

Ah, the anticipation of the chase!



It's got to be here, somewhere!



To the lucky few, the items are delivered.



Oh yes, sweet success!!!



For others, the hunt is on!



# EXPO 2004 - Memphis, Tennessee

by Ralph Van Brocklin

## *It was a Fantastic Time — And Not a Hot Time – In Memphis!!!*

371 sales tables, 23 displays and the best weather I have ever seen in Memphis during the month of August... A spacious, well-lighted and comfortable exhibit hall... The convenience of an attached hotel... Well, I ask you, how could anyone not have had a great time at the Federation of Historical Bottle Collector's 2004 EXPO???

Under the capable planning and guidance of EXPO Chairman Gene Bradberry, Ed Provine, Dick and Carol Caughy, Tom and Lisa Phillips, Larry McCage and other members of the Memphis Bottle Collectors Club, Federation members, dealers and public attendees all were treated to that special event which only occurs every four years— a true bottle EXPO! For comradery, fine glass and stoneware and the opportunity to add great items to ones collection, the hobby offers no other event that can rival it.

## Seminars

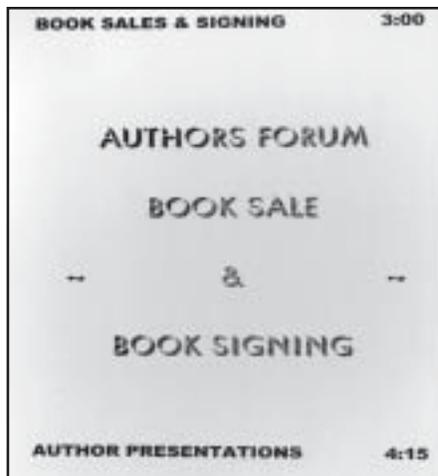
One of the treats for attendees of the FOHBC-sponsored shows is the seminars which our show chairpersons arrange. Friday morning saw the presentation of six seminars in the period between 9:00 and 12:00, and the only quandry was how to choose which three to attend!

The Federation has been privileged to have the American Collectors of Infant Feeders schedule their national meeting in conjunction with our EXPO's. This year, one of their past officers, Jinny Brodsky, went a step further and presented a seminar entitled "You've Come A Long Way Baby - The History Of Baby Bottles." For anyone interested in learning about this aspect of collecting, it was a talk not to be missed.

A seminar on locating sites and digging bottles was presented by New Orleans digger Willie White and one on cleaning by incoming FOHBC Conventions Director, Wayne Lowry (better known as "Jar Doctor"). Three of our well-known Board members contributed to the morning, with Carl Sturm presenting a seminar entitled "Black Glass – Identification and Dating", Norman

Barnett presenting on fruit jars and Dick Watson on bitters bottles. I missed Dick's presentation, and I certainly wish that I had not, as I heard a lot of positive comments about how he blended a nice mixture of stories about his collecting experiences with how to collect in the bitters specialty.

## Author's Forum, Book Sales and Signing



Traditionally, the Federation has presented seminars and provided researched articles in our magazine, *Bottles and Extras*, to promote the educational mission of the organization. This year, that process extended to a special program designed to thank the authors of our collector books and provide ideas and advice for others planning upon authoring a book or manuscript.



Bill Ham presenting at the Author's Forum

Between 3:00 and 4:15 on Saturday afternoon, there was an open book sale and signing attended by twelve of our authors. For those who did not make the show or the sale, we are happy to provide you with contact information for any of the authors who attended (E-mail thegenuine@comcast.net):

Warren Borton: *Wyoming Bottles / Stoneware*

John Eatwell: *Pike's Peak Gold*

Bill Ham: *Bitters Bottles, Bitters Bottles Supplement, Whiskey Bottles of The Old West*

Dewey Heetderks: *Merchants of Medicine*

Jerry McCann: *Fruit Jar Annual, 2004*

Michael Miller: *A Collector's Guide To Arizona Bottles & Stoneware*

Mike Polak: *Bottles: Identification and Price Guide*

Dick Richardson: *The Pill Rollers*

Jim Sears: *Redbook of Fruit Jars* (Doug Leybourne)

Dennis Smith: *The Original Coca-Cola Woman — Diva Brown and the Cola Wars*

Bob Strickhart: *Big Bill Best Bitters Guide*

Jack Sullivan: *The American Whiskey Jug, The Whiskey Ceramics of Scotland, Ireland and England*

Don Yates: *Ginger Beer and Root Beer Heritage*

4:15 saw the beginning of the author's forum and attendees were treated to four fine presentations on the motivations



Jack Sullivan shares his publishing experiences.

behind authoring, the process of researching and preparing material for publication, the decision to self-publish versus going through a publisher and the ins-and-outs of marketing ones book. [See page 33 for more detailed article.]

Ralph Van Brocklin announced that the Federation will have a videotape of the presentation available for affiliated clubs and prospective authors. Also announced was a Board effort to provide a grant program to assist prospective authors, now in the discussion stages.

### **Banquet:**

Gene Bradberry advised the Board in the early stages of planning this show that he wanted to try something a little different for the Awards Banquet at this EXPO and the 50's dance drew in the attendees! A crowd of over 100 enjoyed a buffet dinner, the opportunity to honor some of the important accomplishments in the hobby over the past year, each others company and the dance featuring a live dj and show.



Following dinner, out-going FOHBC President Ralph Van Brocklin assumed the mike and thanked the Board and others in attendance for their efforts on behalf of the organization in his two year term. Then, turning his attention to the awards, presentations were made in two authors categories, for outstanding show posters and newsletters, to the Elmer Lester Most Active Club recipient and to the recipients of the President's Award. [See page 34 for complete list of contest winners.]

For the second year in a row, the Mohawk Valley Antique Bottle Club was the recipient of the Elmer Lester Award for Most Active Club. In 2003, Howard Dean accepted the award on behalf of the club and Ralph indicated that he wished that he could have presented it to Howard, once again. Unfortunately, Lillian Dean has been having some health difficulties and that precluded their attendance. Best wishes were extended by all in attendance to these fine ambassadors of the hobby.

The 2004 President's Award was

extended to two individuals instrumental in the success of the Federation over the past year. For his efforts as a newsletter editor and contributor, his feature articles in *Bottles and Extras*, his service as Southern Regional Editor and his efforts in helping establish the Horse Creek Bottle Club, Bill Baab received this well-deserved honor. The second individual chosen was introduced to the banquet attendees as the single most important individual in implementing and carrying forward the changes which have considerably strengthened the Federation over the past two years. For her efforts on all of our behalf, Kathy Hopson was honored and acknowledged by the group.



A special treat prior to the dance followed with the presentation of Ole Seversen who gave a humorous account of Swedish life in lovely Minnesota. Thanks to Steve Ketcham for telling us how it is!

### **Auction:**

The auction, held on Saturday evening, was the typical treat that show attendees have come to expect at Federation shows! 78 catalogued lots and 24 uncatalogued lots were offered by procurer and organizer John Pastor to a crowd estimated at in excess of 200.



The autioneering style of Norman Heckler and Co. was a little different than in years past, as Norm had a cold and opted to delegate the announcement and description of the items to Dann Louis and Ralph Van Brocklin. Still, even the threat of loss of his voice prior to auctions end

could not dissuade the good Norman Heckler from harranguing Ralph about his American flag tie and proclaiming that "you shall not leave this hall with that tie!" (For those who have never attended one of Norm's auctions, the American flag tie is a staple of his attire. And, he found one on this evening to be most-appealing!)



The auction presented bidders with a nice array of bitters, Mid-Western patterned glass, historicals, open pontiled medicines and sodas. Several inks were offered, along with a labeled billy club featured in the April issue of *Bottles and Extras* and a cobalt blue figural pistol. Stoneware items included a signed Lanier Meaders face jug and a rare size of the Sunny Side Saloon jug from Lebanon, Kentucky. To stimulate the interest of local collectors, an open pontiled Memphis medicine was added straight from the collection of a considerate Federation member. He was not considerate enough to consign the cobalt pig that was rumored to make an appearance! [See page 32 for prices realized on specific items.]



Norman displayed his usual flare for coaxing bids upwards and tempting individual bidders to stay in on the items. BAM editor Rod Walck was not allowed to stop bidding once he got started on an item (thanks for the bids, Rod!) and Scott Berry evoked a few perplexed looks when he hesitated on bidding on the Esposito Koca-Nola hutch, only to come back in above bid increment. All in the fun of the show!!! The best of the evening was the toe-to-toe between Norm and John Pastor, escalating to 'I can get my hand higher than yours' and from there 'I can stand higher on this podium than you' and finally 'I can get higher up on this chair on this podium than you can' bidding on several of the uncatalogued pieces of Mid-Western pattern glass offered. Always the showman, Norm—always the showman!!!

Now, I have to say that the spirit of the evening could not end at the hammer of the last item offered without a special thanks to Norman Heckler for all that he has done for the Federation... He left the podium with the gift of a very nice American flag tie with the sincere thanks of runner, announcer and, now, Federation Past-President Ralph Van Brocklin.

**The Show:**

Shortly before 2:00 on Friday afternoon a crowd of several hundred dealers and early admission buyers, rife with the anticipation this every-four-year event creates, began the scramble for the goods! And, a scramble it was (although no-one made good on the occasional chant of "rush the door"!!!)

The crowd was large and the buying was intense during Friday set-up. At one point, Jim Hall of Gurnee, Illinois, had collectors three and four deep trying to examine, haggle for and buy from the collection of flasks and bitters he had recently acquired. Quality glass was to be found in abundance throughout the



show— bitters, historical flasks, inks, pontiled meds and handled whiskeys. The stoneware categories were well-represented, with blue decorated stoneware, advertising jugs and pitchers scattered throughout the hall. The mini jugs were so prevalent at this show that even those who make their primary collection of them had a hard time selecting which ones to purchase. In every category it certainly was not the typical "well, this is the only one at the show, so I guess that I will buy it"!



Among the happy stoneware buyers was Jerry McKinley who added a nice Princeton, Kentucky, miniature to his shelves. And, he certainly sent a number of collectors home happy by offering a number of early Western calendars in virtually mint condition and his usual assortment of mini-jugs, large jugs, stoneware and tokens. This writer scarfed up a great picture Jack Beam shot glass and a tough Bristol, VA-TN whiskey cylinder from among his offerings.



One of the more unusual pieces of pottery noted at the show was in the happy hands of Jim and Dolores Brawley, who indicated that it had made their show. A piece of terra cota advertising the Winkle Terra Cotta Company in St. Louis, it

featured a prominent eagle that would capture anyones attention! Jim, Dolores and their traveling companions, Curt and Ellen Faulkenberry, expressed a sentiment echoed consistently about this EXPO: "We enjoyed the hospitality, the great people and the opportunity to see and purchase some wonderful items. The people who ran the show did a fabulous job!"

For Ed and Connie Tardy of Arkansas, the effort put into this show was readily apparent, as well. They opined "The officials in charge went above and beyond." Of course, it is easy to say complimentary things when one is grinning ear-to-ear from the purchase of a nice item for ones collection— in this case a nice amber with yellow-olive tones quart strap-flask embossed E.L. FRY / CITY / DRUG STORE / -A- / FULL QUART / MARSHALL, TEX.

Mike Burggraaf advised that the Iowa / Nebraska contingent had a great time at the EXPO and that he "sold well and brought home several cabins and a nice Mid-Western swirl."

The overall feeling of a great event spilled over beyond the show, itself. Holly Noordsy noted "We sold well, bought better, and had a whale of a good time!" while Rod Walck advised "Great venue— had a ton of fun!" Judging from their additional comments about Beale Street, I'd say that they did!!! And, having had just a wee bit of personal experience during my three years of oral surgery residency in Memphis..... **I know** that they did!

The crowds remained strong through the general admissions period on Saturday, with many of the dealers indicating that their best sales were made during this time. I finally was able to get around the show a little and added four mini-jugs to my collection. Temptations included a green Vivard & Sheehan handled Eastern whiskey and a piece of Nashville stoneware reading in cobalt slip SPIRE & DUFF. The western flasks, western bitters and Tennessee bitters eluded me!

Happily, not all Western collectors strictly focus on western items, which truly were in short supply at this show. Gerry Forbes, of Carmel, California, indicated "This was the best show for me in years! I found some real good items and I will certainly come East, again!" Also from Carmel, his friend, Ken Edward, echoed that sentiment.



This was a show that drew primarily bottle and stoneware collectors and dealers. Sales seemed to be slow only for those who were outside that arena. Conversation with friends Don and Shirl Kay, from Rogersville, Tennessee, indicated that the trade card sales were poor. Still, they indicated having had an enjoyable three days in Memphis.

Advertising pertaining directly to specific categories of bottles attracted the most interest according to Kim and Mary Kokles, well known for their involvement with the Indianapolis Advertising Show. Kim made the observation “Mary and I found the show to be more evidence that quality signs, etc., are as difficult to come by as rare unusual bottles and flasks.” Despite the inability to make a significant addition to his collection, he advised “We have made all of the EXPO’s, save one, and still really enjoy them.” (Well, Kim, maybe at the next one there will be a certain multi-colored enamel backbar which I know you covet!)

Sunday was slow, but that period allowed dealers to visit with one another, a luxury hard to come by in the first two days. EXPO Chairman Gene Bradberry allowed the dealers to begin packing early and a tremendous event for the Memphis Bottle Collectors Club, the officials of the show and the Federation of Historical Bottle Collectors slowly dissipated into the streets of Memphis—a Memphis blessed with a stretch of temperate days that only accentuated what collectors know to be the blessing of a fantastic show!

### **Displays:**

In an era where displays at local bottle shows are under-emphasized and disappearing, the FOHBC National Shows are always a treat, as the displays are encouraged and actively sought. This EXPO brought out 25 quality displays ranging from ACL sodas to EG Booz bottles.

Ivan and Catherine Oakeson, of Salt Lake City, were attending their first EXPO and were laudatory of the displays, particularly the exhibit of Memphis bottles put together by the members of the Memphis Bottle Collectors Club. This display of 60 bottles and stoneware pieces included groupings in each category of the most desirable items from our host city. The bitters panel (pictured) included two bottles (Wiggs Bros & Co semi-cabin and OOSB “Our Own Southern Bitters” square)

which I had never previously seen, despite 20 years of Tennessee collecting. Rare colored pharmacies, open-pontiled medicines, beers, ales and sodas—overall a splendid effort on the part of the club!

Intriguing, too, was the display adjacent, put together by Gene Bradberry, featuring items from the Mansfield-Van Vleet Medicine Company, a long-term and prominent firm in the Memphis area and one featured in the EXPO Souvenir Program. Included in the display were advertising boxes for Mansfield’s Mississippi Diarrhea Cordial and Plantation Chill Cure. No Mansfield display could be complete without the jug and, sure enough, there it was with the scratched promise “Plantation Chill Cure Is Guaranteed — Try It”!

A joint effort by four members of the Memphis Club provided the third and final display of Memphis items. Devoted to the Tennessee Brewery and the Tennessee Beverage Company, this exhibit included a wonderful photo of the brewery dating back to around the turn of the century and several lithographs of beautiful women advertising the firm. A superb sign for post-Prohibition product NIB “The One Best Drink” was prominently displayed.

The Federation was privileged to again have a display from Chuck Bukin who carries the distinction of being the only collector to have displayed at each of the EXPO’s the Federation has hosted. His display included Tom Haunton’s book *Tippecanoe and E.G. Booz Too!* and was a colorful mixture of original and reproduction E.G. Booz bottles. For the advanced collector and the neophyte, alike, this was an attractive display.

Moving out of the bottle arena, mention must be made regarding the Hyacinth Vase display of Michael Jordan, which won the Federation “Most Educational” Award. Brightly colored and nicely coordinated, this display certainly opened the eyes of many collectors to another area of glass collecting. Our one insulator display, assembled by Greg Delia, was a tribute to that aspect of glass collecting.

Colorful exhibits of early glass (David Beadle’s Scroll Flasks) and the Don Pickett collection provided focal points for the lover of beautiful bottles. Two apothecary displays, one by Norman Gordon, explored the possibilities in that category. A display entitled “Ceramics Imported From England” added another aspect of collecting.

Inks were well-represented, with displays by Keith Leeders, John Hinkel and Jim Berry. A back-lighted panel of cone inks was a show-stopper and it and the umbrella inks arranged with it showed beautifully the potential of that category. On the show floor another grouping of inks caught the eye of Tom Lines who remarked “Another stunning table top display was a small cabinet of umbrella inks including the extremely rare large size pontiled umbrella in cobalt... WOW!”

Demonstrating one of the most unusual methods of displaying ones items was the exhibit put together by Jeff Harper of his Ball glass lid inserts. Displayed in frames, they provided quite a splash of color. Norm Barnett added his original closures display to the fruit jar category.

We were pleased to have had the soda categories represented, as well. Dennis Smith provided a comprehensive display of his passion — Celery Sodas. Kathy Hopson and Geff Moore arranged a 50<sup>th</sup> Anniversary display of Mountain Dew items (a Johnson City firm!), Michael Elling provided an arrangement of Chero Cola items and Jimmy Wood received the “People’s Choice” award for his display of North Carolina and South Carolina ACL sodas. Congratulations to Jimmy on receiving this award and for a display which demonstrates a true love of the hobby!

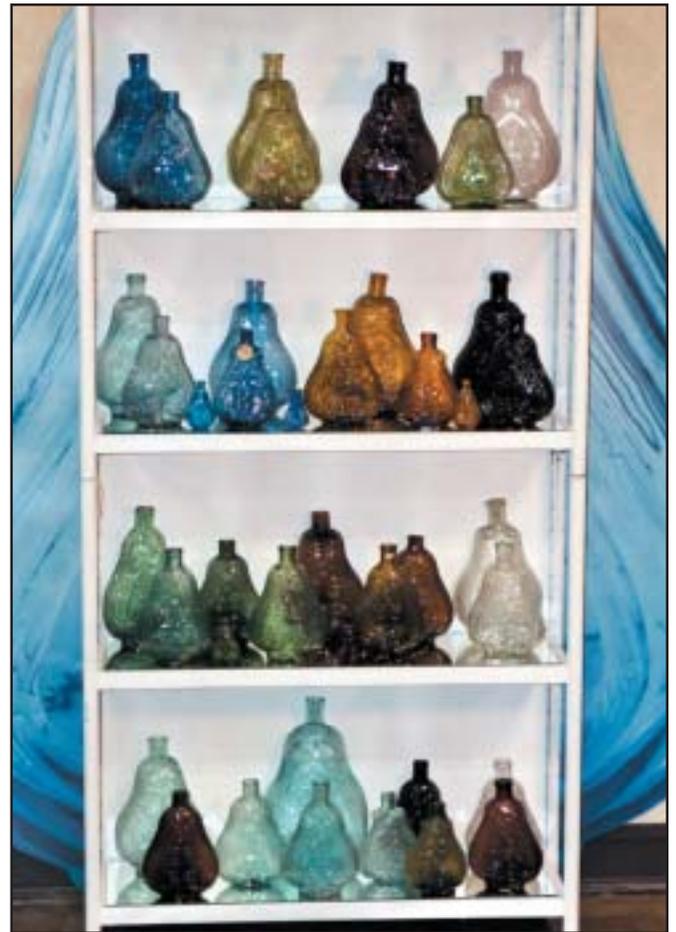
### **Eventually, All Good Things Come To An End...**

Combining the EXPO, Memphis’ week of tribute to Elvis Presley, its blues tradition and the 50<sup>th</sup> Anniversary of Rock and Roll, I leave you with Gary Guckert’s comments about the show:

“Memphis is a great place and the FOHBC made Elvis Weekend even better by a rockin’ good bottle show with a smooth rollin’ organization of unloading, setting up, fellowship, friends and activities for bottlologists from the USA and all over the globe. There’s no blues to report from this EXPO except cobalt! Hats off to all involved and the good Lord for allowing us to share a great hobby together again!”



The Peoples Choice ribbon from FOHBC was won by Jimmie Wood of Denver, N.C., for his display of North Carolina and South Carolina ACL soda bottles.



## FOHBC EXPO 2004 AUCTION

The auction at the 2004 EXPO was the fourth consecutive sale arranged for our National Shows by John Pastor, incoming Federation President. Norman Heckler and Company again offered their services to the organization and, under their auctioneering prowess, a total of \$44,200 was realized for the consignors of the 102 lots in this sale. Monies remaining after payment of consignors and expenses all go to help fund the activities of your Federation, including future sales!

Highlights of the sale are included below:



Lot 2: Pattern Molded Amber Globular, 24 ribs swirled right. \$600.00.



Lot 19: Cobalt pontiled Harrison's Columbian Ink, \$950.00.



Lot 29: Koca-Nola Hutch Soda, \$575.00.



Lot 43: Open-pontiled Ward & McClelland Apothecaries, Memphis, \$425.00.



Lot 49: 4-7/8" Amber Norwich Coffin with label, \$725.00.



Lot 58: Signed Lanier Meader Face Jug, \$1,300.00.



Lot 61: Cobalt Figural pistol, \$750.00.

Lot 68: Medium blue-green Dr. Birmingham's Anti-Billious Bitters, \$4,400.00.



Lot 62: Yellow shading to yellow amber Brown's Celebrated Indian Herb Bitters, \$2,600.00.

Overall, this was a fine auction for the buyer, with a number of items going extremely reasonably. The Federation invites you to join us in 2005 at the Grand Rapids, Michigan, National Show and FOHBC Auction to try and land yourself some nice items for your shelves and, perhaps, some bargains to boot!

Our thanks, as always, to "Registration Goddesses" Liz Maxbauer, Sue Louis and Jodi Hall for their efforts before, during and after the sale.



Lot 73: Lavender 6-1/2" Fancy Cologne, \$400.00.



## FOHBC EXPO 2004 AUTHOR'S FORUM

Jack Sullivan led off the forum by discussing ways to present one's material. Seven principles were elaborated upon:

1. Establish a context for your readers
  - Explain why you are writing the book and what you hope the reader will garner from the book. This can be done in a Preface, the Forward or the First Chapter.
2. Tell a story
  - Stories are always popular and hold readers attention. Concentrate on the individuals involved in the subject material.
3. Pictures are worth a thousand words
  - Photos, illustrations, advertisements, etc., all draw and hold attention
4. Break up the material
5. Provide references
  - The importance of proper footnotes in the final product was among the items he stressed, advising that an author's work may not be taken seriously without proper documentation of sources of information.
6. Provide an index
  - Easy reference of what is in a book is extremely valuable to the reader
7. Price lists
  - Not all authors choose to use these, and he does not. Identifying items as to rarity may be a useful substitute if a price list is not a component which the author chooses to use.

In response to questions at the conclusion of his talk, Jack indicated that he preferred the self-publishing approach, citing concerns that publishers often take away some of the autonomy of the author to print what he or she feels important.

Dewey Heetderks followed with a nice presentation about the motivation behind authoring, detailing the stages he went through to reach the point of sharing his "passion and curiosity" and advising the audience "if you are a writer, take the same passion and curiosity of your collecting into your writing."

As with most of us, Dr. Heetderks indicated starting as a collector, then became a builder to display his collection properly and only after the organization needed to complete that phase was integrated into his life did the writer in him surface. He advised that to be a writer required a combination of a lot of desire and hard work".

Next, he became a publisher because "no one wants to publish a book on urinary bottles!"

Passion, organization, desire and perseverance were suggested as imperatives in reaching the publication phase. The final stage for him was

becoming a marketeer of his book and these qualities were detailed as equally important in getting the book into the hands of interested parties. Book signings, Ebay, Amazon.com and a personal web page were all part of the marketing of his book.

Questions regarding how to evaluate the number of books one should have printed were posed and the general feeling was that with off-set printing one should assess what would realistically sell and not get talked into printing larger quantities just because the price per unit for additional printed was low. The volume of books requiring storage can be a problem and even the small additional cost may never be recovered.

Jerry McCann suggested that authors should consider self-publishing using the xerographic process as the technology has now improved to the point where color and clarity are close to that of off-set printing. One of the major advantages is that runs of books as low as 25 are possible utilizing that process.

John Eatwell laid out his background in authoring prior to *Pike's Peak Gold*, discussing how he was involved in the research for, and publishing of, the first book put out by the Colorado club entitled *Colorado's Golden Days and Apothecary Palaces*. Among the points he made describing this were that one should expand the base of one's book to include historical information that extends one's potential market, as markets are not always obvious and establishment of numbers of books to publish is difficult. The larger the number of groups one appeals to, the higher is the potential that the book will at least break even for the author.

John also cautioned that authors need to look at how they go about publishing

and how many books they opt to publish with the knowledge that their final reward may only be a demonstration of their love of the hobby.

Among the considerations for him were publishing a book that demonstrated his love of the history behind and the bottles representing Zebulon Pike, Pike's Peak and the Pike's Peak gold rush. To have a final product that was satisfying to him as an author required more expensive paper, off-set printing, accurate color and an all-around high quality effort. This is expensive and a trade-off for financial success.

Bill Ham echoed the same theme in his presentation, advising that an author must present a product which "makes his heart sing"! Bill gave a comprehensive picture of what was entailed in publishing his books, starting out with a general idea of how to assess the extent of one's market in the collecting field and pointing out the importance of coming to grips with one's motivation to author. He squelched the first three notions that an author will receive recognition, make money or "be offered great bottles". Motivation should be to record and share history and, most importantly, to do that very thing inside you that does "make your heart sing".

Identifying what your readers desire in a book becomes the next issue to identify and Bill advised that he has found that collectors want useful information, a test that has information that is easy to find and use, color pictures, lots of pictures and illustrations, accurate information with a detailing of sources, rarity of items and a price guide. This latter factor became apparent to him following the initial offering of *Bitters Bottles* and was incorporated as a facet of his *Bitters Bottles Supplement*.

Specifics in his talk included the responsibilities of the author, the publisher and the printer in the process of getting the book to market. The material presented on the specifics of what computer, software and camera to utilize was punctuated by a presentation of particular pages in *Bitters Bottles Supplement*. A simple shadow box and the type of natural lighting to utilize in order to achieve the superb colored photos he has in the supplement was demonstrated.



Dr. Dewey Heetderks



The Most Educational ribbon from FOHBC was won by Mike Jordan of Ocala, Fla., for his display of Hyacinth Vases.



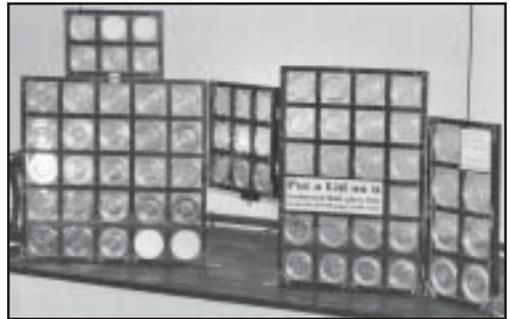
Insulator display put together by Greg Delia.



Various items from the Memphis display.



Norman Barnett's display of original jar closures.



Jeff Harper's display of Ball glass lid inserts.



Chuck Bukin's display of E. G. Booz bottles.



Dennis Smith's display of Celery Sodas.





John Hinkel (L) and Ed Faulkner take a few minutes to pose with last issue's "Let's Talk About Ink" article.



Jerry McKinley, of Shelbyville, Kentucky took home this J. H. Kearns, Pro. / Sunny Side Saloon jug from Lebanon, Ky.



"Ceramics Imported from England" display.



Apothecary display.



Adriana Alucema of Houston, Texas had the winning bid for Dr. Birmingham's / Anti Billious / Blood Purifying / Bitters - This Bottle Not Sold."

The Don Pickett Collection display provided by BottleAuction.com.

