

# Our First Bottle Show

By Nick Benedict

*{The following article was written in 1981 after the BABC's first ever show and was submitted to a national bottle magazine. The author was club president twice and was chairman of the Show for the first 5 years.}*

After years of discussion and shelving of proposals it was finally determined to go ahead with a show to be produced by the Baltimore Antique Bottle Club along with the Baltimore Glass Club. Plans were made early in 1980 and the date set for March 8, 1981. The Ramada Inn on the Baltimore Beltway was selected because of convenience, adequate space and reasonable cost.

Committees were set up as follows:

ADVERTISING AND PROMOTION:	Nick Benedict, Bill Thomas and Jim Bready
SPACE SALES:	Jean Lamar

Once the contract for the Inn had been signed a mailing to dealers was made. Contracts were sent to a mailing list consisting of rosters from the Federation list, classified ads in OBX, Clubs within a 200-mile radius. As reservations for space came in, table assignments were made and dealers notified of their space reservations. Arrangements were made for the State Tax Collector to have a one-day license issued.

Announcement of the Show was sent to all the radio and TV stations in the area. Requests for publicity were sent to the 20 newspapers that service not only the Greater Baltimore area but also to the local papers that service smaller communities in a large metropolitan area. Articles on bottle collecting appeared in the major newspapers the week prior to our Show. The billboard outside the Ramada Inn carried an announcement of the Show for one week prior to the Show date. Directional signs were made and

set up by **Ferd Meyer** so that all approaches to the Show had indicators of how to get there.

Show date finally arrived. Dealers started setting up at 7:00 a.m. and visitors were lining up the entrance at 8:00 a.m. By the time the doors opened at 9:00 a.m. the line at the door stretched back to the Inn's entrance. The traffic in the Ballroom did not stop all day. Dealers were amazed at the great interest and the amount of

sales they generated. Most were ready to sign up for next year that same day. TV crews from 2 different stations arrived and taped the activities at the Show and put the tapes on the evening news that night.

A very popular feature of the show was an Information Please table set up to identify and appraise bottles brought in by visitors. **Doc Andersen, Lois Novack and Bill Cheesman** had a wonderful time manning the table. Door prizes consisting of a Pikes Peak flask and McKearin's Bottle and Flask

Book were won by **Charles Forbes** and **Bill Schramm**, respectively.

The wind-up is that the Club promoted a successful show, many people attended that expressed an interest in joining the Club, the Club made a profit and most important of all, everyone had a good time.

We look forward to our next Show, which is scheduled for March 7, 1982 at the same Ramada Inn. This time dealer spaces will be increased from 55 to 100. Advance reservations can be made by contacting **Nick Benedict**, 1014 Breezewick Rd., Towson, MD 21204.

