

Bottle Talk

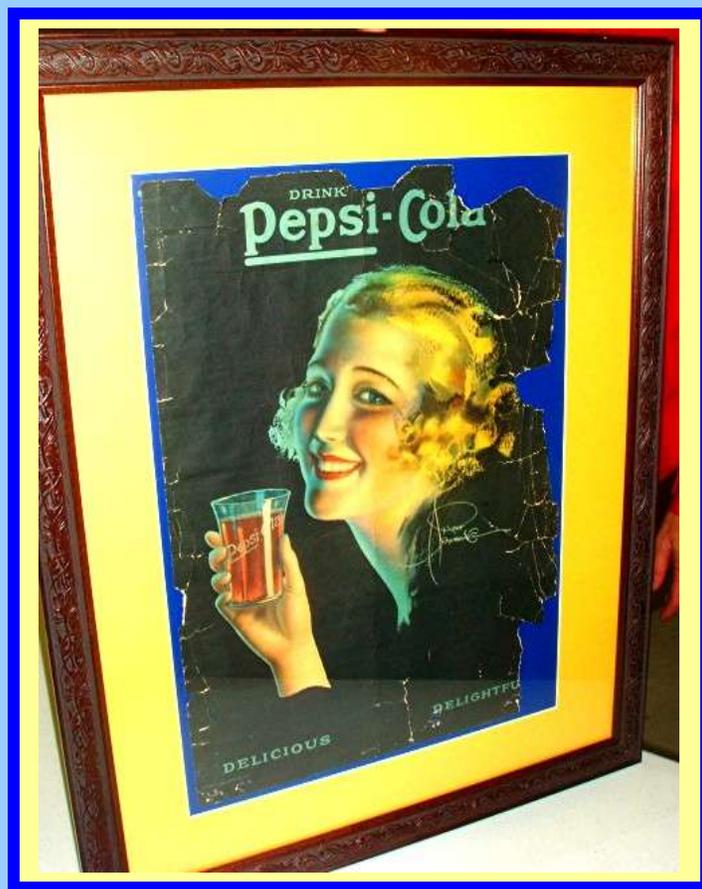
RALEIGH BOTTLE CLUB NEWS LETTER

Editor: Marshall Clements

MARCH, 2008

2008 BOTTLE CLUB OFFICERS

PRESIDENT _____ *David Bunn*
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This extremely rare 1917 Pepsi lithograph by Rolf Armstrong is believed to be 'one of a kind.' It is from the collection of RBC member Sterling Mann.



The Colonial Grape Juice bottle shown above was made for the D. Pender Grocery Company. It was presented to the club by Robby Delius. The article below is from the web site groceteria.com. If you are interested in reading more about the evolvement from the neighborhood grocery to the large supermarket chains of today you might want to take a look at the web site. There are a lot of interesting pictures of early stores. Some of the pictures shown on the web site were provided by Robby.

David Pender, a native of Tarboro, N.C. came to Norfolk, Virginia in the 1890s, seeking his fortune, just as many young men who had left farms and small towns and traveled to cities in search of their future. Working in the retail grocery industry, Pender soon set out to establish his own store. That store was opened as the David Pender Grocery Company at the corner of Market Street and Monticello Avenue in Norfolk, Virginia in 1900. The store was a success, and Pender incorporated his company in January, 1901. Over the next 19 years the store prospered, offering the people of Norfolk the finest in groceries, meats and fresh produce. A fleet of horse drawn wagons were employed in the earliest years, delivering goods to outlying areas. So great was the trade that in 1919 Pender decided to open a branch store at 619 Colley Avenue, also in Norfolk. Other stores followed, and soon Pender "DP" stores were found across Eastern and Central Virginia and North Carolina.

On January 1, 1926 David Pender Grocery Company became a publicly owned corporation. Having built the chain to a total of 244 stores, founder David Pender retired. He would later pursue a career in grocery manufacturing and wholesaling. Under public ownership, David Pender Grocery Company became a subsidiary of National Food Products Corporation of Boston, MA, a company operating under the direction of industry pioneer, Mr. Russell B. Stearns.

It was in 1937 that the Pender-Rogers combination opened their first self-service supermarkets. In December of that year the first two stores, branded "Big Star", opened in Greensboro, NC and Griffin, GA. These two stores were only the first of many to come.

The National Food Products controlled the Pender and Rogers chain and these were combined on December 19, 1940 as Colonial Stores, Incorporated, headquartered in Atlanta. At that time conventional stores were in operation under the name Pender and Rogers, with some 50 self-service stores operating as "Little Star" (small neighborhood stores) and "Big Star" (full-line supermarkets). Some listings for stores during World War II show the name Colonial Stores (specifically Washington, NC), but it is likely that listing refers to the corporate owner. It cannot be confirmed that the Colonial name was applied to any store prior to the end of World War II. Shortly after the war an effort was being made to convert more stores from counter-service to self-service, and to consolidate under a single name.

[Article reprinted from Groceteria.com](http://groceteria.com)



This unusual BOWKER'S poison jar was presented by Charlie Perry. Most early poison containers were made in odd shapes or had an unusually rough embossed surface which identified it immediately upon first touch as a dangerous product. This was very important to those who were blind or could not read. This jar has the word 'POISON' embossed on the shoulder but nothing else to identify it as a public danger. BEWARE !!

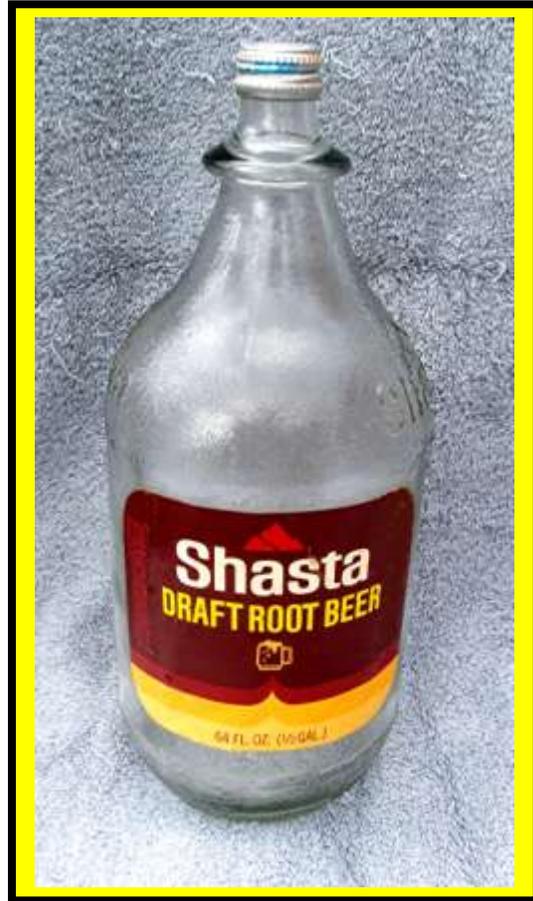


Hillbilly Bart calls out the raffle numbers as Joe Williams and Whit Stallings wait patiently for their number to be called.





**64 oz. Shasta Grape Soda
found by DeeAnn Nichols**



**64 oz. Shasta Draft Root Beer
found by George Poniros**

"HAVE A SHASTA AND A WHISKEY"

The Mt. Shasta Mineral Springs Company, located in Baltimore, Maryland, was founded in 1889. It was often called the Shasta Water Company because mineral water was their chief product. The natural spring water used in their products came from "Shasta Springs" in California. At first the distribution of Shasta spring water was limited to the towns along the California coast. During the Prohibition years Shasta, unlike most companies, began to flourish. Their business expanded throughout interior California. They delivered their water to distributors in tank cars constructed of Redwood and lined with glass. The first real success was attributed to its popularity as a mixer leading to an often heard saying, "I'll have a Shasta and a Whiskey." Their introduction of their first soft drink, Pale Dry Ginger Ale, in 1932 helped them to get through the depression years and production was expanded to take care of the increased demand for their product. During the 40's they introduced Club Soda to their ever growing line of products. Until the 50's Shasta's product line consisted mainly of mixers for various alcoholic drinks. During the 50's Shasta became a leader in the industry. They were the first company to introduce products in metal cans, and were the first company to produce a diet soft drink. In the 60's Shasta was purchased by Sara Lee Company (Consolidated Foods) and their soft drink line began to expand. Sara Lee quickly added 10 additional flavors. By the 70's Shasta boasted of having the largest flavor line of any soft drink company in the U.S., Canada and Puerto Rico. During this time they began producing soft drinks in 8 ounce cans and returnable bottles. They led the industry in flavored sodas during the 80's. In 1985 Shasta was purchased by National Beverage Corporation.

M. Clements

Information used in this article came from web site: ShastaPop.com

THE PRICE *MAY NOT* BE RIGHT

While doing the research on the two featured Shasta bottles it suddenly dawned on me that, in most cases, the overall scarcity of a bottle may play very little in the value of the bottle. Now, I do realize there are always exceptions to the rule. I believe the scarcity of a soda bottle only affects its value when compared to the bottles of the same brand. Pepsi bottle values go from the more common bottles which are the ones easier to find to the expensive rare bottles that are very difficult to find. Their value depends greatly on how difficult they are to find in relation to other Pepsi bottles.

Looking at the two Shasta bottles in this month's news letter you see two extremely difficult bottles to find. I would bet either of these Shasta bottles is equally as hard to find as many of the amber Pepsis or Cokes yet they do not come close to realizing the same value. Ask yourself, how many people do you know that collect Shasta bottles; then ask yourself how many people you know that collect Pepsi or Coke. I know of at least a dozen Pepsi and Coke collectors but do not know a single Shasta collector. Your immediate response might be that both Coke and Pepsi have been around longer but we know that Shasta has been around since 1889 so that argument doesn't hold water. Shasta boasts of having the largest soda flavor line. They also were the first to introduce a low calorie soft drink and the first to put soda in a can. By 1970 they were producing non-returnable bottles in most of their long line of flavors.

Knowing all this about Shasta, and realizing they have little value or collector appeal, I began to wonder what actually makes one bottle highly collectible and another one not. We know it's not just age. We know it's not necessarily the number of different flavors and we know it's not just bottle designs and colors. I have given this a lot of thought over the past few weeks and I have come to some personal conclusions. There is no doubt age, bottle types, colors and scarcity does play a part in our desire to collect a certain soda bottle but I think the one thing that drives the value and interest more than anything else is the publication of a catalogue and price guide.

With the catalogue and price guide comes bottle recognition. For the first time you see bottles you did not know existed. You see new values set by someone who has taken on the title of "authority" for the soda collecting world. Usually that person is someone who collects that particular bottle type and is very much in tune with what is rare and difficult to find and sets prices accordingly. A new catalogue and price guide seems to always bring new and increased interest for most any collectible. I'm certainly glad we have dedicated and enthusiastic people who are willing to take on this difficult task, but I surely don't like the higher prices that usually follow.

How many times have you looked at a nice Pepsi bottle and asked the seller, "What's the best you can do on this bottle"? Most every time the response will be something like this, "I'll take \$90.00 dollars for it." "That bottle is listed in the James Ayers book at \$125.00 so that's about the best I can do." In 1983 I had the good fortune of finding a large number of straight sided Pepsi bottles. I did as much research as possible before pricing and storing the bottles for a future sale. About a year ago I discovered a box full of these long lost bottles and was surprised to see the bottles inside were priced between \$8.00 and \$20.00. These bottles today are listed in the Ayers Pepsi guide at about eight times that amount. Inflation might account for some of this increase but the very week the Ayers Pepsi Guide and Price List hit the market the price of Pepsi bottles began to rise to unbelievably new heights.

In the near future there will be a new Mountain Dew catalogue and price guide. Watch what happens to the price of Mountain Dew bottles when the new catalogue hits the market. I hope one of these days someone will take a stab at publishing a Shasta catalogue. You will then, and only then, realize just how scarce and collectible some of these bottles are.

Now, you have heard my opinion. What's yours?

Marshall Clements
Editor



2008 Coca-Cola Events

*34th National Convention
July 1-5
Grapevine, Texas*

THE FEDERATION OF HISTORIC BOTTLE COLLECTORS

If you have not yet joined the FOHBC I would strongly encourage you do so. There is no better way to keep up with what is going on in the world of bottle collecting. Membership includes a subscription to the BOTTLES AND EXTRAS magazine. Membership information can be found on the website: www.fohbc.com



*If you are a collector of painted label soda bottles you need to be a member of the **PAINTED SODA BOTTLE COLLECTORS ASSOCIATION**. Your membership entitles you to receive the bi-monthly issue of **SODA FIZZ** magazine. This is the premier publication for the ACL soda bottle collector. The bargain price of \$25.00 gives you a one year membership and six issues of **SODA FIZZ**.*

*Send your payment to:
PSBCA -The Soda Fizz
341 Yellowstone Drive
Fletcher, N.C. 28732*

RBC Website

www.raleighbottleclub.org

RBC has a new and very creative web site. Do yourself a favor and take a look.

Robert Creech, Club Secretary, is the website administrator and designer.

Thanks to Robert for his hard work to get the website up and running.

**If you have constructive ideas or suggestions please contact Robert at:
raleighbottleclub@gmail.com**

WANTS AND DESIRES

Advertisements will be limited to bottles, collectibles and things associated with the collection of these items, such as display racks, cases, and frames. Bottle ads will get priority. Ads cannot exceed 60 words and will run for a maximum of three months. Currently all ads are welcome. If space becomes a problem we may have to limit ads to active RBC members.

WANTED:

..... Will pay reasonable price for glass 2- Liter bottles in very good condition, w/cap and bright color. ACL or Styrofoam .
Marshall Clements
(919) 423-8557
meclem@prodigy.net

...Will pay top dollar for bottles embossed 'Wilmington, N.C'

Sodas Medicines
Whiskeys Beers
Milks

Contact:
Chris Whitehurst
cbw315@yahoo.com

..... Koca Nola bottles I don't have. Fair prices paid, depending on variety. Also want good photos of Koca Nolas in your collection, with detailed information on embossings, for a book. Send price wanted with first letter to Bill Baab, 2352 Devere St, 30904.
Phone: 703-433-1111
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..... My long-awaited Augusta bottle and pottery book has been published, capping 35 years of research and collecting. 74 well-illustrated pages. "Augusta on Glass" costs \$40 (shipping charges included). Make personal checks or money orders payable to Bill Baab, 2352 Devere St., Augusta, GA. 30904.



The Bottle Talk news letter subscriptions continue to grow each month. There is no better time to have your wants and desires advertised to the readers. It's free so what do you have to lose?

UPCOMING EVENTS

APRIL 27 - HARRISONBURG, VIRGINIA

The Historical Bottle-Diggers of Virginia 37th Annual Antique Bottle and Collectible Show & Sale Sun. (9 AM - 3 PM) at the Rockingham County Fairgrounds, (US Rt. 11 South, Exit 243 off I-81), Harrisonburg, Virginia. INFO: **SONNY SMILEY**, PH: (540) 434-1129 or E-mail: lithiaman1@yahoo.com.

MAY 17 - LINCOLNTON, N. C.

Piedmont

Bottle & Pottery Club's 2nd annual Bottle and Pottery Show & Sale 9:00am-3:00pm at the James Warren Citizen's Center, 115 West Main Street, Lincolnton, N.C. Free Admission - No Early Buyers. Experts on-hand to provide Free Bottle & Pottery Appraisals. INFO: Johnny McAulay (704) 719-7108, John Patterson (704) 636-9510, or Chuck Rash: (704) 732-0373. [Click here for show flyer](#). Directions via Mapquest: [Click Here](#) then click "Directions To". [Click here for dealer contract](#) to reserve table at show.

JUNE 6-7 - KNOXVILLE, TENNESSEE NEW

The East Tenn. Antique Bottle & Collectibles Society Show (Fri. 10 AM - 5 PM, Sat. 9 AM - 4 PM) at the Kerbel Shrine Temple, Knoxville, Tennessee. Tables \$35, \$25 additional. INFO: **BILLIE MCNAMARA**, PH: (865) 933-6137, E-mail: info@etabcs.org, Website: www.etabcs.org.

JUNE 6-7 - LUMBERTON, NORTH CAROLINA NEW

The Robeson Antique Bottle Club's Annual Bottle, Coin & Collectible Show & Sale (Fri.. 3 - 9 PM; Sat. 9 AM - 1 PM) at the Expo and Farmer's Market, 1027 US 74 East, Lumberton North Carolina. INFO: **PAUL VALENTI**, PH: (910) 738-3074, 456 Boone Rd., Lumberton, NC 28360 or **MITCHELL McCORMICK**, PH: (910) 628-6245 or **BRET LEE**, Email: dex@intrstar.net.

AUGUST 8-10 - YORK, PENNSYLVANIA EXPO

The 2008 FOHBC EXPO (Fri. Seminars and Specialty Meetings in AM; Set-up, Early Adm. 1 - 5 PM, Banquet 6:30 PM; Sat. 9 AM - 5 PM, Early Adm. 7 - 9 AM; Sun. 9 AM - 3 PM) at the York Fairgrounds, York, Pennsylvania. 600-800 tables capacity for the largest EXPO ever! For consignments, contracts and INFO: **R. WAYNE LOWRY**, 401 Johnston Ct., Raymore, MO 64083, PH: (816) 318-0161, E-mail: JarDoctor@aol.com.

OCTOBER 18 - LOUISBURG, NORTH CAROLINA NEW

The Raleigh Bottle Club's Annual Show & Sale (Sat. 8:30 AM - 2 PM< Gen. Adm. \$3; Early Adm. 7 AM, \$10) at 111 South Church St., Louisburg, North Carolina. INFO: **BARTON WEEKS**, Show Chairman, PH: (336) 508-2759, E-mail: bweeks6@triad.rr.com or **DONNIE MEDLIN**, Co-Chair. PH: (919) 496-1367. All show info available at: www.raleighbottleclub.org. Club E-mail: raleighbottleclub@gmail.com.

If you have any questions about the Raleigh Bottle Club or just want to talk about bottles give me a call on (919)423-8557 or contact me via email at meclm@prodigy.net

BLAST FROM THE PAST



THE COKE SIGN PAINTER AT WORK

This picture was taken a few years back somewhere on the back roads of Alabama. This old store sign is more unusual than it first appears. Instead of signing his work this artist did something a little different. He simply painted himself in as part of the picture.

It photo is from Marshall Clements' collection of old soda signs.

If you have an old photo that might make a good "Blast From The Past" feature, please let me know. Pictures must be of good quality and owned by the submitter. Submission of a photo does not guarantee publication.

THE BLOBTOPS



"I've got to go. All my family and friends will be there."

MEETING INFORMATION

Meeting Time and Dress Code

Monthly meetings are held on the first Tuesday of every month. The meetings are held in the Glenn Laurel Clubhouse at 1330 Galax Street, Raleigh, N.C. The meetings start at 7:30 and usually last about an hour. Feel free to come any time after 6:00 for fellowship and a little selling and trading prior to the meeting. The dress is always casual.

Directions to Clubhouse

From Crabtree Valley Shopping Mall, go south on Edwards Mill Road toward Blue Ridge and Duraleigh Road for approximately 1 1/2 miles. Look for a school on your left followed by Carnegie Park Apartments. Take a right at the stop light onto Laurel Hills Road then an immediate right onto White Pine Drive. Continue on White Pine Drive until you come to a stop sign. Turn right onto Galax Street. Continue on Galax to the bottom of the hill and the white club house will be on your left.

RBC MEMBERSHIP APPLICATION

1 year membership \$15.00

Name: _____

Address: _____

City: _____ **State:** _____ **ZIP** _____

Email Address: _____

My collecting interests are:

Please make check payable to: **Raleigh Bottle Club**

Bring you check to the club meeting or mail it to: Robert Creech
1309 Hinnant Road
Selma, NC 27576

How did you learn about the Raleigh Bottle Club: Newsletter _____
Member _____
Other _____