

# Merry Bocksters Goatette



The Official Newsletter of the Merry Bocksters Chapter  
Brewery Collectables Club of America  
VOLUME #8 NUMBER #2 ISSUE #27 APRIL 2009  
Bringing lot's of Bock joy to all the girls and boys since 2002

## THE WINNER!



**Jim Dixon**

**Wins**

**Ruppert Bock  
Instructional!**

**PLUS:**

**3rd Annual Bock Tasting**

**A New Member Profile!**



THE GOATZETTE IS THE OFFICIAL NEWSLETTER OF  
THE MERRY BOCKSTERS CHAPTER OF THE BREWERY  
COLLECTIBLES CLUB OF AMERICA  
WWW.MERRYBOCKSTERS.COM

Your Humble Editor still has a new email address!  
The old address dies next month! Send flowers!

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I WAS TOLD THAT BLUE/GRAY WAS GOOD but I wasn't. I guess I'll just have to look at the pictures. I guess B/G is like the Sixties. I you claim to remember it, you weren't really there.

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VOLUME 8, NUMBER 2, ISSUE #27, April 2009

The GOATZETTE is published quarterly. Deadline for submissions is the day before I get the issue finished (for Your Humble Editor) and the 1<sup>st</sup> of the month that the issue comes out for everyone else. It's the only privilege I have, and I treasure it. But, it generally means I'm up late that last night, and work is a drag with a big head the next day. Gotta have the inspiration juices flowing!

# Greetings to All Merry Bocksters

Congratulations to Jim Dixon of Virginia for winning the Merry Bockster raffle of the Jacob Ruppert Bock Instructional Can at the Blue/Gray this past February!!!! All I can say is repeat what Jim said after being presented with the Ruppert Bock Can --- WOW – WOW!!!

Jim, not usually at a loss for words, was awestruck and almost speechless. As you will see in photos of Jim in the newsletter, his smile said it all. Jim carried the Ruppert Bock Can all night long including while at the banquet and well into the night. When Jim's name was announced as the winner, there was a pause and then a loud shout of approval followed by cheering and applause. After all was said and done, all those attending the raffle voiced approval in Jim's winning this great can. Once again heartfelt CONGRATULATIONS to Jim Dixon. Well deserved.

Congratulations are also in order for our chapter members, our staff and our officers in conducting this great raffle. And a great big thank you to all those who supported our effort to raffle a very unique can by purchasing tickets and believing that this could be accomplished in the time frame that it was accomplished. And last, but certainly not least, a huge thank you to Dan Morean of [Breweriana.com](http://Breweriana.com) who supplied the can to the chapter and wholeheartedly supported our effort to conduct this raffle to its successful conclusion. We as a chapter achieved a great milestone. This was the cutting edge of offering a really high-end can that was made available to anyone with one night's beer money (or for some of us, part of the night). The point being, anyone with a few bucks in their pocket had the same chance of winning a great bock can as a guy with big bucks in their pocket. This raffle was an equalizer and gave any participant in the raffle an even playing field to obtain a really expensive can.

Your chapter officers, past and present are looking into the very real possibility of taking on this responsibility a second time.

Before I close, I must take a moment and thank the one individual who came up with the idea, thought it through, brought it to fruition and worked as the most dedicated person both behind the scenes and out in front to achieve this goal for the chapter. A great big thank you to Mister Bockster himself, Jim Romine!!! All this would not have been possible without the able stewardship of our editor and treasurer. His dedication to this goal and the Merry Bockster Chapter itself goes above and beyond the call of duty. But to Jim, there is only one way to do things – and that is to “go all out to accomplish your goals”. Thanks Jim for a job well done.

Cheers,

Joe Radman

I DRINK BEER, THEREFORE I AM, BUT I AM HUNG OVER , THEREFORE ????



My Great Grandpa's brother Buck wasn't the brightest bulb on the ol' Family Tree. He committed a crime that would shame the family for years, but not for obvious reasons. Here he is, *en flagrante*, as he attempts to steal this beer truck from the Schmulbach Brewing Co of Wheeling W Va. The only reason that this photo exists is that there was a professional photographer setting up a publicity photo of the Brewery's new truck when ol' Buck decided to make off with it.. The shame that came upon the family came from the fact that Buck wasn't even smart enough to steal a full beer truck, especially during Bock Beer season. For years afterward, the brewery trucks would blow their horn every time they passed by Moundsville prison, just to tick Buck off.

THIS ISSUE we celebrate the awarding of undoubtedly the Greatest Beercan Raffle Prize Ever, when our own Jim Dixon won the Jacob Ruppert Bock Instructional can. I hope you were there, but if not, you missed a poignant moment when the amassed crowd realized who the winner was. The roar of approval spoke volumes, not just of the public opinion of our Raffle, but the universal acceptance of the winner. It says a lot about Jim himself that no one had a quarrel with the winner. Congratulations, Jim, and enjoy the can for a long time! Jim has assured me the can will rest comfortably in his collection, and no doubt is the best \$20 can he owns!

THE SUCCESS of this Raffle was due to the total dedication to getting the job done by all you Bocksters out there. Whether you bought tickets, sold them, manned the Chapter table at either Convention or Blue/Gray, your contribution was instrumental in the success of this project. And I thank you.

THE CHAPTER is now on a good financial footing, and we aim to prove it by adding to the benefits of membership. There are several ideas in the works for taking this surplus and spending it on YOU. So, be prepared for some Member Only events that were made possible by the success of the Raffle. Prepare to be stimulated!

WE HAVE SEVRAL GREAT ARTICLES in this issue. In addition to the report on all that was Blue/Gray, we have a marvelous article from Dave Reed on the Cincinnati Bockfest, complete with photos galore. Dave told me that the breweries on the tour he chronicled in his story are being worked into plans for the Cincinnati Convention coming up in a couple years. We'll be able to tour the brewery buildings AND the aging caves under the streets of Cincy! And check out the great poster the Festival issued this year. I

want one! Dave, any chance? Rumor has it there will be one available TO BOCKSTERS ONLY at a future event!

ANOTHER ARTICLE that I very much enjoyed bringing to you is the Member Profile of one of our newest Members, George Cullen. George has just broken out of beercan collecting suspended animation, gotten his collection and trade stock back out of the attic/closet/garage, begun dumping again, and is going to shows! I've talked to George three times now, and it's obvious he knows his stuff, and loves the goats as much as anyone. He even had a vanity plate on his car that said BOCK back in the day. Read through his article, and get in touch with George. Nothing but trading and dumping possibilities can come from it!

TEXAS AIN'T JUST SHINER COUNTRY as Steve Fernandes proves in his article about Other Texas Bock Beers. The shot of all of those Bock labels is worth the visit, so check it out! Anyone have a duplicate of that White Rose Bock label?

WE ALSO HAVE our regular contributors bringing you all the news from the various Bock Beer fronts. The eBock column in particular relates how this may be the very time to swing hard for better Bock cans, as prices seem to have softened.

WHICH BRINGS ME TO the Veep's message this go 'round. Matt pontificates on the relative value of cans versus other investment vehicles. An interesting subject, and well presented.

LOOSE ENDS. We still have MB T-shirts, but only 3, and they are all size Large. If you are still a petite Large Bockster, jump on this LAST CHANCE to get a shirt in this design. You can see the design being modeled elsewhere in this issue by the ARTISTE himself, Mr. Andy Galamba. It was great to see Andy back in circulation again, even if he has let his training fall by the wayside a bit. Oh well, happens to the best of us from time to time.

WE ARE TALKING about a new T-shirt design just in time for CANvention. Let us know how you feel about that, what you'd like to see on the shirt, etc. Is anyone interested in hats? This last shirt has been a big hit, and you can't argue with the quality of the design or the printing. We set the bar pretty high, so we are intent on a shirt at least as good next time. Tell us what you think!

WE ARE FINALLY getting the Want Ads Section of the website up and running. Dave Reed has been ram-rodging this project, and he swears that everyone will be getting a full set of instructions on placing and answering ads right away. These instructions will include screen shots, to make it easy to follow along with the directions for inserting photos, etc. into your ads. Dave and PC Paula have been working on this for quite a while, to make it easy, secure, and hassle free. Thanks to you both for the efforts!

FOLKS, THE DEADLINE IS COMING. As of May 15, my old email address will no longer forward you to my new address. This was not my choice, but was forced upon me by the phone company I use for Internet. So, please be sure to take out of your system the [jromine@alltel.net](mailto:jromine@alltel.net) address, and replace it with [jromine@windstream.net](mailto:jromine@windstream.net). If you're on AOL, or have Super Secure settings enabled, please allow my address to contact you. How else can I spam you regularly?

NOW THAT THE WEATHER'S GOOD get out there to a local or regional show, and snag some Bock goodies for yourself. You'll find willing buyers for your Bock items as well, greasing your palm with cash that you can plow right back into your collection. Go out and stimulate the economy!




# Why is This Man Smiling?

## ...and Other Stories of the Blue Gray Show 2009

FOLKS, THIS WAS ONE FOR THE AGES. The Merry Bocksters came, they saw, they sold Raffle Tickets for the MOST AWESOME RAFFLE EVER UNDER THE SUN, and they made one man the Happiest Collector Ever! Jim Dixon, BCCA# 22944, and Merry Bockster #18, was lucky enough to have one of the two tickets he bought in January, lucky #552, drawn, and he was announced to an approving audience as the OFFICIAL WINNER of the Jacob Ruppert Bock Instructional beer can.

The drawing was conducted on Saturday afternoon, at 4:00, and was overseen by the Most Glorious Bockster President Hissself, Joe Radman. Joe was assisted by his Joisey cohort, Past Presidente and Yet another Joe from the Garden State, Joe Pacskowski, who was designated as Official Ticket Drum Turner. We're only sorry Merry Bockster and Jersey

Joe #3, Joe Germino, couldn't be there as the Official Witness, but that really wasn't an issue, as there was quite a throng gathered to see who was going to walk away with the Greatest Beercan Ever Ruffled Off!

*Merry Bocksters* 

Name: TIM DIXON

Address: 3139 VALLEY LANE

Phone: FALLS CHURCH VA 22044

Email: CHECK

00552



The Bocksters had worked the table faithfully for three days prior to the drawing, and an energetic and proper "here's to you" goes out to all those Bocksters who contributed their time and effort to manning the table during the show. You donated your valuable Show Time to the higher cause, and the efforts were well worth it. At this time, it's also only

fitting to also thank those who sold tickets at local and regional shows, contacted friends to buy tickets, or took tickets on consignment to sell. Without the efforts of you all, this Raffle would not have been the smashing success it became! We Thank You!

The winning ticket was drawn by none other than Mrs. Ray Johnson. We couldn't think of another person recognized by more folks there, and more respected. She was delighted to join in the fun.

Here you see her reaching into the ticket drum, with her eyes closed (!), to pull the winning ticket. She handed the ticket to Prez Joe Radman, who looked at it and said "I'm not sure I can pronounce this name", which threw everyone into a tizzy. Who the heck won? Well, Joe tried his best, and was able



to pronounce "Dixon" correctly! There was a moment of silence as the result sank into the semi-inebriated crowd, then there arose a roar of applause and approval. Not only had a person in attendance won the can, but it was won by a Merry Bockster (and long time

Rusty Buncher) well known throughout the hobby, and one known as a dedicated collector and all around great guy.

Jim himself was right there at the drawing, at once stammering but joyful. Upon being presented with the can, he was heard to say "Wow" over and over again. He continued to stare at the can until he was surrounded by friends and other envious collectors who wanted to see the can and winner.



Bockster Tom Chegash provided Jim with a can holder, to prevent possible damage to the can as the night got older and Jim got more merry. Jim spent the rest of the day with the





can in his shirt pocket, grinning from ear to ear, and showing it to everyone he met. Every time I saw someone hand him back the can, he would look at it, say “Wow”, grin, and put it back in his shirt pocket!



One Final Note about this raffle. It would not have happened without the full cooperation of fellow Bockster Dan Morean and his Breweriana.com operation. Dan was great to the Merry Bocksters throughout the course of the raffle, and supported our efforts in many unsung ways. Dan, we thank you for your support of the Chapter and this raffle. It just couldn't have gone any better. And now Jim Dixon has what may well be the BEST \$20 beer can in the entire hobby! Yes, folks,

Jim assured me many times throughout the show that he was going to keep the can in his collection. He said it would be a little out of place, but that they could all adjust!



THEN THERE WAS THE BOCK TASTING!



AS YOU CAN SEE this has become a well- attended event at Blue/Gray. This was the Third Annual, and all the usual suspects were there. In this photo you can see the back of Robert Fondren's head, the side of Dave Lang's, and all of Beer Dave and Steve Pawlowski's. At this point, I'll turn it over to Robert Fondren for the Play-by-play: "This year's tasting featured 34 imported, domestic and homebrewed bock beers including regular bocks, Helles Bocks, Weizenbocks, Maibocks, Dopplebocks, smoked bocks and "vintage" bocks. The "vintage" or old bocks were a can of Ballantine Bock from 1972 and bottles of Utica Club Bock from 1953 and Neuwieler Bock from 1958. The Ballantine and Neuwieler were surprisingly drinkable, but the Utica Club did not survive the 56 years very well. The keg of Starr Hill Smoke Out may have been the last keg in existence of last year's second place winner at the GABF in the Pro-Am competition. It was brewed at Starr Hill by Fredericksburg homebrewer Lyle Brown. Here is the list of all 34 beers that were served at the tasting:

Lyle Brown's Home Brewed Not Your Bock, Maibock  
Starr Hill the Gift  
Starr Hill Smoke Out Hellerbock  
Lyle Brown's Home Brewed Smoke Out  
Abita Andygator  
Trader Joe's Hofbrau Bock  
Weihenstaphaner Vitus Weizen Bock  
Leinenkugel's 1888 Bock



Ballantine Bock (1972 can)  
 Victory Moonglow Weizen Bock  
 Mahr's Brau Weizen Bock  
 Atwater Voodoo Vator Dopplebock  
 Rock Art Mountain Holidays in Vermont (double bock)  
 Rock Art Hells Bock  
 Smuttynose S'muttinator Double Bock  
 Weeping Radish Dopplebock 2008  
 Orlando Dopplebock  
 Neuweiler Bock (1958)  
 Troegs Troegenator Dopplebock  
 Einbecker Ur-Bock  
 Atwater Winter Bock  
 Erie Fallenbock  
 Bell's 2004 Consecrator Dopplebock  
 Utica Club Bock Beer (1953)  
 Victory St. Victorious Dopplebock  
 Tommyknocker Butt Head Dopplebock  
 Schloss Eggenberg Ur-Bock 23  
 Climax Dopplebock  
 Spaten Optimator  
 Ayingen Celebrator  
 Fordham Dopplebock Lager  
 Fisherman's Navigator Dopplebock  
 Joe Gherlone's Imperator Golden Dopplebock



Robin Carlson in his throne

In addition to collectors from all of the country, brewers and other notables also enjoyed the bock beers at the tasting. Jason Oliver from newly opened Devil's Backbone in Nelson County was there, along with Lyle Brown and Joe Gherlone from the soon-to-arrive Battlefield Brewing at the Pub in Fredericksburg and Jefferson Evans from Mid-Atlantic Brewing News."

EDITOR'S NOTE: The current Issue of the Mid-Atlantic Brewing News has a nice article about the Blue/Gray in general, and the Bock tasting in particular. Pick it up and check it out!



The Usual Suspects



Shhh, Serious Evaluation going on

Then there are the Fools on Parade.....





Your Humble Editor wastes nothing (but his thinkin' parts) during the tasting.

There was a full complement of Bocksters on hand at the show this year, including one Andy Galamba, shown here showing off the artwork that he created to decorate our latest T shirt offering.



Marvin Gardner trying out his new career as a supermodel. Even the TV girl can't look! God, I love the Blue/Gray Show!



# ***New Member Profile:***

## ***George Cullen, MB # 151***

IT ALL STARTED one Sunday Morning in January. I was reading the paper, slurping coffee and hoping my head would start to behave. I had just finished up the January issue of the GOATZETTE the week before, with the article chronicling all the then known Esslinger Bock Quarts. And then the phone rang.

IT WAS JOE PAC. He was at a local Joisey show, and had happened unto a conversation with a long-ago collector, George Cullen, who was interested in getting back into circulation. They talked a while, and George told Joe that he had an Esslinger Quart Bock! Here it is, shown with a Bock Brand and a SWEET Peter Doelger Bock. Holy cow! Joe was stoked, so he had called me from the show, and he put George on the phone! We talked for about 15



minutes, by which time we had our newest member! Turns out that George had dumped this quart about 20 years ago, not far from where Dave Lang had found his recently dug example, and the can had essentially remained unknown to the hobby, tucked away in George's garage all this time. George has followed what has become a very typical timeline for long-term collectors in this hobby; a very active beginning, a rest period in the middle to either raise kids, pursue a career, or both, then a re-immersion into the hobby as a release and to recapture the fun of the old days. Well, folks, HE'S BACK! George sent me a short email a few days ago, with this photo of his old license plate, saying, "I'll catch up with you later. I'm going dumping! I feel like a kid again!"



A COUPLE WEEKS after our first conversation that Sunday morning, I got a letter in the mail with the photos that follow, along with a check for 2009 dues.

OBVIOUSLY, GEORGE IS NO SLOUTCH! He dumped the Kuebler Bock you see here, and he called me again the other day, to say he had found another one! He was going to soak it out and let me know how it turned out. I can't wait to see it!



George likes NY and NJ cans best, so get your trading stock in shape, 'cause George is looking to trade that Kuebler for a nice goat!



GEORGE is a bit of a personality, but he's shy about that aspect of his life. George is a meteorologist, like our Vice President Matt Parker, but George appears on national news when the major weather events occur in his neck of the woods. I found this on the Internet: "CBS News meteorologist **George Cullen** can't resist a joke when describing his public profile. "I try to stay under the radar," he says."

WELL, GEORGE, thanks for sharing the goodies you've amassed in your Bock collection with us, and I for one can't wait to see the results of your soaking efforts with that Kuebler Bock J Spout. Maybe the July issue? IF ANYONE has a good trader, get in touch with George at [gstriper@ptd.net](mailto:gstriper@ptd.net).



# BOCK IN THE USA

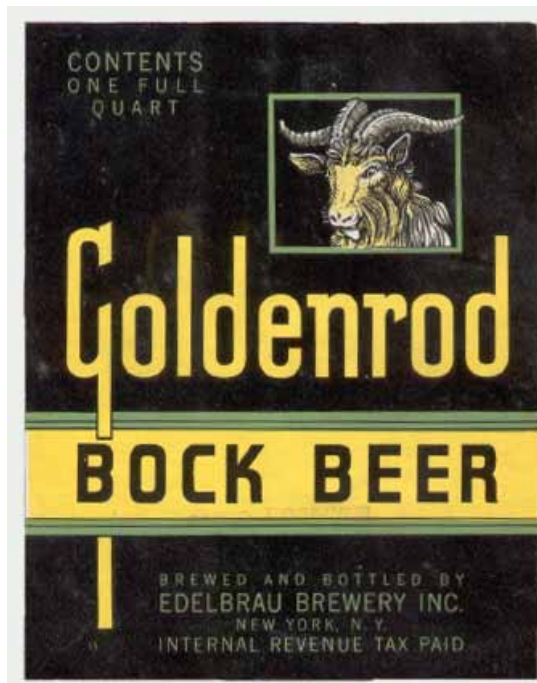
By Steve Armstrong

Happy spring everybody. Its bock beer season again, so get out there and enjoy your local varieties.

This group of labels comes from New York. The Goldenrod cans are tough to come by, but wouldn't it have been cool if they had produced a bock can way back when?

According to *American Breweries II*, this brewery used several names through time. It was in operation by 1866 and was known as the Otto Huber Brewery from that time until 1920. Between 1920 and 1937, the business names included the Edward B. Hittleman Brewery, Inc., Munch Brewery, Inc., Hittleman-Goldenrod Brewery, Inc., and the Goldenrod Brewery, Inc. During prohibition, this brewery held permits to brew malt beverages. From 1937-1945, the operation was known as the Edelbrau Brewery, Inc. The last name the brewery used was the Edelbrew Brewery, Inc. (1945-1951).

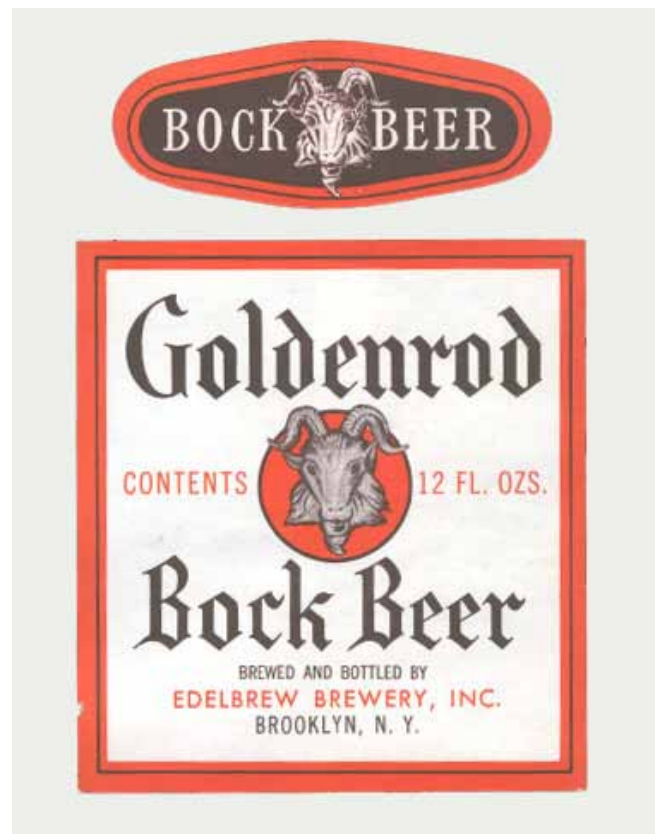
The first label comes from the Edelbrau Brewery Inc. of New York, N.Y. The quart size label is about 3 1/2" x 4 1/2" in size and lists the IRTTP statement.



The next group of labels are from the Edelbrew Brewery, Inc. of Brooklyn, NY. They do not have the IRTTP statement so these date from the 1950-1951 time period. All three labels have the same design but are for different bottles. The first 12 oz label is 3" x 3 1/4" in size. The accompanying BOCK neck label is also shown.

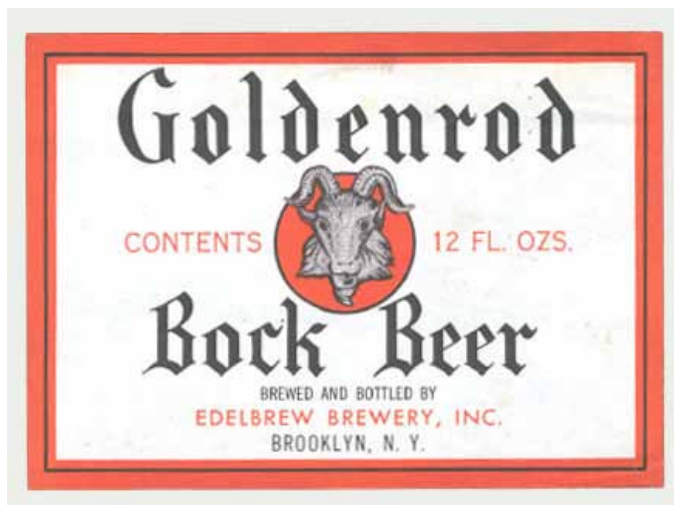
The next 12 oz. label is 4" x 3" in size. I have a theory that the smaller bock label (right) was designed for the long

neck bottles while the wider label below was intended to be used on the steinie type bottles. Can anybody confirm this? I've seen many labels of the same design in these two formats and that is the only logical conclusion I can come up with.

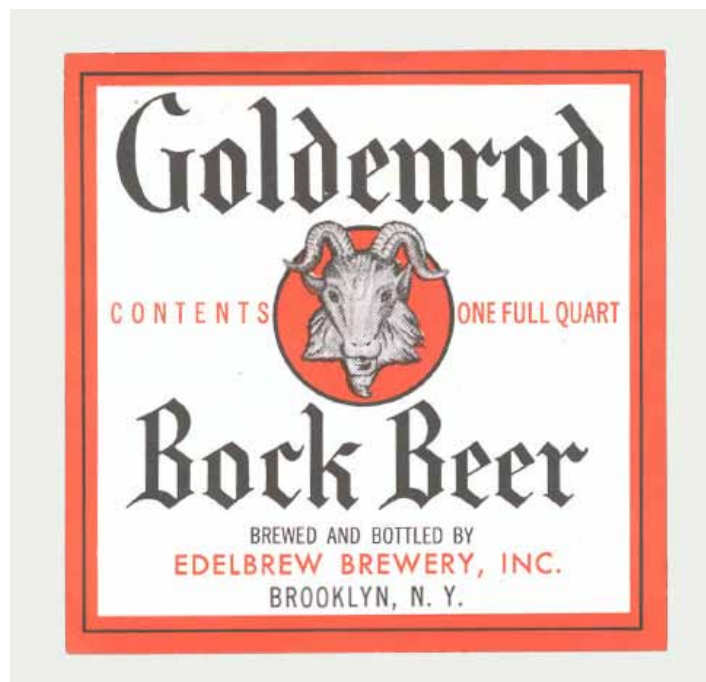




## BOCK IN THE USA



The last label for this issue is another quart size version. It is 4 ½" square.



Does anybody have other Goldenrod Bock labels? If so, let me know and I'll do another article featuring those labels.

That's all for this issue. If you have a favorite bock label from your collection that you'd like to see featured here, please let me know and I'll help you show it off to the other bock collectors in the chapter. Cheers!

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# It's Officially Open!

Yes, folks, after much work and revision, the WEBSITE WANT ADS SECTION is up and running! Check it out! It is in the MEMBERS ONLY section of the Merry Bockster website!

You can load up your own Ads, either Want Ads or For Sale/For Trade ads. You can post photos of your stuff for sale or trade, and you can answer ads posted there

knowing that you're dealing with another Bockster, not a stranger.

Best of all, IT'S FREE!! No fees for listing ads, no fees for buying anything! This is yet another perk of membership, and we're delighted to finally get it up and running. So, please use it to list your favorite Bock items you want to see go to another deserving, and appreciative, home. Go there first when you're looking for a particular Bock Beer item. If you don't see what you're looking for, then post an "I Want This" ad, and let the entire Bockster Nation know what you need to fill that empty spot in your collection.

All transactions are going to be exclusively Bockster to Bockster, so the Chapter isn't meddling into your deal (or extracting a fee). On the other hand, the Chapter can't police any

transactions, so please, let's all be using the Golden Rule as we deal with our brethren. Scofflaws will be outed if they are blatantly mis-using the site, or mis-representing their stuff. The court of public opinion is a powerful thing, and I for one think we'll never have to resort to using it.  
SO, LET'S GO HAVE SOME FUN!

# TEXAS Bock

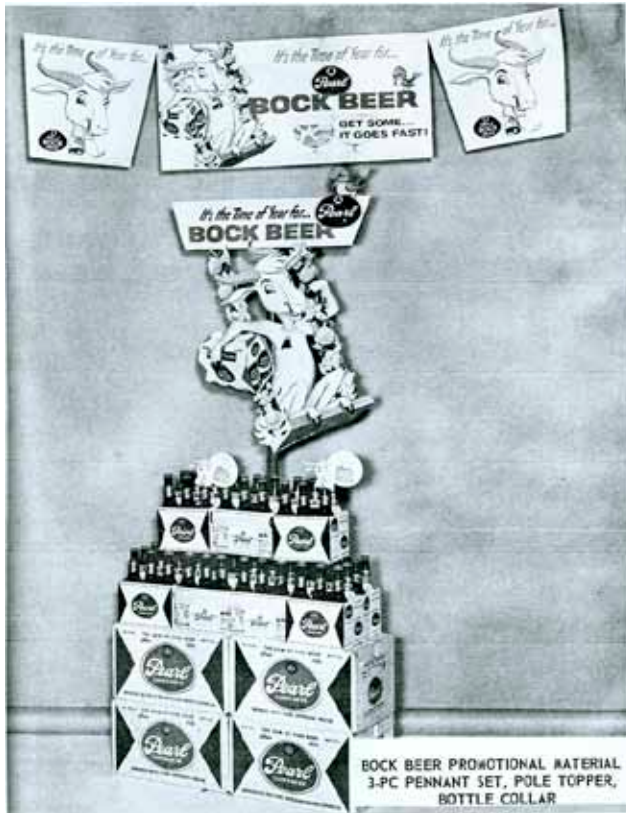
EDITOR's NOTE: I received this email from Steve Fernandes, along with the pictures, and it was obvious that we needed to explore early Texas Bock breweriana. So, here we go, and Thanks, Steve! God, I love that White Rose label!



“Hope you had a good holiday. I don't have enough to write a story, but here's a couple of pics of Texas Bock labels / bottles for filler should you need them. It's funny - with Shiner, Texas is thought of as a "Bock" state by current beer drinkers (even though I could do without their bock....), but that was not always the case. We have dug up very little pre pro or 30's - 50's bock breweriana

although I'm sure there's some out there.





“ These pics include all I've been able to come up as far as pre-60's stuff goes. The store display is from their distributors catalog in 1962 and the Black Dallas label is on my want list.....”

.....and on most everyone else's as well, Steve! Thanks for sharing!



# The Cincinnati Bock Festival

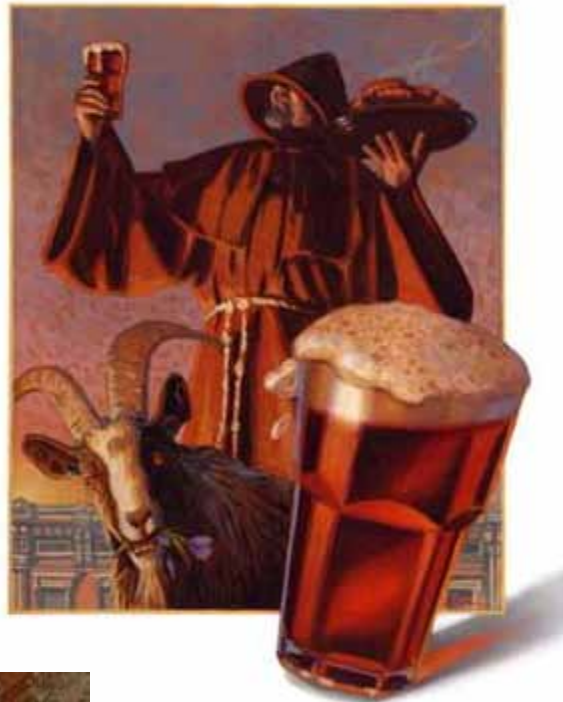
Dave Reed, MB #3

Cincinnati is home to the world's oldest Bock festival. In the 1800's, Cincinnati was one of America's most prolific brewing cities. Cincinnati's historic Over-the Rhine area was at one point home to more than 18 breweries. A tradition developed among the breweries to release all of their bock beer on the same day. The rich, complex and robust lager beer marked the end of the Winter brewing season and the beginning of Spring.

Cincinnati's modern Bockfest began 17 years ago when residents and proponents of Over-the-Rhine decided to resurrect one of this City's great traditions. Each March, Cincinnati enjoys its coolest, underground festival celebrating bock beer, the Renaissance era, Over-the-Rhine and the coming of Spring. This has become almost a week long event, culminating with all of the weekend activities.

Featured events include the following:

- Bockfest Annual Poster Signing & Happy hour
- Bockfest Glass Blow- Annual glass blown bock trophy
- Sausage Queen Contest



- Bockfest Parade
- Over-the-Rhine Bockfest Hall Opening, (plus participation by multiple downtown bars & pubs)
- Prohibition Resistance Tours

This year, each tour began at Bockfest Hall, where participants boarded busses to take them past many of the remaining historic brewery buildings remaining in the Over-the Rhine area.

The tour included the Schmidt Brothers Brewery, the



Buckeye/Hudepohl Brewery, the Kauffman Vine Street Brewery and the remaining Christian Moerlein Brewing buildings.

At the first stop, participants visited the Clyffside/Felsenbrau brewery and were able to journey through all the sub-basements and tunnels of the brewery. These spaces have not been



used since the middle 1940's. The tour then went past the John Hauck/Dayton Street Brewery, which later became the Red Top Brewery. Included in this part



beer from the new Christian Moerlein Brewing Company. What a great way to spend a Saturday or Sunday afternoon.



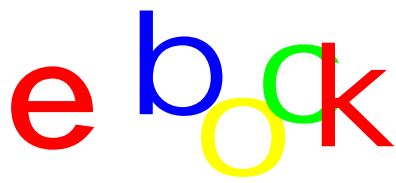
I would highly recommend that any bock beer aficionado plan someday on attending Cincinnati's annual celebration of Spring.



of the tour was being able to journey through the Hauck offices complex and Hauck Mansion and of course enjoy some

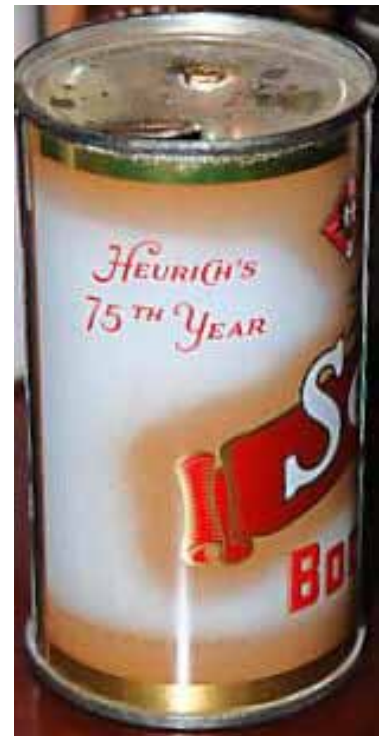






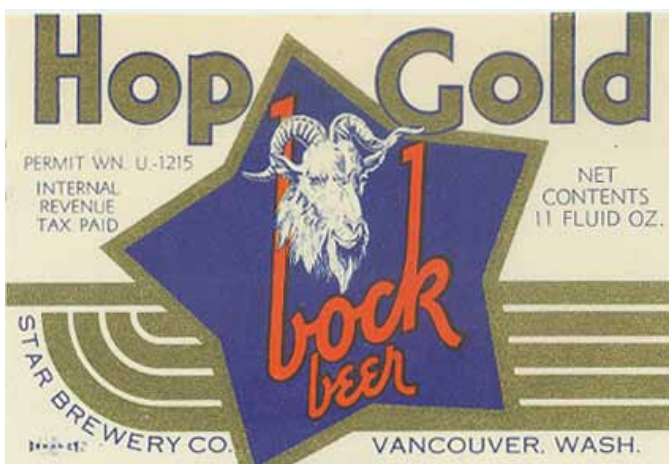
from Joe Pac

*Some more items from recent ebay auctions for your enjoyment*



**Senate Bocks** Nice pair. Excerpt from seller's listings *"Owner has the right to suspend auction if at any time bidding does not reflect the true value of this can. The can was originally purchased for 5 figures from a professional dealer. The dealer manifested that this is only one of the few cans known to exist in this condition"*

Well he didn't. Winning bids \$1,556 and \$2,340 respectively.



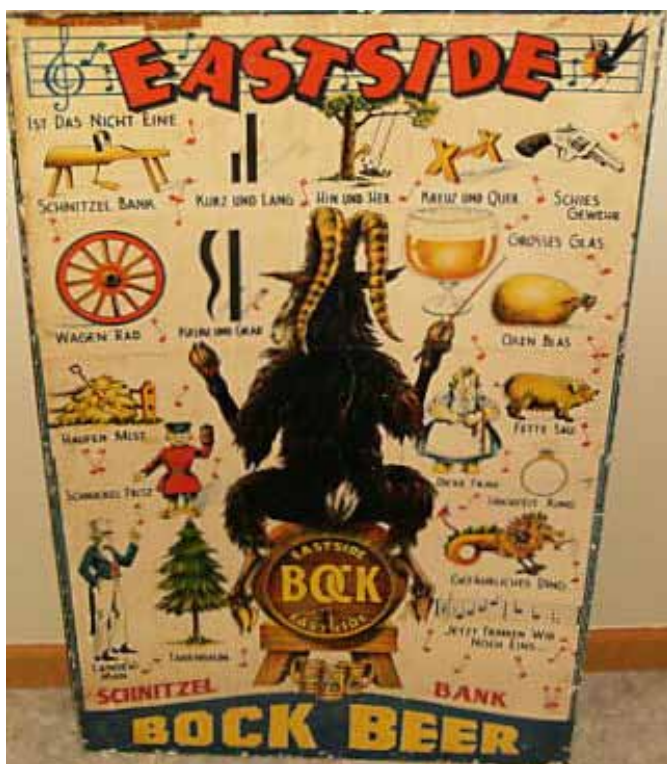
**Star Hop Gold 11oz  
BOCK Beer Label**

Federal Permit No. WN. U.-1215 label by the Star Brewery Co. Vancouver, WA. 4" x 2 7/8" label dates as shown to 1935 and it is in excellent, near-mint condition. \$228 won it!



### PFEIFFER'S BOCK CARDBOARD BEER SIGN

Beer sign from Pfeiffer  
Brewing Detroit & Flint, MI.  
Pretty good condition with  
some wear to it. Circa  
1950's vintage. Won at \$65



### EASTSIDE BOCK Schnitzelbank

This poster is just one incredible piece from Eastside of Los Angeles, California. Outside of some minor edge wear, not another think to pick on. 37-1/2" by 24". Winner paid \$108 plus \$15 to ship.



### Richbrau bock tab

USBC Vol. 2 116/9  
Winning bid \$150

*See ya next time Joe Pac #50*

# So What's It Really Worth?

Matt Parker

Vice President

Merry Bocksters Chapter of the BCCA

There's been a fair amount of talk about the strong prices of breweriana lately – despite the weak economy. Auctions, like eBay, continue to show high prices for pretty much all types of beer items including cans. So, what's up with this? The stock market loses more than half of its total value, yet our prized breweriana possessions remain just as valuable or are increasing in value. Would you have guessed that the price of beer related items, of all things, would remain such a “good investment”? Can there be a better scenario for continuing on with our collective “sickness” also known as collecting vintage breweriana? Perhaps we should all trash our periodic 401(k) deposit schemes and funnel the money into our hobby as an investment. Yes, I know that sounds reckless, but after viewing the last umpteenth discouraging retirement savings investment statement debacle, it sure makes you wonder.

One could say that it always comes down to condition and rarity. Doesn't matter what the economy is doing, there is always demand for the good stuff because somebody somewhere will be willing to shell out serious dough for the best. It could also be argued that given a bad economy, some collectors will be forced to sell their top end stuff to fend off financial strain or difficulties. Those with cash (or good credit) pounce when they see something they've been looking at picking up for an extended period of time. The only catch for the buyer is that the distress in the economy may not be reflected in the pricing of the top end items of their collecting dreams. So, the seller gets a good chunk of bittersweet funds while the opportunist with money gets his wishes fulfilled.

So, enough already – what point are you trying to make, Parker? The point is that collecting breweriana, even in tough economic times, is still viable and lucrative. Perhaps you can remind your significant other of this. Certainly, it can't hurt to see the value of your collection remain stable as you savor a cold one while viewing some of your favorite beer items after (another) hard day at the office. And, given the chance to jump on an item you've been chasing, while not go for it? I'm not supportive of reckless spending, like some people seem to be, but if you can afford it, why not? The value may remain strong or even grow. Sure, nobody knows whether our economy will be recover or fall headlong into another Great Depression, but for now, things may not be as gloomy in the collecting world as the rest of it seems to be. And if you needed just another nudge, the absolute fact is that the word “BOCK” often brings a hefty premium. So, I suggest that rather than stewing over lost zeroes in your stock funds, walk over to your friendly bock breweriana collection and take it all in. Enjoy the “cha-ching” and smile. If things are tough in your neck of the woods, that may be the best thing going for you. Enjoy!



# BAAAAADBOY'S GOATMATE OF THE MONTH

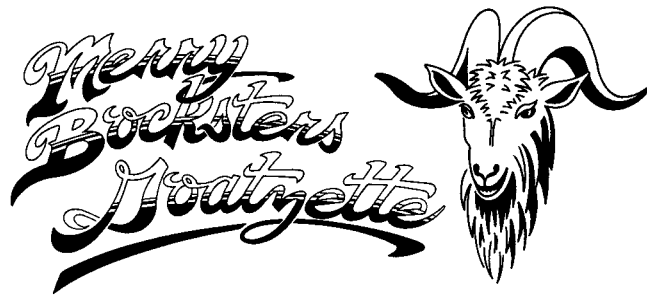
THIS MONTH'S GOATMATE is one of the iconic West Coast goats birthed on the West Coast. He counts among his brethren the Zobelien's Eastside goat, the earlier version of the Acme goat that appears on the first



cans (the father?), and the regal looking GB goat.

This goat has obviously already been into the Acme Bock prior to sitting for this portrait, as you can tell from the haughty look, the cap tilted to the side, the winking eye. Our own Bockster Warren Hardaker has said that this is his favorite goat of all, and it's hard to argue. This large banner, although faded a bit over the years, still has all the punch it possessed when new. A classic Spring GOATMATE.

YOU CAN SEE YOUR personal vision of Bock loveliness here, if you wish. Just send in your nominee for the next GOATMATE, and revel in knowing that you are pleasing all of the hobby's most dedicated adherents to the temptations of ovine pulchritude.



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

Jim Romine  
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Sanford, NC 27330