WILL HAVE TO RECEIVE YOUR CHECKS BY SATURDAY FEBRUARY 11<sup>TH</sup> IN ORDER FOR YOU TO BE ENTERED IN THIS SPECIAL RAFFLE. **TICKETS ARE \$5 EACH. THIS IS A SPECIAL RAFFLE AND ALL PROCEEDS WILL BE GOING TO A GREAT CAUSE!** Since this is a SPECIAL RAFFLE, I can assure you we do have a quality bock can for this raffle, but I'm not going to disclose which one it is. All I will say is I hope I win because I would like to add it to my collection! The Chapter would once again appreciate your support, so please buy tickets!

When I sent out the e-mail notification about the Members Only Holiday Raffle, I made a plea for subject matter for the BCCA award winning Goatsette. Please, look around at your collection and pick up a Bock litho, bock can(s), crowns, labels, etc., take a picture or two and send it into Jim Romine. Give a brief description of the items, how you acquired them and we'll get you in the Goatsette. Your help will keep the Goatsette an award winning publication! Until next time, enjoy your bock, its healthy!

*Cheers!*

*JOE #24997*

**SO, WHAT'S YOUR FAVORITE HANGOVER MORNING OF BLUE/GRAY?**



CAN YOU GUESS which one of these dashing gents is my relative? That's correct; the slope shouldered one to the far right. The man who would become my great uncle Boone started off washing dishes at this saloon in Charleston WV. He was bought out of reform school by the owner, Mr. Pahl, standing next to him. It ended up working out for the both of them, as when Boone accidentally burned the place down while stoking the wood stove not only did he get free of his indenture, but Mr. Pahl retired a wealthy man, due to the extraordinary amount of insurance he had on the place. They used to laugh about it, because Mr. Pahl had planned on doing the deed himself, but when Boone set the place ablaze by accident, his alibi was air tight, and his payoff was assured.

BOONE proceeded to marry my Grandmother Ada's sister, Hilda. Their sons Jimmy, Bobby, Billy, and Jerry were actually my uncles, but Jerry and I acted like cousins, because we were close in age. Jimmy introduced my Dad to my Mom on a blind date, so if that bar hadn't burned when it did, I might not be here!

LOTS OF STUFF TO REPORT this time around. We've just held the Annual Year End Members Only Raffle, and we gave away two great Bock cans this time, to two of our newer members. I'm sure Prez Joe has filled you in on the details, but it's funny that these are two of our newest members, and they have both renewed through 2013! Guess that faith in the Chapter generated them some powerful Karma! Congratulations to both Ed and Kinney. I met Kinney at Jim Roche's home on my way to the Convention this year. Jim had talked Kinney into joining the BCCA, and paid his way into the Bocksters! He was our first new member at this year's Convention!

BLUE/GRAY is on the horizon! If you haven't gotten your registration in already, you better get cracking! I'm sure the hotel is filling up. We Bocksters will have a Chapter table set up (and we'll need some help to man it through the show!), and we'll be taking dues, selling T Shirts (Mount Goatmore!), and there will be a special raffle on Thursday and Friday ONLY! So get there or be square. Be sure to visit Your Humble Editor in Room 218, and bring your latest fresh Bock Beer finds from your stashes for the 5th Annual Merry Bocksters Bock Taste Test Thursday Night! The festivities will get going about 8 or 9PM, and if you can tell time when you go to bed, you didn't really participate! We'll have an assortment of current Bock Beer to quaff, and as tradition dictates, there will be a couple vintage Bocks to try. Bottles only for the vintage stuff, please! Our track record with canned vintage Bocks has not been good! I just drained a 70's Schlitz Malt Liquor can, and just looking at it as the clumps came plopping out was enough to make me squeamish. And I don't squeam easily.

THERE'S LOTS GOING ON on the New Bock Stuff front. You'll see inside the discovery Dan Morean of Breweriana.com found. Almost a case of 50's Ballantine bock flats. They're all gone now, but they caused a stir for a week. Never fear, come to Blue/Gray, and you'll see that the Chapter took care of its own! There's also a major Esslinger collection that just hit the market, with a couple

INSIDE THIS ISSUE you'll get your first peek at the thoughts of our new Editor In Waiting, Kevin Dooley. I swore I would stay at the helm through Issue #40, and I will, but you'll find that we won't lose a step with Kevin taking the reins. We're fortunate to find someone with Kevin's experience, and lack of judgment! A perfect combination! Having traveled, dumped, traded, and slept (in a purely platonic arrangement, thank you) with this man many times over the last 20 years, I'm very confident that you'll all be more than satisfied with his work. After ten years, it's just time that the GOATZETTE and I both had a change, and I can't think of better hands to leave it in.

WE'VE ALSO got a Member Profile from Chris Watt, a Centerfold of Your Humble Editor's Bock flats, and the usual assortment of talent on display from our regular cast of characters. If you've been considering a contribution to the GOATZETTE, What are you waiting for? The more we hear from the whole membership, the more interesting this magazine will be!

BUT, WE MUST BE DOING SOMETHING RIGHT. At the Canvention, we won Third Place in the Large Chapter newsletter competition. The winner was the perennial Big Dog, the One Can/One Country Chapter. They really produce a slick product, and I can't take a thing away from them. They have won the trophy I believe 3 out of the last 5 years. Hard act to follow, but we're holding our own. To be in the running means that the other 70 or so Chapters don't have as good a thing going as we've got here. So, I want to thank each band every contributor over the last year for your efforts, and your desire to further the spread of Bock Knowledge to the masses.

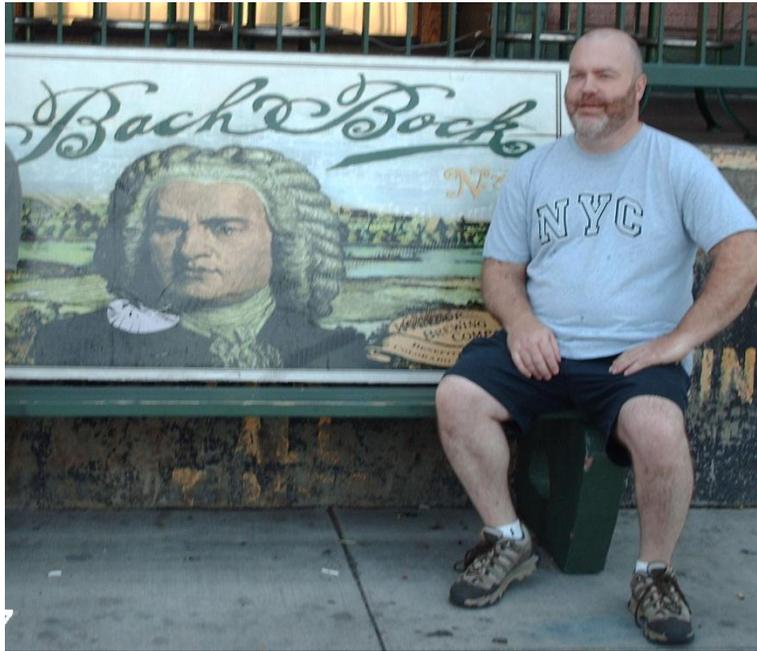
SO, WHAT ARE YOU WAITING FOR! Dive into this issue, then go get your registration in for Blue/Gray, your Bocks chilled, your traders ready, and your secret stash of available cash in your pocket. Gas up the buggy, make sure you packed the ice scraper, and we'll see you there!

# Notes from Your New Newsletter Editor

## Kevin Dooley

(OLD FART EDITORS NOTE: Kevin will be taking over with Issue #41, in October. We're just trying to make the transition smooooth!)

If you were at Convention you heard that our esteemed newsletter editor Mr. Romine has decided to step down after all these years. You will also note that some idiot stepped up and said that he would take over. That idiot would be me. Jim will still be around contributing stories and harassing everyone for articles. Don't think you can actually escape the long arm of the Romine.



Newsletter wise not much will change. The new email to submit articles will be [kddfdooley@gmail.com](mailto:kddfdooley@gmail.com). If you still feel the urge to send it to Jim, I'm sure it will find its way to me. You will also note that my family is nowhere near as colorful as Mr. Romine's. We still have most of our teeth and have graduated 4<sup>th</sup> grade, just barely. I unfortunately am not near as colorful as Jim so please bear with me and try to enjoy my humor even if it's not very witty. As for what to contribute, the answer is anything. Although articles would be preferred; photos, old advertising, or anything else would be greatly appreciated. Hopefully I can carry on the quality newsletter you have come to expect.

Now a little about me for those who I have not met. Firstly, I was born and raised in northeast Georgia and have been an avid dumper all my life. I began collecting in the middle 70's and have been doing so ever since except a four year stint in the Air Force. Since leaving the service I have been living in Athens, Georgia for most of the last 27 years, except for a one year excursion to Pennsylvania. If you ever find yourself in my vicinity (Al), look me up.

Bock collecting is only one of my specialties. I collect 12 ounce and quart cones, 12 ounce flats, OI's and any other breweriana that catches my eye. I have a bad habit of picking up pieces to resale and keeping them, sometimes because I like the piece or sometimes because my wife likes it. Would someone please convince her to remove the butt ugly Champale signs from my kitchen?

I will conclude by letting you know that it's a pleasure serving this fine club and I hope I can carry on the quality newsletter that you have come to expect. I would also like to thank Jim for all his hard work over the years.

# Treasurer's Report

BOCKSTERS, We're in fine shape! After paying all our bills from Convention (Raffle items, table Rentals, Etc.), collecting dues, paying ahead for another batch of T-shirts (get your Mount Goatmore shirts NOW!), and even paying ahead for the raffle cans for the Holiday and Blue/Gray raffles, we have about \$2700 in the bank. That doesn't count the malcontents/procrastinators/slackers that will be settling up their dues at Blue/Gray, new members we'll sign up, or the shirts we'll sell there. We've got a pretty good thing going here. We have managed to keep a decent balance, all the while offering multiple raffles free to the Membership through the year.

We've kept the balance at this comfort level through shrewd money management (huh?), blind luck (yup!), and great raffle participation. I emphasize the latter. GREAT RAFFLE PARTICIPATION! We will be challenged this next year going forward, knowing we cannot sell raffle tickets electronically, due to the omniscience and intransigence of Paypal. In their wisdom, they have lumped us in with all the Nigerian Lotteries on the Internet, so we're hosed. So, when the time comes to plug another Raffle to feed the coffers, remember what it does for the Chapter as well as the membership, and

**SUPPORT YOUR LOCAL RAFFLE!**

---

## Former Secretary's Last Report!

BOCKSTERS, We're in fine shape! Sound familiar? We have finished another renewal season with exactly 100 members either paid in full, or promising to renew at Blue/Gray. The additional revenue from those that renew there, plus the T-Shirt sales we will no doubt see there will put us in a comfortable place going into the New Year. Your Chapter is in good hands, with a succession plan in place for Officers, including President (yes, Joe Germino is planning to finally get to rest!) and Editor, so we should see a smooth transition through this year into the next. We have a very loyal membership, with some of the highest renewal and retention rates in the hobby. We define healthy when many Chapters are struggling to retain members, relevance, and especially Officers.

- Our Website serves us well, is managed excellently, and will be seeing updates this year.
- Our Officers are committed to the Chapter.
- Our Members support our Chapter through renewals and the raffles.
- Our Magazine enjoys lots of contributions from the membership.
- Our niche in the hobby continues to be one of the most popular.

So it is with no reluctance at all that with this issue Paul Dodge assumes all duties of Secretary. We're in very good hands. I just wanted to get us through the Renewal season. Thank you for your support, and please stand behind Paul as you have me for these almost 10 years. Thanks to all!

Jim MB #2

# THE YEAR IN REVIEW



**YUM, YUM, YUM!**



**LOVE THAT HEAD!**



**WE'LL MISS YOU, JERRY!**



**RAFFLE WINNER!**

# We Hit The Big Time!

**2011 BCCA**

CHAPTER NEWSLETTER CONTEST

THIRD PLACE

This certificate is awarded to the

**MERRY BOCKSTERS CHAPTER**

For Excellence in Newsletter Layout, Content, Accuracy, and  
Support of BCCA in the Large Chapter Category.

**BCCA**

BREWERY COLLECTIBLES  
CLUB of AMERICA®

*Bill Boyles*

Bill Boyles,  
BCCA Vice President

September 2, 2011

## ***HEY, HOW ABOUT THAT!***

Here we go with another installment of HHAT. Long time no see. ENJOY!. We present, for your viewing pleasure, two versions of the same Bock beer can with a subtle, and probably largely unknown, difference.

This pair reveals a fairly common Bock can with a variation in its closet you might not have ever seen, the Fox Deluxe Flattop USBC 65-9, and BCU 69-19.



The can to the left looks like BCU 69-19, with the red goat, and the can to the right looks like the USBC example 65-9, with the brown goat. The green oval is darker on the USBC can. Otherwise, these cans are identical.

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

# The Bockster Centerfold

Jim Romine's Bock Flat Collection

FOLKS, I'm in a bit of an uncomfortable position here. I'm not used to talking about myself, being Your Humble Editor and all, but this month, we're featuring my Bock Flattop and Conetop collection as the centerfold, so I have to go on about my cans a bit. So, I'll do the deed, but I hope I don't overdo.

YOU'LL SEE that I've not exactly followed the format. Because of the way my cans are displayed, I had to go left to right, rather than make a two page gatefold out of the collection. I apologize. In order to get it oriented to a classic Centerfold format, I would have had to reconfigure the cans, and I'm lazy.

SO, LET'S TALK ABOUT THE CANS. You'll see that I have several cones and crowntainers in addition to the flattops. In fact, this is a complete set (I believe the only one) of crowntainers, except for the one-off Schlitz test can owned by Bockster Dave Hoelke, including the odd Oertels Bock without a goat (one of 7), a Michel Bock (one of 2), and a Topper dumper (one of ??). You'll also see every conetop, except for the lo-profile Natty Bo Bock (unique), and the Hohenadel J Spout (unique). Otherwise, they're all there. The unidentifiable cone is a dumper Gibbons Bock (one of 3, one indoor and 2 dumpers like this one).

FLATTOPS. Lots of them. I'm into variations, so many cans that look alike are brewery differences, brewery name changes, etc. The two big goat Schaefer Bocks have different mandatories on the back. The three small goats have different size Keglined boxes, or they are IRTP/Non IRTP differences. The two big goat Jacob Rupperts – one is OI, one is not (the non-OI is one of 2 known, the other an indoor can). You'll see both fonts of the Rheingold Genuine Bocks. You'll see the unique, 2 goat Rheingold Bock from the 30's. You'll see what is I believe the only full set of Ballantine Bocks, including both instructionals, and all the different back sides from the 40's. You'll see one of three known examples of the green Senate Bock without IRTP on the front. One of the two woodgrain Rupperts in indoor condition. 22 Esslinger Bock Parti-Quiz cans (I still have 19 more to find!). One of the two Waldorf cans, the dumper. One of the two indoor Old Bohemian Bock yellow cans. One of the 11 known Brown Senate Bocks. One of the five known 5 paragraph Valley Forge OI cans.

OTHER FLATS OF NOTE include the Old Dutch (one of 5) and the Pilsers (one of 4) big goat cans, the Ruppert with and without stripes with the colonial man, and a full set of Richbrau cans, all but two in indoor shape. Couple that with some offgrade cans I love like the Sunshine, the Arrow, the Esslinger man riding the goat, the goatless wonders like Golden Brau, Gold Bond, F & S, Dawson's, Valley Brew, the IRTP Rheingold Genuine (one of 4), and it's been a good ride so far in this pursuit of mine.

SO WHAT DO I STILL NEED? That's easy! A Lion, a Hohenadel, a lo-pro Natty Bo cone, a Yellow Hornungs, a Dobler, more Parti-Quizzies, a Pats Pending Esslinger, Manhattans, the other Schwegmanns, the other Budweiser (with the green lettering on the back), the red Black Label without the Atlanta brewery on the back, the Schmidts Bock quart w/32 Fl. Ozs., and lots of upgrades. No sweat, right?

FOLKS I hope you enjoy checking out my accumulation. If you have any questions, or want better photos of specific cans, give me a yell, and let's talk! I'm always ready to jaw about anything Bock, especially when it comes to variations. As you can see, I also like Bock ball knobs, and any other Bock tap knobs.





# Ballantine Bock Hoard Found!

**EDITORS NOTE:** As many of you know, Dan Morean of Breweriana.com came across a nice find of Ballantine Bock flats (one of which the Bocksters have obtained for a future Members Only Raffle!). What you may not know is the backstory of the find. Dan generously agreed to share it with us! Thanks, Dan! So, Here It Is, in Dan's own words.....

“These 21 Ballantine Bock flat tops were found in the old Ballantine brewery about 11 years ago. The person who found these cans (James) was moving his company into the Ballantine brewery on Freeman Street in Newark, NJ. While moving into the brewery, some work was needed to make the space suitable to his company's needs. This required removing an overhead cooling unit which was suspended from the ceiling about 10' off the floor by 3/4" steel rods. While up there cutting the rods, this partial case was found hidden near the cooling unit. 21 cans remained in the case and were still full. One can imagine a worker stashing this case up there to sneak a nice Bock Beer from time to time. Who knows why the case wasn't fully consumed. James put the partial case of cans on a shelf and forgot about it for 11 years. One day, a FedX rep mentioned to James that his brother collected old beer cans. James showed him the cans and the FedX rep asked to buy one. James asked him to take the cans to his brother for evaluation. The brother made a few offers for the cans but he and James were unable to agree on a price. James then found me, we came to agreement, and, now, here they are offered to you! They all have the 23A canning code, meaning they cans were filled in Baltimore, MD.”



## Member Profile: Chris Watt MB #160

My journey into the "Beer Addiction" began when I was, well I don't remember the exact date, but I was probably 8 years old or so. I used to tag along with my Uncle Gerald Watt and my Grandfather Russ Watt to local beer shows, flea markets and auctions looking for beer items and my favorite, baseball cards. We were weekly regulars at Renninger's Antiques in Adamstown and this is where we found most of our loot! Of course back then, I didn't buy anything as my Uncle and Grandfather took care of most of that. All of that changed when I got to high school and was able to get a job and begin buying things for the collection. I refer to it as "the collection" because not only do I have on display what I bought but what my family has bought over the years. I continued to buy all through college and I'm still very active today.

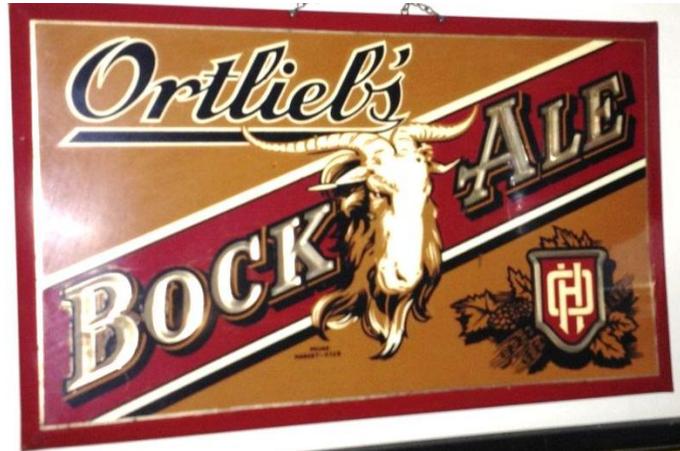
The collection consists of Reading, PA brewery items and also includes Pennsylvania breweries. We love Pre-Pro items and pretty much collect anything prior to the 1960's, but it's got to be from PA. As for my Bock collection, I have not really given it much thought because my wife, Heather hated looking at the "evil goats with yellow eyes" and she made me hang them in the closet of my bar room where they were out of sight. So needless to say square footage was very tight in the closet so I didn't really buy or look for any other bock signs for the collection, but.....



That's right there's a "but". I bought a Columbia 5 Star Bock poster and hung it on the wall outside of the closet and she actually liked that one.

So, my passion for bock was left out of the closet and now I'm always searching for my next bock sign. Of course it must be a PA bock sign. Don't get me wrong, there are some killer bock signs from around the country but I'm just partial to my home state.

I don't have many, approx. 16 signs but I'm always looking. I'd say my favorite and most scarce is the Ortlieb's Bock Ale TOC sign. The graphics are just killer on it and I think the rarity of the can adds to my enjoyment of the sign. Being a Reading, PA beer collector first and



foremost, my want list is topped by one thing, The Sunshine Bock Can! Lost out on several over the past 5 years but one day I think one will find its way onto my wall. Just under the Sunny Bock is a sign that I recently saw in a local collection. It was a cardboard sign for Class Bock out of Philly. The condition was off-grade but WOW, what a sexy sign with the Class Girl, and of course two lovely goats on it!!!!

So after all these years, I'm finally a Merry Bockster and proud of it. One of the most exciting aspects of this hobby is meeting some wonderful people. Being a new member, I look forward to meeting all of you and learning more about this

hobby and more about the Merry Bocksters! If you're ever in the Chambersburg, PA, area give me a shout as I'd love to show you our collection and throw back a few bock beers. Until then, Happy Hunting and Cheers!!!!

The pic behind the bar has me on the left and Gerald Watt on the right.

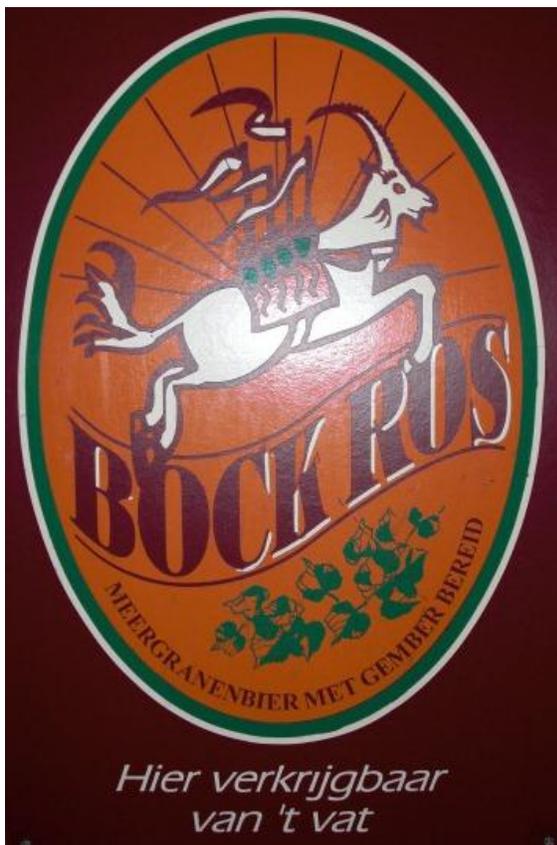
Chris



# Bock Beer in the Netherlands

Robert Fondren, MB #5

I made a trip to Germany, Belgium and the Netherlands in October. The main purpose of the trip was to sample the beers and beer culture of the three countries. We started in Cologne and Dusseldorf, Germany and sampled Kolsch in Cologne and Alt in Dusseldorf. Our next stop was Amsterdam. It was raining on our walk from the train station to our hotel, so we had the great idea of stopping off in a pub to wait out the rain. That was our first exposure to the fall bock beer season in the Netherlands. With the Germanic influence in the US, we are used to the bock beer season being only in the spring. We found out that there are two bock seasons in the Netherlands. The bocks in the spring are lighter like we expect. But, the bocks in the fall are darker and maltier than the spring bocks. That made them more to my liking. Our first sample of a bock was at De Beiaard, where they sell beers brewed at De Bekeerde Suster (the Twisted Sister), a microbrewery in Amsterdam. The Bock Ros was an excellent malty bock. We then made our way to De Bekeerde Suster, which was on the other side of the Red Light District from our hotel. There we had another Bock Ros and I took some pictures of the excellent bock signs on the walls.



We also went to the Brouwerij 't IJ, an Amsterdam microbrewery in a windmill, and sampled their IJ-bok and to Brouwerij de Prael to try their Ponder Bock.

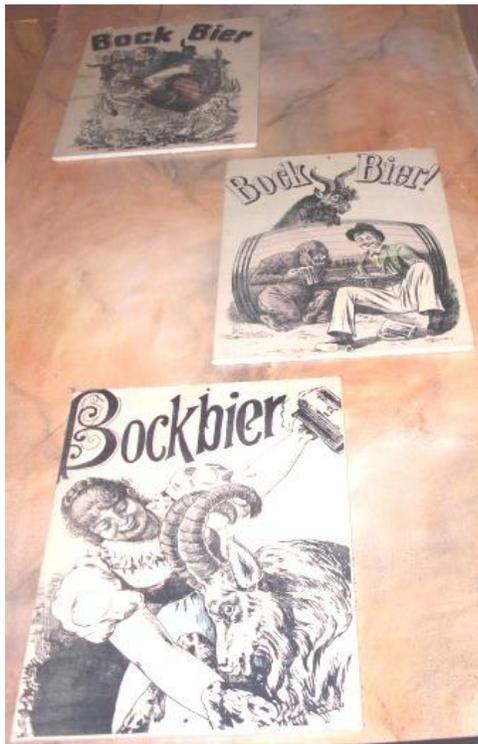
The next day we went to Haarlem, a suburb of Amsterdam. We visited the Jopen Brewery, a new microbrewery that was built in a former church. Bock season was in full swing there with their bottled Vier Granen (4 Grain) Bokbier. After Jopen we went to the Café Studio in Haarlem where they had an excellent selection of bocks as shown on their sign.



We sampled the Texels Bok and Chouffe Bok. We then took the train back to Amsterdam and went to 't Arendsnest, a pub in Amsterdam that features only Dutch beers. There we tried the Rode

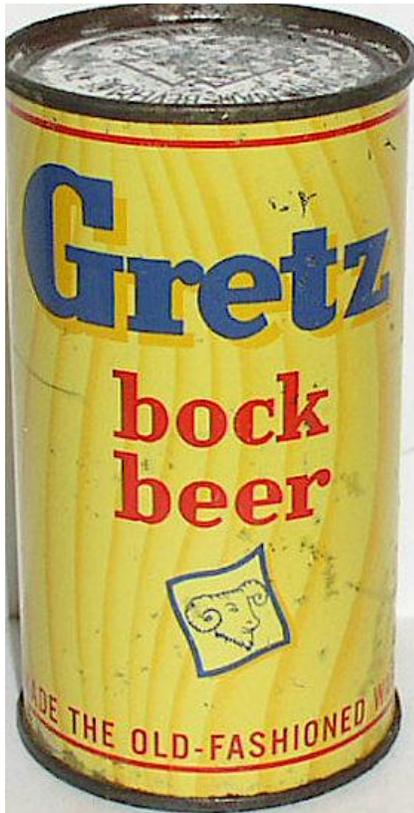


Torenbock, the Ramses Lambok, the Emelisse Bock, the Christoffel Bok, the SNAB Ijsbok, a 9.3% Eisbock style beer, and the Duits & Lauret Rookbock, an excellent smoked bock beer.



The next day we boarded the boat for our river cruise from Amsterdam to Bruges, Belgium. We left the bock beers behind in Belgium, but I got a new appreciation for the dark, malty bock beers of the fall bock season in the Netherlands from our trip.

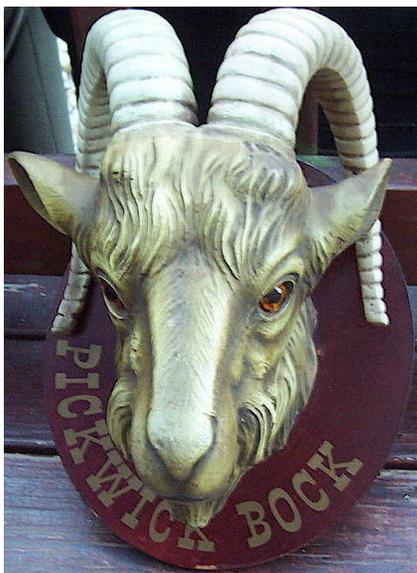
Some more items from recent ebay auctions for your enjoyment



**GRETZ BOCK  
FLAT**  
Can stated as is  
"in nice  
condition, has  
overall nicks,  
scratches and  
rust spots"  
Winning bid took  
all 6's.  
\$666.66



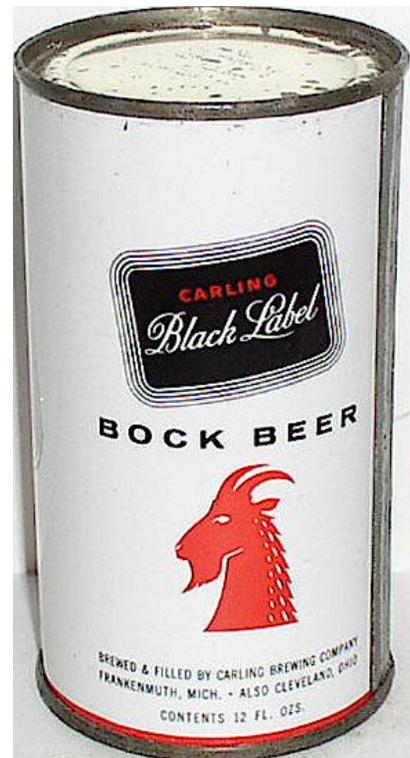
**PICKWICK BOCK BEER BACK BAR SIGN  
STATUE - Haffenreffer, Boston, MA**  
The goat head is a mold of rubber resin and the eyes are glass. The oval plaque portion is some type of composite wood with a maroon colored finish and painted gold lettering. The goat head mold is hollow and is painted. The mold appears to be glued and stapled to the oval plaque. Winner sprung for \$374 to land this item.  
**PS** A second one sold for \$314 a few weeks after this one.





**CARLING  
BLACK LABEL  
BOCK BEER  
FLAT TOP -  
Frankenmuth,  
MI**

Can stated as "in nice condition, has light nicks along rims and a few rim dings, lids have some rust" It took \$578 to win it.



**Braumeister Bock Beer**

Nice seven (7) ounce bottle from Independent Milwaukee. Sold for \$ 58



**Acme Bock  
Beer Cloth  
advertising  
banner**

Large cloth banner. Owner did not try to clean. Has a few stains, all four corners are slightly torn, worst is top right. Only remaining metal grommet is on right center side. Won for \$67

**See ya next time Joe Pac #50**

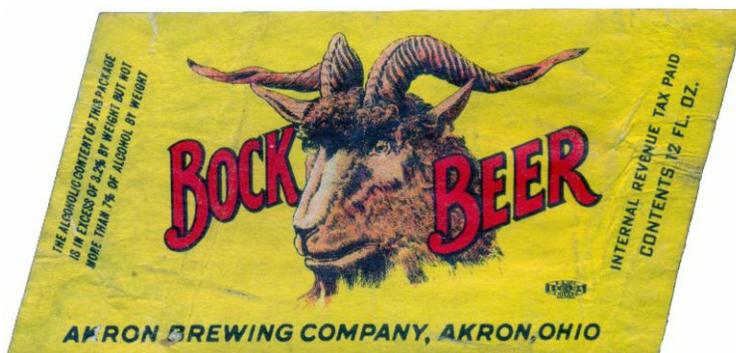
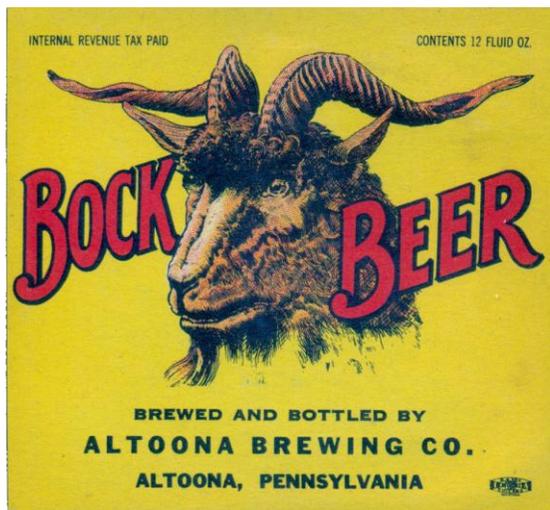
# BOCK IN THE USA

By Steve Armstrong

Happy New Year!! I hope you all had a great Christmas and holiday season.

Here is another installment stock designed bock beer labels used by various breweries across the USA. As you can see, this design was very popular and was widely used throughout all parts of the USA. This design comes in at least three shapes, square, rectangular, and parallelogram configuration.

The first label is pretty common and was produced by the Altoona Brewing Co. of Altoona, PA. This is a 12 oz IRTP label. The Altoona Brewing Co. was in business after prohibition from 1936-1974. In the Pennsylvania Beer Label book by Bob Kay, he categorizes this label as less common with a \$5-\$25 value.

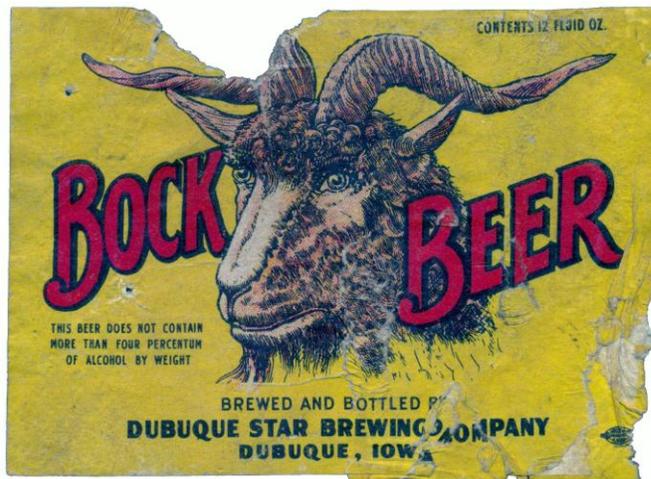


The next label is from the Akron Brewing Co. of Akron, Ohio. The fine print along the left side says "The alcohol content of this package is in excess of 3.2% by weight but not more than 7% of alcohol by weight." This is the parallelogram

shaped label design. The Akron Brewing Co. operated after prohibition from 1934-1943. Bob Kay (US Beer Labels of Ohio) categorizes this label as less common with a \$5-\$25 value range.

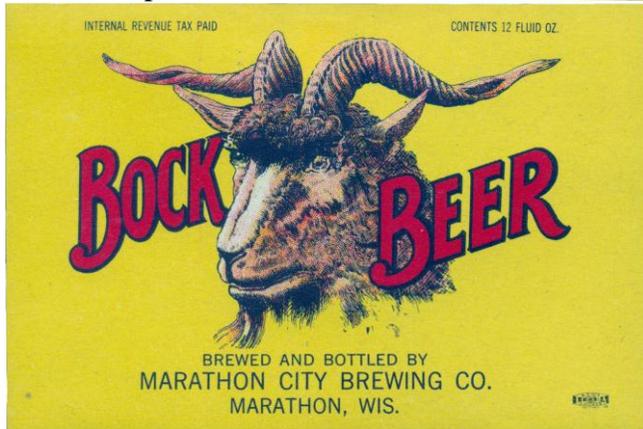
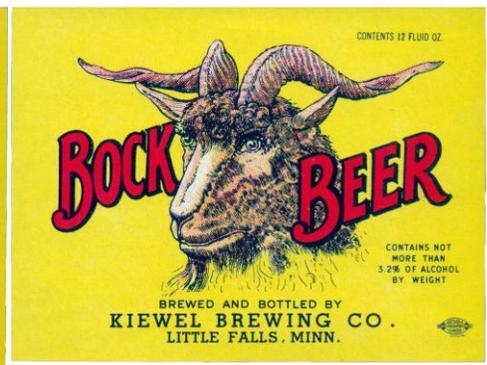
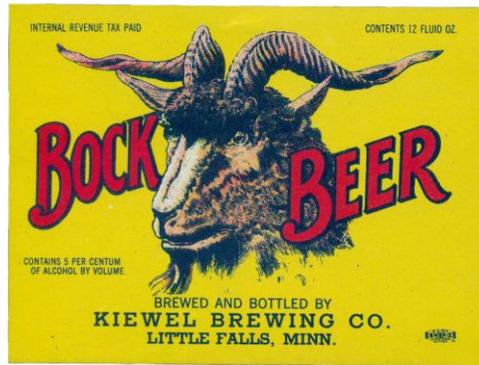
The Dubuque Star Brewing Co. of Dubuque, Iowa also used this label design. This is also a 12 oz size but is non-IRTP. This brewery was using this name after prohibition from 1933-1971. This is an example of the rectangular shaped design of this label. The fine print in the lower left corner says "This beer does not contain more than four percentum of alcohol by weight."

These next two labels were used by the Kiewel Brewing Co. of Little Falls, MN. They are nearly identical in design however the one on the left is IRTP while the one on the right is non-IRTP. The IRPT version was a beer that contained 5 per centum of alcohol by volume with the non-IRTP

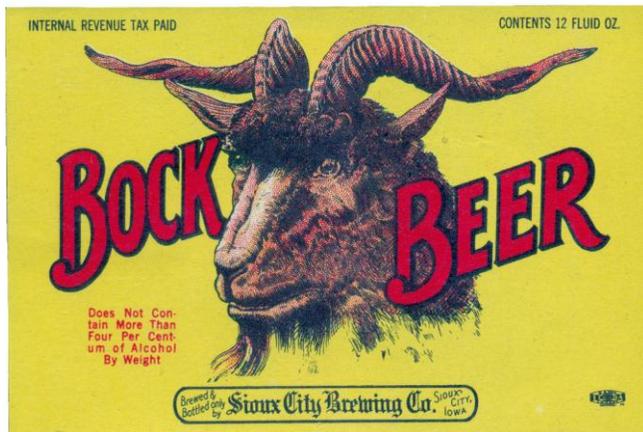


brew contained not more than 3.2% alcohol by weight. After prohibition, the brewery used this name from 1933-1961. Between 1959 and 1961, this brewery was a branch of the Minneapolis Brewing Co. The IRTP label is not pictured in Bob Kay's US Beer Labels, Vol. 3, Central States book. However, it is another relatively common bock label.

The Marathon City Brewing Co. of Marathon, WI used this label during the IRTP era. This brewery was in operation after prohibition from 1933-1964 at Pine and 2<sup>nd</sup> Streets. In the “Wisconsin Beer Labels, the first 75 Years” label book, this label is valued at up to \$10.



Another Iowa label from the Sioux City Brewing Co. of Sioux City is shown below. This label has a little more color and a more stylized look to the brewery name. The Sioux City Brewing Co. used this name after prohibition from 1934-1959 but was also known as the Heidel-Brau Brewing Co. as well. There is



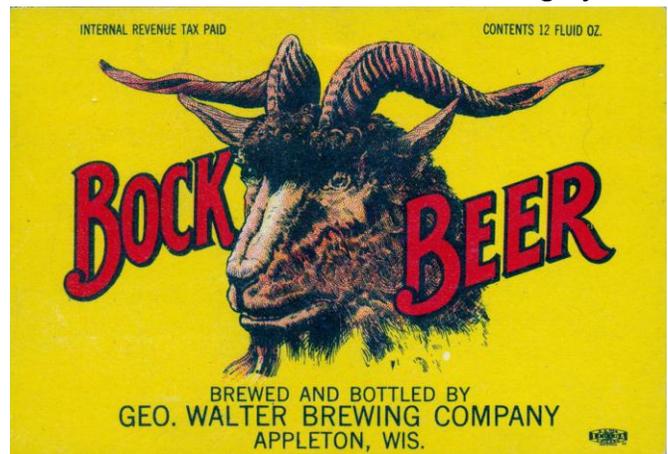
The last label for this issue is another IRTP version and comes from the George Walter Brewing Co. of Appleton, WI. This brewery used this name after prohibition from 1933-1972 and was located at 200/220 South Walnut Street. In the “Wisconsin Beer Labels, the first 75 Years” label book, this label is valued at up to \$10.

I hope everybody has a great 2012 and is able to add something special to you bock beer collection in 2012.

The Old Indian Brewing Co. of Indiana, PA operated under this name after prohibition from 1937-1939 when they closed. This is another example of the rectangular format for this IRPT label. In Bob Kay’s US Beer Labels of Pennsylvania book, he values this label in the “less common” range of \$5-\$25.00.



another label with this same design that has the brewery information in block style lettering similar to the Old Indian label shown above. Bob Kay has a value of these two labels in the \$5-\$15 “less common” category.



# BAAAAADBOY'S GOATMATE OF THE MONTH



I LOVE PRE-PRO Bock lithos! They have clever, hidden messages that take us modern types a minute to sink in, but I'm sure were obvious as soon as a contemporary beer swiller laid eyes on the scene.

HERE'S A PERFECT EXAMPLE. What do you see? A lady handing a parched gentleman a refreshing Bock Beer? Well, yes, but there's more than meets the eye.

THIS HUSSY is also making the fellow a proposition! Do you think she HAD to hike her skirt up as she leaned over to hand him a beer? And look more closely. You'll see a Doctor's Bag at his side, and she's dressed in the uniform of a Nurse, and even has a Red Cross insignia on her bosom. The hat and tie are the giveaway. Sure, she's a professional, but she's looking for her MRS degree!

We can thank Bockster Chris Watt for contributing this for our enjoyment.

YOU CAN HAVE YOUR GOATMATE featured here. Just contact your Humble Editor.



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

Jim Romine  
1316 Gormly Cir  
Sanford, NC 27330