



The Official Newsletter

Merry Bocksters Chapter

Brewery Collectables Club of America
VOLUME #3 NUMBER #3 ISSUE #8 July 2004

Let's Flush the Archives – It's the Potpourri Issue!

FEATURE STORY

Buckeye BOCK BEER and it's Mascot(s)





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

The Lame Duck Squad (Our Officers)

President

David Reed
134 Lakefield Dr.
Milford OH 45150
513-248-4464
wolfe1985@fuse.net

The Vice

Jerry Trowbridge
1734 Belmont Ct.
Emporia KS 66801
620-342-8844
jstrow@carrollswb.net

Sect'y/Treasurer/Editor

Jim Romine
1316 Gormly Circle
Sanford NC 27330
919-774-1173
jromine@alltel.net

Articles always needed To keep this magazine afloat. Send in your contributions to the Editor, and glow in the thought of your accomplishment.

troubles? Without a current address and email, we'll lose track of you. Keep us posted.

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VOLUME 3, NUMBER 3, ISSUE #8, July 2004

The GOATZETTE is published Quarterly. Hard to believe this makes two years of you folks catching my attempts at sly foolishness in the nook and crannies of this rag, but it's been a fun ride. I've got the best Editor's job in the hobby. I'll bet Marcia's eatin' her heart out! Marcia, Marcia, Marcia!

Time to Smell what the Editor is cookin'



YET ANOTHER PAGE FROM THE FAMILY ALBUM, this time showing the more shy side of the family. This branch of the family tumbleweed (couldn't really call it a TREE, what with it being the West Virginia product that it was) spent very little time in town, and you can see that the upshot of that was a LARGE family. The womenfolk were even more shy than the men, but I think you can understand why. This is a group shot of the men having a get together in front of the family cave, enjoying their share of Blackwater Bock Beer from the Gristmill Brewery in Romines Mill, W. Va. The brewery burned to the ground around 1890, and breweriana from it is very rare. You can see a couple bottles in the lads' hands, and I hope to find one some day.

In your hands is yet another fine issue, compliments of the combined efforts of many of the Chapter members. I tried to purge the vaults of the accumulating Bock Beer flotsam that has been leftover each issue, and you'll see an assortment of that inside. I hope you enjoy seeing the items our members have decided to share with us all.

Yes, this issue is late! I took a Vacation. OK? OK!

CANVENTION IS UPON US once again. Hard to believe this will be the third Convention since our birth! Please plan to make time to come to the One, the Only, the Third Annual Chapter Meeting. It's a small thing, but an important one. We need to hear from you all as to how you think we're doing, we need to elect Officers, and we need to drink the cold draft beer that the BCCA will have generously provided us. As an At-Large Chapter, this is the single Communion we have annually, and all the faithful should mark it on their calendars to attend. Remember, there will also be a MEMBERS ONLY RAFFLE at the meeting, which you must be there to win! See you there!

Along with Convention comes a few obligatories. We'll have the Chapter Sales table set up, and it will need staffing by warm bodies. Please sign up for an hour. Last year Warren Hardaker and his loyal wife Nancy practically lived there for 3 days. Let's all chip in so it's not a burden on just a few. You'll see all your friends there!

At the Chapter Sales Table, we'll have shirts (including the NEW Chapter Shirts!), raffle tickets (does the word DONATION ring a bell?), and signups for renewals. Dues are annual, but Convention is a great place to take care of it before you forget. It saves you a stamp, and assures that you never miss an issue of the GOATZETTE.

Speaking of the GOATZETTE (nice segue, huh), you'll see the HHAT is missing this issue. Fear not, it will return next time around. Anyone who has a pair of candidate cans is ENCOURAGED to write Your Editor. I can accommodate almost any file type or image type, so don't let that hold you back. I'm sure there are lots of look-alike cans out there that nobody but you know. Let's see them!

The articles in this issue are very varied. Verily, they are very varied. First off, we have a Feature Story by Dave Reed on the Buckeye Brewery mascots, Bucky and Billy. I'm sure we're the first magazine of our type to reflect on the career of a professional beer mascot. There's another peek at the collection of Jeff Kennedy (wouldn't it be swell to see more of this from others?), some Bud Bocks saved from disintegration by John Kottemann, Coaster and Label columns from Steve Armstrong, an updated Roster and financial report (finally!), a Goatmate for your puerile pleasures, and another fine Bocktoon from Mr. Galamba

Speaking of Mr. Galamba (I know it. I'm here alone. I like talking to myself), he is always in need of inspiration for future Bocktoons. Please call or email him with suggestions. Have a bottle or two of inspiration yourself before you do, and who knows what could happen!

There is also another installment of the Bock Beer Can Composite. I'll try to keep this coming on a more regular basis. Please, please look it over, find errors of omission and of commission (what'd I miss, and what'd I just plain mess up). If you do find errors or missing cans, please let me know, so this can be updated. I'd also love to know if I missed any cans that are listed in the reference books, but I neglected to include the reference number. I'll run the entire Flat Top Can section first, then go with the Tab Top cans. I've sent the Tab Top section to our fellow Bocksters Mr. Hull and Mr. Burrus, to hopefully use to help complete the new Tab Top Book. I haven't heard back any laughter or ridicule, so maybe it was some help.

Speaking of books (the voices in my head are louder than usual today), we have a bit of a scoop for you! As many of you are aware, BCCA member Kevin Lilek has been working on a definitive Opening Instruction Beer Can Book for literally years. He has flown the globe to take photos, find unknown cans, and completely document the OI beercan. The result is book that is unlike any other ever produced in this hobby. The thing is 3 inches thick, weighs in at 8 pounds, and is over 900 pages long. Forward by Bill Clinton, I'll bet. Seriously, there are Bock cans in there you have never seen before, and each one is featured on its own page. Every can has three close-up photos, and the quality is remarkable. The ad in this issue is the first official "coming out" for the book, and we're glad to run it. Several Bocksters were involved, and their Bock cans will be a treat for all to see. Kevin will be selling books at Convention, and accepting mail orders afterward. Hats off to you, Kevin, for this labor. It adds to the hobby in a significant way.

That's about it for this goaround. Just remember, this magazine is the sum total of the contributions of us all. Help make it even better by sending in something to share. I'd still love to get an eBay correspondent, and run articles on Bock bottlecaps (OK, crowns), lithos, signs, and features on specific breweries. C'mon, you specialists out there, quit holding out. You're sitting on stuff from YOUR pet brewery that we'd all love to see.

Now, that's better. The voices are quieting down. Time for a cold one.

PRESIDENT'S MESSAGE

Greetings and Happy Summer to all Bock Beer Collectors!

I hope that all is going well as we begin the hot summer months. July and August will certainly be busy months for collectors, dumpers and all those hoping to add some additional treasures to their collections.

Do get out and take advantage of some of the tremendous local shows that are available to each of us this summer. Some suggested shows to attend are the Ohio Mini-Convention & Breweriana Show in Waynesville, OH (July 9 & 10) and Summerswap 04 in Frankenmuth, MI. (July 17). There are many other shows that tireless effort it being put forth by committed BCCA members, so get out and have some fun! All the summer shows lead to the BCCA's 34th National Convention being held in Dearborn, Michigan at the Hyatt Regency Hotel. With an outstanding base of collectors well within driving distance, this show should prove to be on of the best Conventions ever.

Happy Collecting and see you in Dearborn.

Dave Reed

....and the Veepster weighs in.....

Greetings bock-breaths of America. I'm sure our esteemed Editor is fuming at my procrastination and has called me everything but my given name - so I better get this epistle in the mail.

Summer is upon us, at least here in the Land Of Aaahs. As I peer at the weather bug on my screen it says 96, I'm not sure whether that's the temperature or the humidity - probably both. Hopefully, all of you have been to some great shows, found some neat stuff and tried to snuff out all the libation in the general area.

The number of shows I've attend so far is down, for a variety of reasons. The big Abilene Kollossal Kan Kaper 25th anniv. was super, but with Bill and Tammy Lester in the process of moving to Colorado, they didn't bring Bill's wonderful bock trade stuff, so I really didn't have much to froth over. Bill did have pics of some unbelievable bock pieces one of our fellow Bocksters is selling. Makes me want to win the lottery, but rumor has it you have to buy chances - which I have never done.

Hope everyone has all their registrations in for Dearborn. Sue and I are looking forward to seeing all of you there. We are driving (old retired people can do that), so hopefully, we can pick up some real finds on the highways and by-ways. In Dearborn, look me up - let's talk!

VP Jerry T

Jeff Kennedy's Corner

Well, Jeff's at it again, sending in a couple photos of his Bock Beer can collection for us all to drool over. There's some heavy metal in these shots, Jeff!



How about that Parti-Quiz!



Oertel's 92 Crowntainer AND a spanking Old Dutch! Whoa. Thanks for sharing, Jeff!

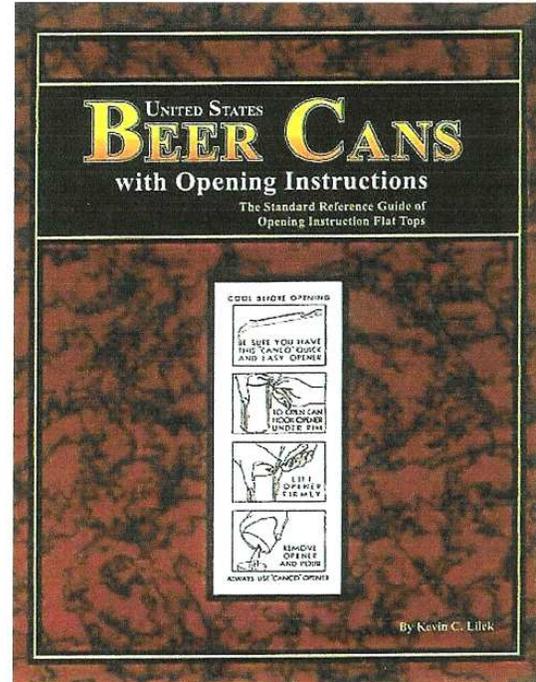
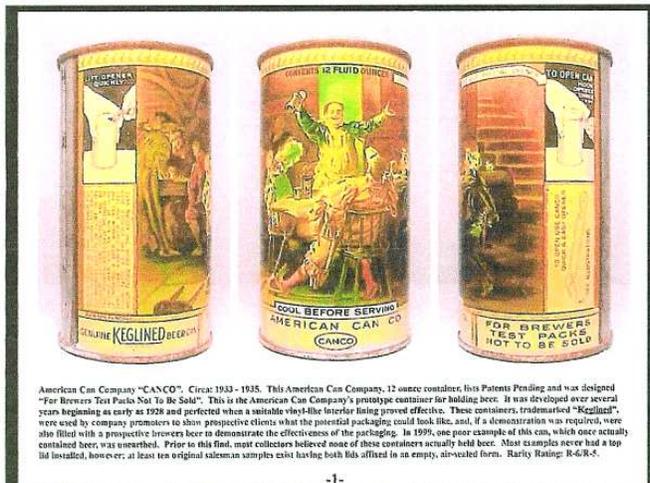
THE NEW INSTRUCTIONAL BEERCAN BOOK IS HERE!

That's Right Friends and neighbors! The Instructional beer can book has arrived! This thing is amazing; three inches thick, 8 pounds of pure beer can book! There are bock cans in here that you have never seen before. Each can has its own page. It's unbelievable. Kevin will be selling books at Convention, and taking mail orders after. Don't miss out!

Introducing *United States Beer Cans with Opening Instructions* *The Standard Reference Guide of Opening Instruction Flat Tops*

United States Beer Cans with Opening Instructions is the first hobby reference guide specifically dedicated to the opening instruction beer can! Culminating in over 35+ years of research, the author has documented nearly 900 variations, each represented on its own page, in full color! This gorgeously bound 910 page hard cover book, with gold foil stamping, is printed on quality paper, and protected by an artistically designed dust jacket. Included also, is detailed brewery, historical and other factual information about these special containers, along with a rarity rating and grading system. This one of a kind reference guide features many one of a kind examples! Some previously thought not to exist!

This beautifully crafted, limited edition, reference guide is individually shrink wrapped and is packaged in its own shipping container for greater protection, assuring that each book is received in quality condition! It is truly a must have for every breweriana collector and is sure to be enjoyed for many years to come! *United States Beer Cans with Opening Instructions, The Standard Reference Guide of Opening Instruction Flat Tops* makes a terrific gift too!



To Order:

This gorgeous book is now available for only \$125 plus shipping and handling (S&H). Your copy will be shipped 7-10 days after receipt of order and payment. Inquiries can be directed to Kevin C. Lilek c/o Lilek Publishing at kclilek@sbcglobal.net or by calling Kevin at (630) 692-1243.

An additional United States bulk S&H fee of \$6 is required for each book. Illinois residents add 7.5% Sales Tax (\$9.38). Please contact Lilek Publishing for shipping fees related to International orders, multiple book orders, or priority shipping. Personal Check (check must clear bank), Cashiers Check or Money Order (all in U. S. funds) should be made out to Lilek Publishing or Kevin C. Lilek, and are the only payment methods accepted. For mail orders, send payment along with your printed name, delivery address and phone number to:

Kevin C. Lilek
c/o Lilek Publishing
2828 Breckenridge Circle
Aurora, Illinois 60504

Coasting with Goats

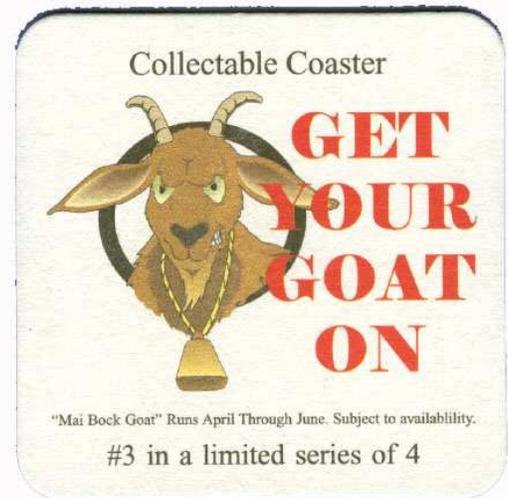
By
Steve Armstrong, BCCA #26414

Hello fellow Bocksters! I hope everybody is having a good summer and is taking in trade shows when possible. This issue continues the review of newer and microbrewery bock beer coasters. If anybody has any older bock coasters, or variations of those already discussed, please let me know as I'd like to get them featured in this column.

The first set of bock beer coasters are from the Big Horn Brewing Company. This brewery is located in several states including Indiana, Oregon, Texas, Washington, Wyoming, Colorado, Idaho, and Illinois. Some of the non-bock beer coasters from Big Horn are personalized with specific cities where the brewery is located. Both coasters are 3.5" in size and have printing on both sides.



The next bock coaster is Red Mountain Bock from the Birmingham Brewing Company in Birmingham, Alabama. The brewery also was known by the name of *Vulcan Breweries*. This coaster is a 4" in size and is single sided. This is found on the Beer Coaster Mania web site in the Alabama state guide as AL-BIR-2. The web guide lists this brewery as operating between 1992 and 2001.



The square version is older than the round one by a couple years. These coasters can be viewed in the *Beer Coaster Mania* web site (<http://members.aol.com/gbarone/index.html>, then click on *Coaster Guides*) in the Colorado state coaster guide. The square coaster is identified as CO-BIGH-12 while the round Mai Bock is CO-BIGH-16. The web guide indicates this brewery opened for business in 1995.



Treasurer's Report as of July 9, 2004

I didn't realize how long it had been since I had provided an accounting of the Chapter's finances, and I apologize. Here's a rundown of the last two years of the Merry Bocksters inflows and outflows of cash.

As you can see, we are in very good shape. The only further expenses prior to Convention will be another round of stamps (\$60), most of which will not be used until October, and possibly some more ink cartridges. I'm buying refilled cartridges at a local computer store for about half the price of new.

Bottom line, for your \$10 a year dues, we spend \$2.40 for postage, and around \$9.00 for paper, mailing labels, and printer cartridges. The difference is being made up by a small profit on shirts, and by our raffles. The balance we're carrying forward right now is the result of two years of very successful raffles. Thanks again go out to the generous donors who have made this possible; John Coughanower, Warren Hardecker, Dave Reed, and **especially** the Rogalski Brothers. I know I have forgotten a couple others.

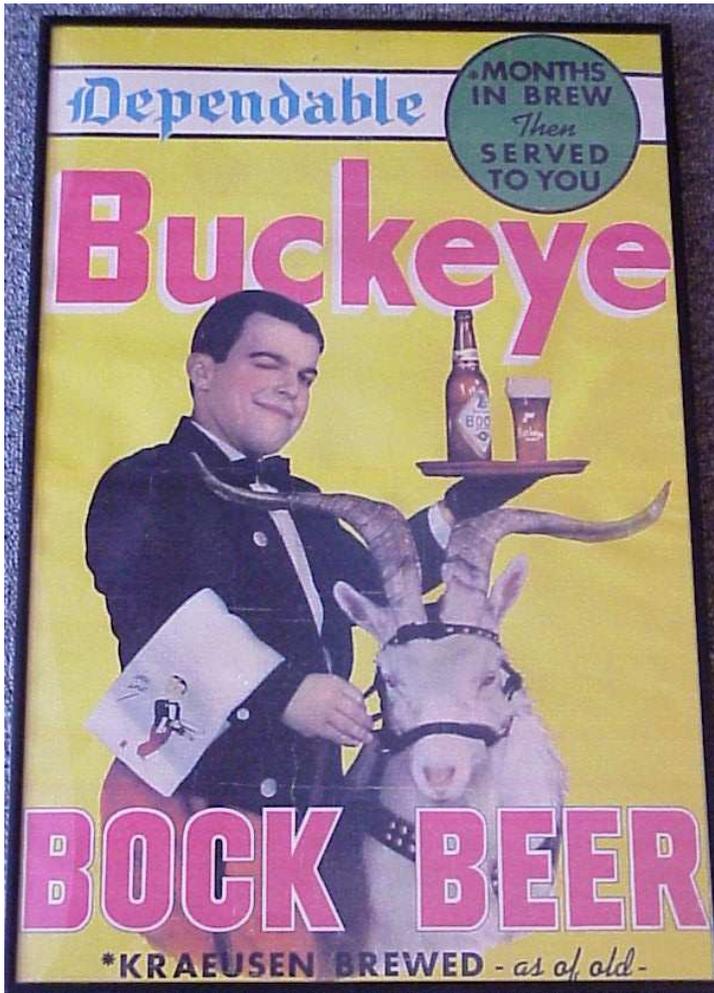
If we continue to support our one raffle at Convention, we shouldn't have any worries. Raffle items are needed for this coming Convention. We would like to have a free Members Only raffle for those who attend our Chapter Meeting, so if you can donate something, please see Dave Reed as soon as you can in Dearborn.

Also, New Shirts Will Be Available At Dearborn!

	CREDIT	DEBIT	BALANCE
2003			
Shirts	\$ 430.00	\$ 319.39	\$ 191.47
Dues	\$ 800.00		\$ 991.47
Raffle	\$ 255.00		\$ 1,246.47
Donations	\$ 25.00		\$ 1,271.47
Postage		\$ 240.00	\$ 1,031.47
Supplies		\$ 665.28	\$ 366.19
2004			
Carryover			\$ 366.19
Shirts	\$ 40.00		\$ 406.19
Dues	\$ 720.00		\$ 1,126.19
Raffle	\$ 350.00		\$ 1,476.19
Donations			\$ 1,476.19
Postage		\$ 132.00	\$ 1,344.19
Supplies		\$ 850.88	\$ 493.31

Buckeye **BOCK BEER** and its Mascots by Dave Reed

BUCKEYE BOCK BEER had a prominent place in Toledo and Buckeye Brewing Co. history for over 30 years. From the 1940's until the brewery closed in 1973, few brewery mascots were as recognizable as "Bucky" and "Billy".



"Bucky" was Carl "Bucky" Walinski, the 4' 3", "Living Trademark" of the Buckeye Brewing Company. He served as the mascot, spokesman, and walking billboard for Buckeye Beer until it closed.

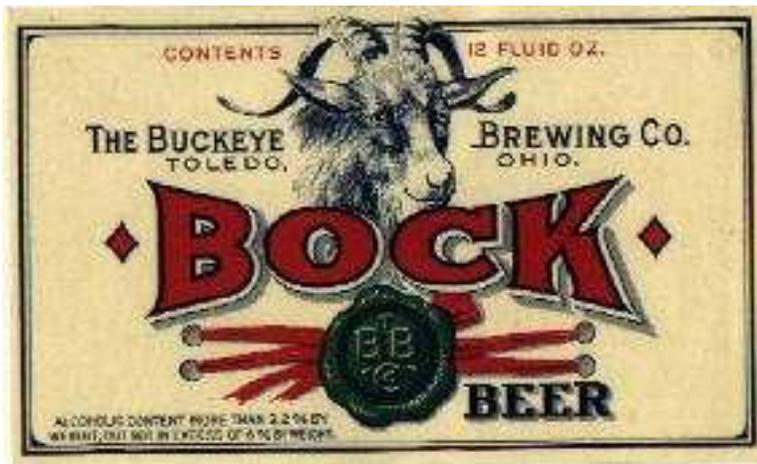


His partner in promoting Buckeye Bock Beer was "Billy", a handsome white longhaired goat. The pair could be seen all over Toledo during Bock Beer season. With Billy pulling Bucky in a red cart through the city streets, the pair would instantly bring to mind Buckeye Bock Beer!

Above, you see a poster of Bucky and Billy, with Bucky holding a tray with a glass of Buckeye Bock Beer. Beside the glass is a bottle like the one on the right. This IRTP label is a look-alike of the pose in the poster.



This popular postcard was widely distributed in the Forties to help promote Bucky, Billy, and of course, Buckeye Bock Beer. 10,000 miles in a cart?



There were two carts used; the red one shown in postcard above, and another sulky-type cart with large Buckeye BOCK BEER signs hanging on either side, as shown in the Cover photo.

This label shows only Billy.

After the demise of the Buckeye Brewery, Bucky went to work for the Toledo Mud Hens as “Duckie” the mascot. He also served bar for many years. His obituary read:

“Carl “Bucky” Walinski, 91, of Oregon OH, passed away Sunday, February 3, 2002, in the Little Sisters Sacred Heart Home. Carl “Bucky” was known throughout the Toledo area as “The Little Man” and to some as “Duckie”, mascot for the Toledo Mud Hens. Bucky was also known to many as Toledo’s only 51” bartender.”

Bucky and Billy left a legacy that future beer mascots can only hope to equal, never exceed.

THE BOGHTOON

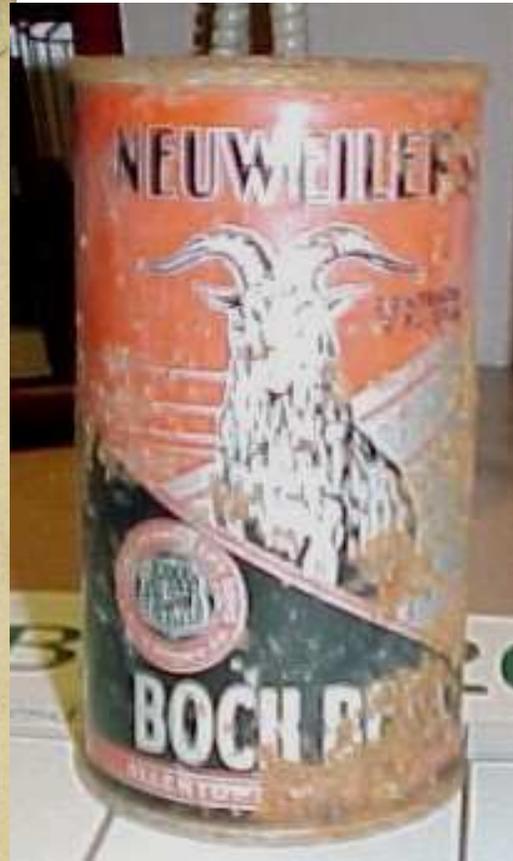
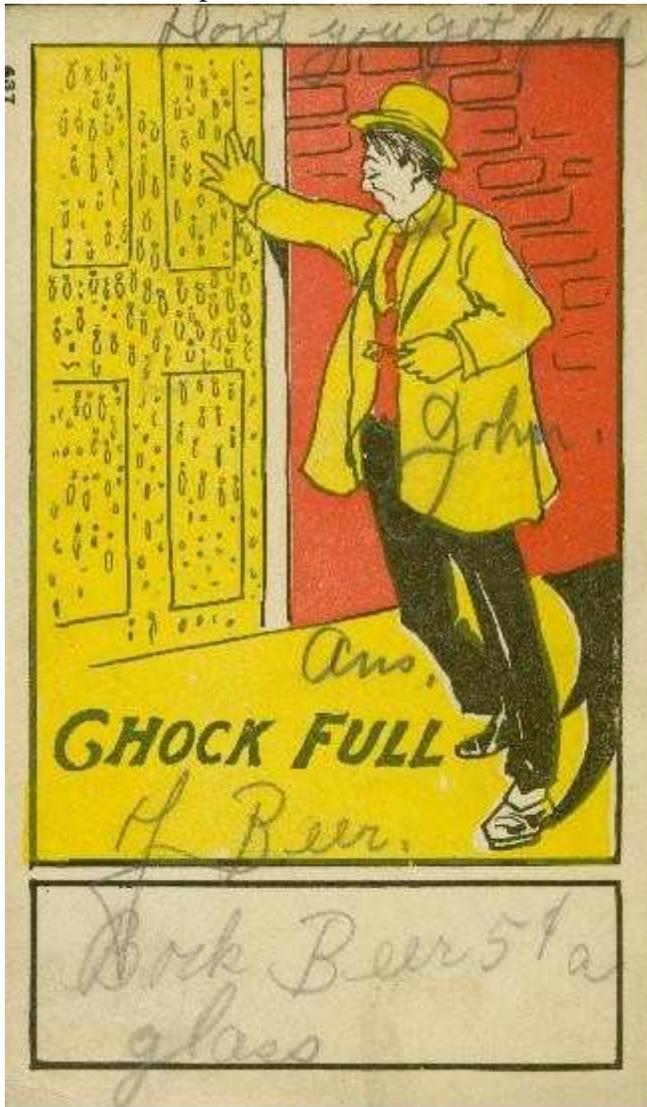
 Andy Galamba



In spite of being born without thumbs, Billy was determine
to fulfill his dream of hitch-hiking across the country

The Popourri Pages

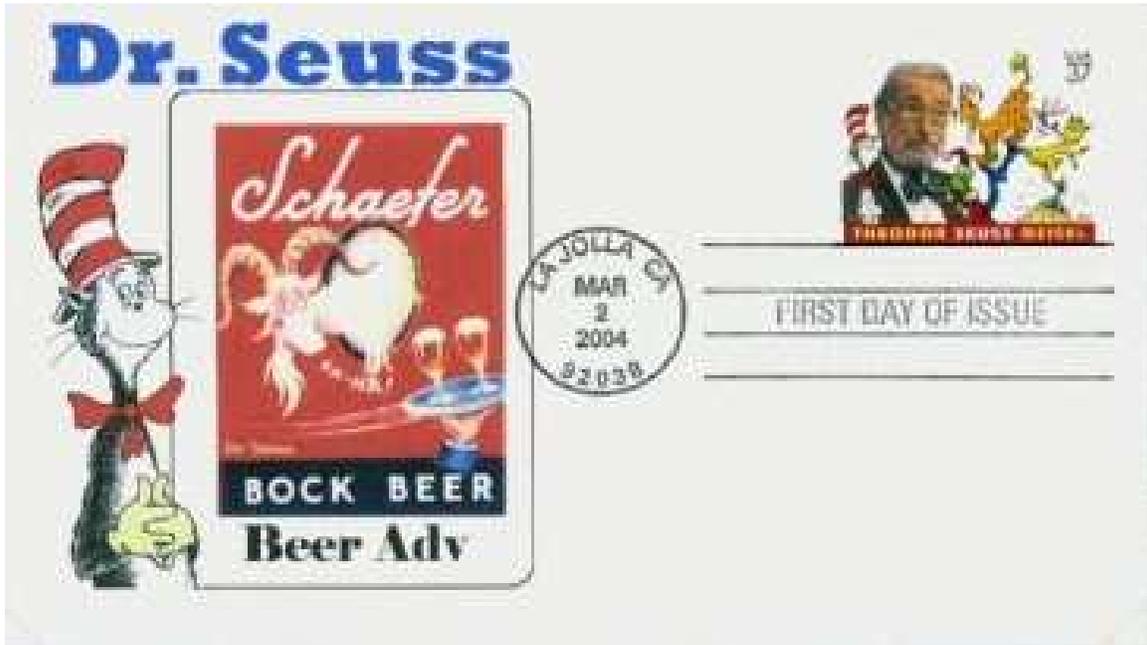
This being the POPOURRI Issue, where I purge out the mouldering piles of Bock Beer ephemera that have been piling up around here, I present to you, fair Reader, a visual Cornucopia of Bock Beer Whatnot sent in by our faithful membership.



A really solid Neuweiler's Bock Beer dumper rescued from Nature by our resident Bocktoonist, Andy Galamba. One of the better examples of this can around.

A postcard sent in by Mark Benbow. Ol' John must have had a reputation as a Bock Beer lover! I would guess that this is from the 1930's, but that's just a guess. Wish Bock was still 5 cents a glass! On second thought, maybe I'm better off that it's not!

The Popourri Pages



Sent in by several Bocksters, this First Day of Issue postcard commemorates the 100th birthday of Dr. Seuss, who blessed us with Horton, The Cat In The Hat, and several beer illustrations, including Narragansette pieces, and the Schaeffer Bock Beer poster shown on the postcard.

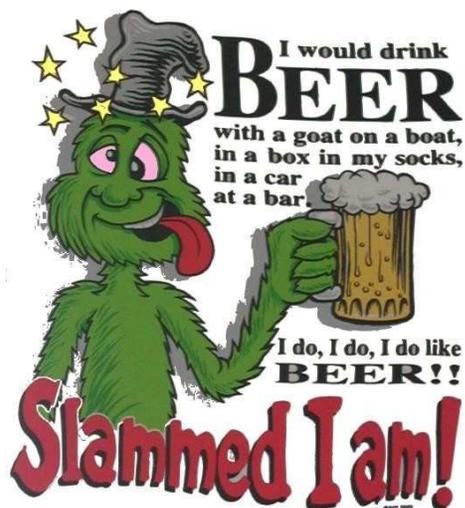


Munch, Munch, munch a bunch a Bock Beer, with chips! From Davey Launt, with love. I love this one. A pretty barmaid across the counter from you, and you ask for a Munch and don't get slapped! Wouldn't that be great?

The Popourri Pages

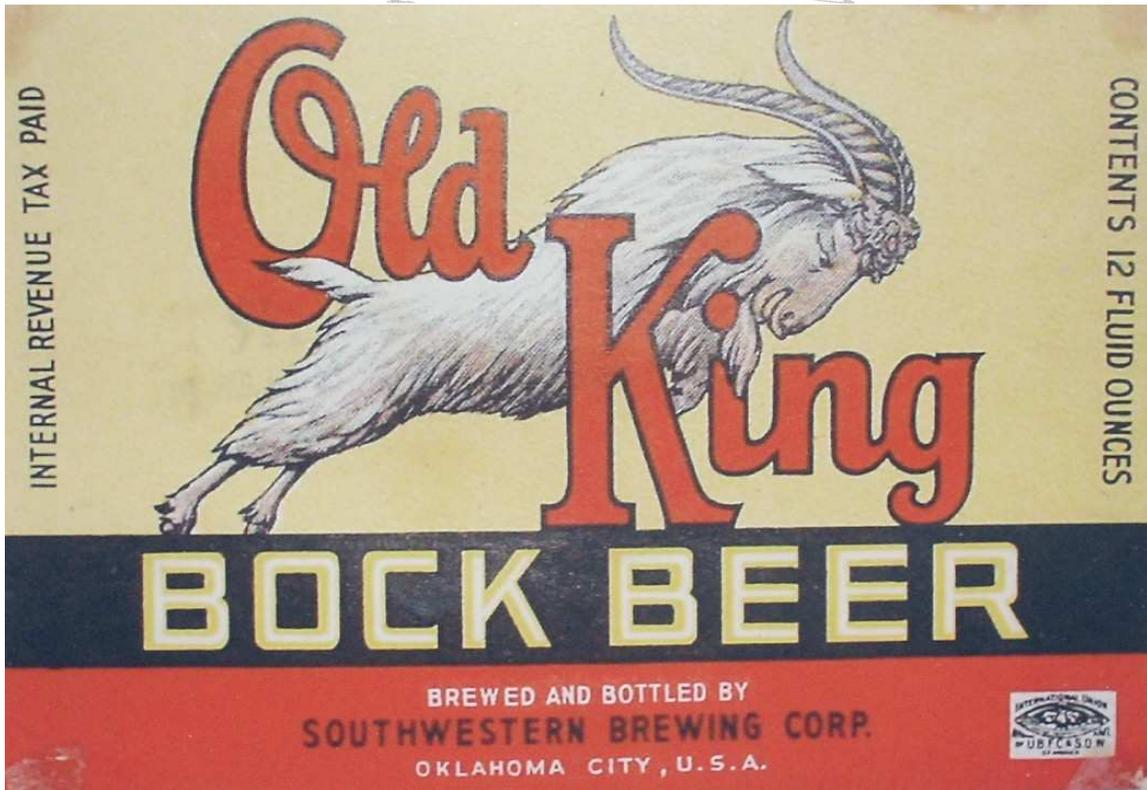


Here's an odd one. This was sent in by Joe Pac, who evidently has one of the best beer matchbook collections around. He tells me that this is it; this is the ONLY Bock Beer matchbook he has. I'll bet that he's not counting Shiner!! I can't believe that they haven't put out a Bock Beer matchbook already. To the left is the outside, and the inside is to the right.



More Dr. Seuss silliness, sent in by several of our fellow ne'er do wells. I must have received this via email at least 30 times so far. I've seen T shirts on eBay, and gotten links to this thing dozens of times by friends outside the hobby who know my proclivities. I'm glad the good Doctor passed away before this one came out. But, maybe, he would have had a laugh, right before he sued somebody for copyright infringement!

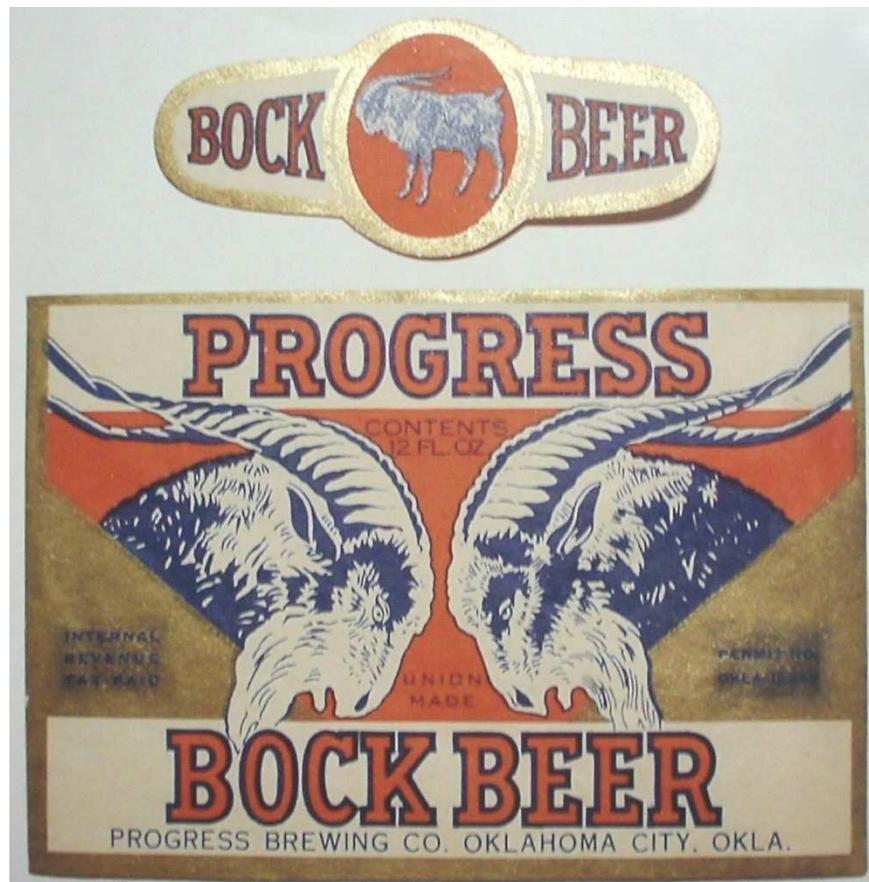
The Popourri Pages



Here's a nice pair of labels, sent in by Tom Hull.

Tom's from Tulsa, and collects everything from the OK State. This Old King features a great goat! The Progress label is a stock piece, but you seldom see the neck label that goes along with it.

Both labels are IRTP, and from Oklahoma City.



Before.... and After!

John Kottemann

John sent in these two photos of a find of Budweiser Bock cans he dug last fall in the Ozarks. Quite a remarkable difference in the cans after soaking out with the power of oxalic acid!

If you're coming to Convention, and need a Bud Bock can (and who doesn't) you should pester John. He's a trader at heart, and if you dangle something sweet in front of him, you may go home with a Bud Bock can in your clutches. This is one of the truly "gotta have" cans in the Bock realm, and here's a chance. Now, the BEFORE and the AFTER!!!

Way to go, John!



Obviously, this picture above is the BEFORE, right out of the ground. These cans have been dug and rinsed out, and that's all.

HOW ABOUT THIS!

The same five cans, in the same order, AFTER they have been scrubbed, soaked in oxalic acid, scrubbed again, and wiped off. Makes you think twice about maybe pulling your old hiking boots on and going for a stroll, huh?

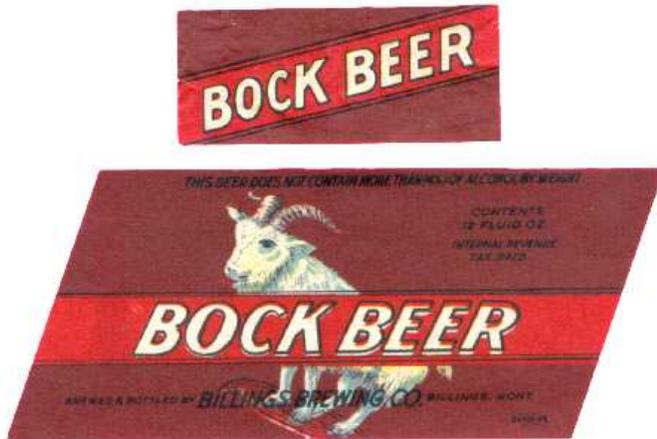


Bock in the Rockies

By

Steve Armstrong, BCCA #26414

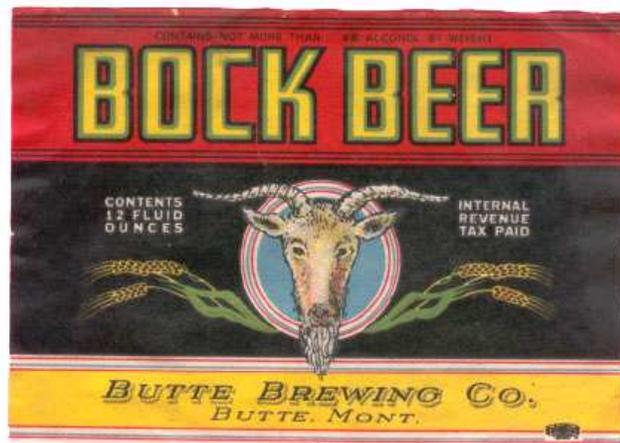
The bock labels featured in this issue's column come from the Billings Brewing Company of Billings, Montana and the Butte Brewing Company of Butte, Montana. Both labels are from the 1940s as they have the Internal Revenue Tax Paid statement on them. The Billings label is a stock design that was also used by other brewing companies in the US. To date, I've not seen another example of the Butte Bock label so I'm unsure if this is a stock design. Does anybody have this same label from another brewery?



The Billings Brewing Company opened for business in 1899 and closed for prohibition in 1918. After prohibition was repealed, the brewery once again produced beer for the thirsty eastern Montana and northern Wyoming population. The brewery remained open for about 20 years, eventually closing in 1952.

The Butte Brewery began selling beer to thousands of thirsty miners in Butte in 1885. The name changed to the Butte Brewing Company in 1899. The business was in operation up to prohibition and reopened upon its repeal in the early 1930s. The brewery survived another 30 years, finally closing for good in 1963. The Butte Brewing Corporation was the brewery's name for the last few years of its existence. This particular Butte Bock label is IRTP. There is an identical non-IRTP label which was used into the 1950s.

For more information and to see other bock labels used by these two Montana breweries, refer back to the July and October 2003 Goatzette newsletters. The July issue featured three other Butte Bock labels while the October issue features two different Billings Bock labels.



Bargain Basement Booty!



HERES ONE FOR THE GOATZETTE, IF YOU WANT TO PUT IT IN SOMEHOW I GOT A PHONE CALL THE OTHER DAY, SOMEONE PICKED THIS UP AT A CAN SHOW FOR ME IN \$1 - \$5 BOX HOLY CRAP. SO JUST TO KEEP PEOPLES ENTHUSIASM UP, DEALS ON SUPER TOUGH BOCK CANS CAN STILL BE FOUND WAS TOLD BY A CHICAGO COLLECTOR FIRST OFFGRADE ONE HES EVER SEEN. HOW MANY OF THESE DO YOU KNOW OF? **Paul Chappie**

EDITORS NOTE: I'm aware of 7 or 8 of these out there, and none of them are dumpers. Half or better of those are rolled cans. Real cans that held beer number less than a sixpack. Anyone else have anything to add?

BAAAAADBOY'S GOATMATE OF THE MONTH



This Month's Goatmate is a beautiful specimen, indeed. A winking, all-knowing grin, a jauntily placed cap, and some tongue for the more despicable amongst us.

Oh, if life was so simple that every day could bring us all such joy as this hirsute Bock is sharing with us.

I really dig the pure boldness of this litho, from the early 50's. As a bonus, it's from the Los Angeles (AKA Vernon) brewery. Anything from that branch office is tough, but I'd bet that any Bock ad piece is damn near impossible.

Check out the color of the mug! Now, that's real beer!

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



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

Jim Romine
1316 Gormly Cir
Sanford, NC 27330