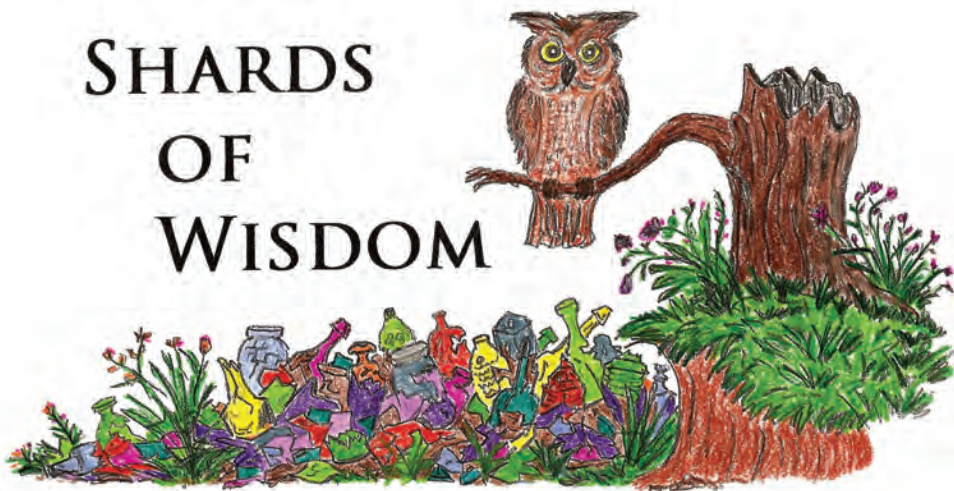


SHARDS OF WISDOM



Anatomy of A Small Bottle Club

By David Tingen

Like many long time collectors and as a charter member, I have seen our local club go from the excitement of the late 1970s and a show with over 100 tables, to survival mode some twenty years later, to the current mode of growth and enthusiasm. With these changes has come a better understanding of what it takes to keep the club together and to keep new collectors interested and excited.

In the early days, there was much local digging to be done and bottles were plentiful with prices that were often very affordable. The local flea markets or shows were excellent sources, especially for those with local interests. Most bottle knowledge was gained through the club or talking with other collectors. Much has changed and the young collectors have become more aware of what is available and the true value. You can thank or condemn eBay and Facebook for much of this. We are fortunate to have over one thousand members who frequent our group and nearly 50 thousand visits and views of our web site articles over the past few years. The ages of those who participate range from thirteen to well into their eighties.

This is not to say the local shows are no longer a valuable resource, as they certainly are; but, the range of people who attend shows is not nearly as broad as the online participants. A large percentage of those who now attend our local show, first learned of our club through social media.

Shown here is the home page for our club (raleigh-bottleclub.org) with the post popular items first seen when visiting the site.

We have attempted

to tailor the site to be a source of local information or a click link to other information such as bottle shows. The links include information of local interest such as NC Hutch Bottles or NC Sodas and Beers. The plan is to update this on a regular basis. We rely on a club member for admin duty and pay about \$100 per year for hosting. You will notice, there is no Facebook link. This was done to accommodate those who choose not to join but wish to view posts. That is covered under the "Most Recent" header.

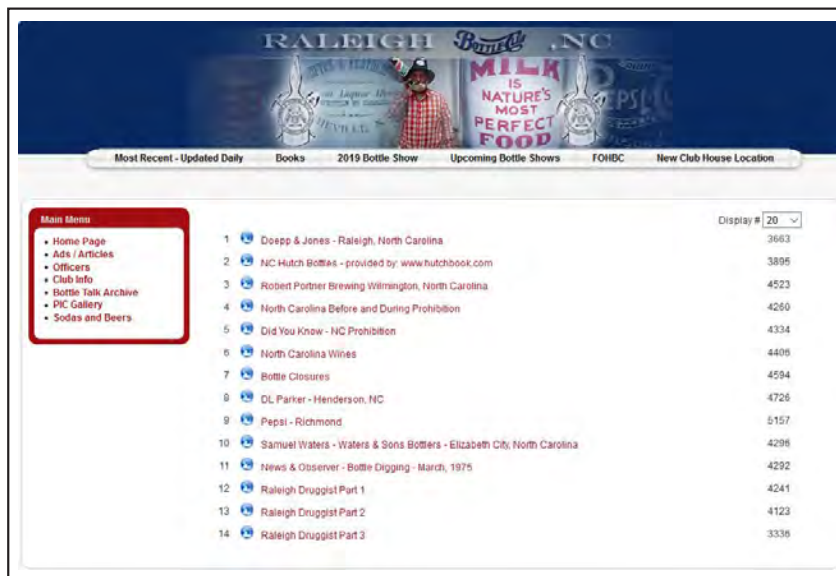
Those wishing to post items on the social media page can do so freely within limits. I continue to be amazed at the new items posted each day with many of them being very rare. This does not

take the place of displays at our show; but, it does offer a glance at certain items from member and non-member collections. The value or rarity of an item is generally offered within minutes or hours of posting. Also, images from the monthly meeting and show are posted there. I serve as the club historian and try to add information on many items posted. A large percentage of our 30 members use our social media group. Our daily posts have taken the place of a formal newsletter which was time consuming and not as current.

Among the most difficult tasks for the club officers is to keep interest up and the meetings interesting. Show and tell is planned monthly with a formal presentation planned each quarter. Much of our recent success is due to the willingness of long time collectors to share items with younger collectors. This is a must for survival due to the scarcity of certain items. In addition to sharing collectibles, there is much sharing of information and advice. We strive to maintain an affordable meeting place while keeping dues low. Thus far it has worked out ok.

I encourage everyone to support your club with articles of local

interest, historical information and a sharing of information of any kind that might encourage newcomers. Social media is good, but it does not replace the personal interaction between members. Going forward we must continue to improve our link to collectors and although we may not achieve a website like the big clubs such as Baltimore, we will keep the collectors foremost. Comments and suggestions are welcome via email at: tingen1@mindspring.com



Raleigh, NC Bottle Club web page



HISTORY'S CORNER

In Memory of Dick Watson
longtime FOHBC Historian



Not many people realize how old Pepsi is. The first PEPSI, known as Pepsi-Cola then, was bottled in 1898. The logo above was the first logo ever used by Caleb Bradham the founder of Pepsi. Bradham had been producing Brad's Drink for a few years but decided to rename Pepsi-Cola to try to compete with Coca-Cola who had a better than 10 years head start. In 1962, the name was shortened to just Pepsi. Bradham's dream of beating Coca-Cola has not come true yet and Coca-Cola still today owns more market shares than Pepsi

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

World's largest pop bottle: 66 feet of emptiness

By Bill Baab

ARCADIA, Okla. – Standing outside a restaurant called “Pops” in Arcadia is a glittering spectacle that can be seen for miles around.

It's the world's largest soda pop bottle, all 66 feet of it, and it's all empty, despite a “straw” sticking out of its capped mouth.

The reason why the bottle, located along iconic Route 66, glitters, especially after dark, is that it's covered by hundreds of multi-colored LED lights.

When they get turned on, so do hundreds of admiring residents who visit the classic roadside restaurant with the futuristic looks.

The building itself is constructed of all angular steel and glass. Inside, the place is decorated by a huge wall of soda water bottles chosen not for their contents, but their colors. Pops sells about 700 different kinds of sodas and drinks.

But the true jewel of the place is the massive soda bottle statue standing out front. Whether you're a bottle collector or not, it's worth a visit to what has been nicknamed “Bubbles.”

