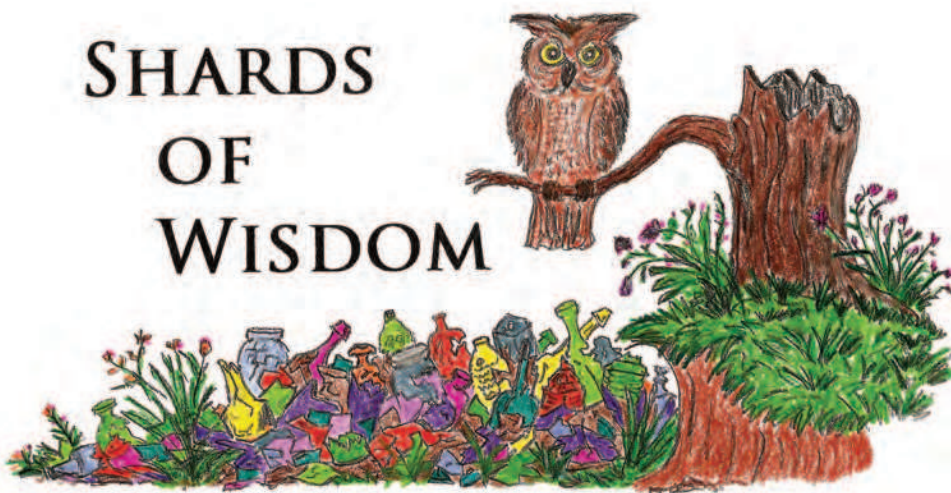


# SHARDS OF WISDOM



## Informational Websites: Conclusion

By David Tingen

What to do with all the information gathered from the resources covered in the three part mini-series, that is the question. Do I store it on computer media, print it and keep it in a binder or create a book or booklet? This article covers some of the options and concerns.

Here is a list of considerations:

- What is the goal of this work?
- How much time is needed for this project?
- Will it be shared with others?
- The cost of duplication.
- Do you have the hardware/software resources needed?
- Is there dedication to see it through?

Once you have decided to go forward, there is some prep work to be done. Cropping and editing your images will greatly reduce the work load when starting the composition. In addition, files should be arranged in a manner that will allow for simple dragging or copy and paste function.

Whether you use MS Word, Publisher or some other software, the format you choose up front is critical to the finished product. Some options would include a simple template with every page in the same format, a description with details of the target item or just a simple line listing. Whichever you choose, a simple draft of each format will help you determine the one you like best. Following are some details to consider with the above mention formats:

The template format will allow for easy listing when hundreds of items are to be included. A simple layout would contain a tracing or picture block to the left and simple description on the right side of the page. Below is a sample page for the Baltimore Breweries and Bottlers book recently published by Greg Franklin.

This format could also include spaces for advertisement of directory listings.

A description and detail format is not as simple as the template but would allow for more history or background information. This can consist of line text and text boxes to contain images. With the new versions of Windows, split screen or dual screen options will help the user to simply move files from source to document. This sample page was taken from a book I recently published on North Carolina Coca-Cola and Pepsi-Cola Bottlers. The nice thing about the

(30)		<table border="1"> <thead> <tr> <th></th> <th>BT</th> <th>LS</th> <th>CR</th> <th>Aluminum cork</th> <th>Universal seal stopper</th> </tr> </thead> <tbody> <tr> <td>Amber</td> <td>VR</td> <td></td> <td>C</td> <td></td> <td></td> </tr> <tr> <td>Aqua</td> <td>VR</td> <td></td> <td>C</td> <td></td> <td></td> </tr> <tr> <td>Clear</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Yellow / LL green</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Other:</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Bottle manufacturers identified: A B G M Co.</p>		BT	LS	CR	Aluminum cork	Universal seal stopper	Amber	VR		C			Aqua	VR		C			Clear						Yellow / LL green						Other:					
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draw box is the ability to move the box freely around or in line with the text. Also, the box lines can be removed as shown in the map and advertisement below.

Pepsi-Cola Bottling Works – In September of 1905, the bottling works was ready for business as exclusive agents in that area for Pepsi-Cola and Red Rock Ginger Ale. J. B. Alexander was superintendent of the works. By 1910, T. W. Thrash was shown as plant manager of the facility on St. Andrews Street. The company prospered and by the early 1920s had a large offering which included: all types of julep drinks, Whistle and Pepsi-Cola. By 1922, the Tarboro works was associated with Ahoskie. Shown here is the map location in 1913 and ad from 1905.

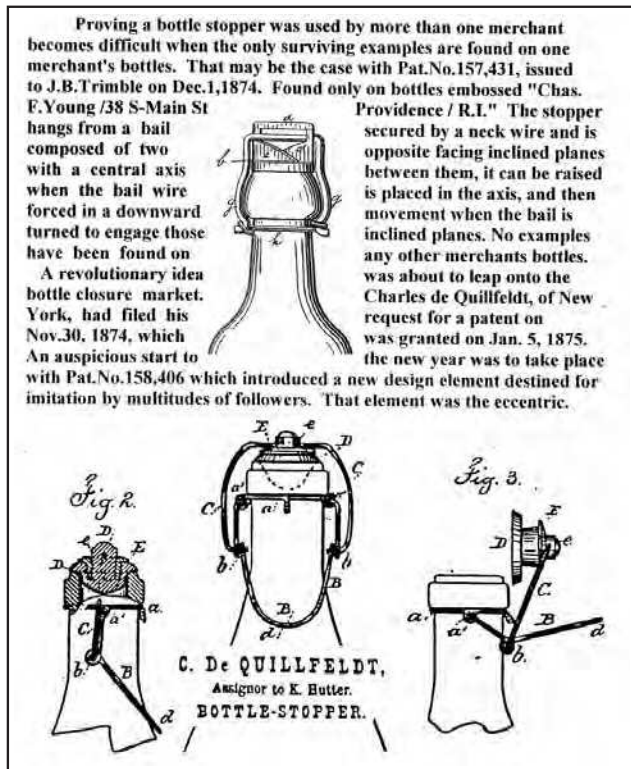
Another format for text and images was used by David Graci in his Soda and Beer Bottle Closure Book. The images were inserted into the text lines without boxes or frames. This style

Pepsi-Cola Bottling Works – In September of 1905, the bottling works was ready for business as exclusive agents in that area for Pepsi-Cola and Red Rock Ginger Ale. J. B. Alexander was superintendent of the works. By 1910, T. W. Thrash was shown as plant manager of the facility on St. Andrews Street. The company prospered and by the early 1920s had a large offering which included: all types of julep drinks, Whistle and Pepsi-Cola. By 1922, the Tarboro works was associated with Ahoskie. Shown here is the map location in 1913 and ad from 1905.



works very well when a timeline is followed or to create endless flow.

The simplest by far is the line listing which is merely a list of items with descriptions. This is also a good format for the beginning of your document to determine which items to include. Shown below is an example of a publication using this format.



This example showing details and rarity is from the Baltimore Bottle Book printed in 1998.

Finally, there is the issue of duplication methods and cost. If your document is composed in MS Word you can save the file as a .pdf, which is preferred by most printers. This would likely cost about four to five cents per printed side for black and white or forty-five to fifty cents per side for color. The binding cost using spiral binding would be about three dollars. This estimate is based on 50 to 100 copies of a one hundred page document printed on 28 pound paper. Lower quantities would be more.

## HISTORY'S CORNER

In Memory of Dick Watson  
longtime FOHBC Historian

A few months back we looked at the world's largest blown bottle.

So this month let's go as far the other way as we can with the smallest machine made bottle.

Made by an Owens automatic bottle making machine to show what they could do, this tiny bottle is smaller than a quarter. This was American engineering at its best.



Watch each issue for a new installment of History's Corner.

16. BUTSCHKY (brewer, 109 Eastern Avenue, 1889-90) - 9 1/2". Grey or brown saltglaze. U
17. CHAPMAN / SODA - 8". Torpedo shape with small flattened spot on end. Copper pour. Rounded collar lip. Aqua. Rounded collar lip. Strawberry pour. Tapered lip. R
18. JOHN CLARK in arc over F.P. / BALTO on front. C on back (1853-58) - 7 1/2". Soda shape. Rounded taper lip. Shades of green. Darker aqua. Darker blue / cobalt. U
19. JOHN CLARK in arc over F.P. / BALTO on front. C on back - 7". Porter shape. Green. Tapered lip. Light teal blue. Double outlined lip. R
20. JOHN CLARK in arc over F.P. / BALTO in rect. plate - 7". Pony shape. Rounded taper lip. Shades of green. R
21. C. A. COLE in arc / COLE & CO. / C. F. BROWN in reverse arc in circle on front. BALTIMORE in arc / NO 118 / NORTH HOWARD STREET in reverse arc in circle on back - 8 1/2". Terpin shape. Sapphire blue. Tapered lip. Smooth bevel. Light green. Tapered lip. Smooth bevel. R
22. C. A. COLE in arc / COLE & CO. / C. F. BROWN in reverse arc in circle on front. BALTIMORE in arc / NO 118 / NORTH HOWARD ST in reverse arc in circle on back - 8 1/2". Terpin shape. (Differs from no. 21 in that "ST" is abbreviated and the embossing on both sides is considerably lower on the bottle.) Shades of sapphire to light cobalt blue and teal blue-green. Tapered and hat tops. Smooth and imp. pointed bases. U
23. C. A. COLE in arc / BOTTLER NO 118 / N. HOWARD ST. / BALT (1847-51) - 7 1/4". Porter shape. Olive green. Rounded double taper lip. Lighter blue-green. Double taper lip. Yellow olive amber. Rounded double taper lip. R
24. COLE & CO. // BALT - 8 1/2". Torpedo shape. Tapered lip. Smooth bevel. Olive-green. R
25. COLE & CO on front. BALTIMORE on back. SUPERIOR / MINERAL WATERS and THIS BOTTLE / TO BE RETURNED on opposite sides of eight-sided soda (1845-51) - 7 1/2". Yellow-green. Tapered lip. Same as above but with open pontil. R

Also, the content and density of the images may make a small difference. Another option would be an online publishing service such as Amazon CreateSpace/Kindle Direct. The cost is very reasonable, but Amazon likes to control the supply chain. This is aimed at higher volume for publications with broad appeal. They will do a proof at very reasonable prices.

Give it a try. You might like the results. Good luck.

