

# JACKSON MISSISSIPPI BOTTLE SHOW FEATURES BARQ'S DISPLAYS

by Michael M. Elling, Sharon, Tennessee

Two of the nation's top Barq's displays were assembled for visitors to the Mississippi Antique Bottle Club show and sale held Saturday, January 17, 2004 at the State Fairgrounds in Jackson.

According to Show Chairman, John Sharp, there were nearly 80 tables sold to dealers from 12 states. The popular show, which allows visitors to park and attend the show free of charge, drew an estimated 350 people who came in mild, but rainy weather for the day.

General interest in many categories was observed. Present were many tables of inks, medicines, milks, and sodas from throughout the region. A table with several examples of 19th Century bedroom ceramic foot warmers was available. These are large gallon-sized cylinders of glazed pottery which were filled with hot water and placed under the quilt for all-night heating. They were tagged in the \$100-300 range.

The Barq's displays were of the Dave Richey Collection from nearby Pearl, Miss., and the Robert Sherrill Collection from Brooklyn, Miss. The displays both featured several rare bottles, tin signs, paper, and glamour advertising for Barq's, the popular soda brand from Biloxi that is normally associated with Root Beer. However, during its history Barq's also marketed an entire range of flavor beverages which are now sought after collector items.

Also displayed were an excellent selection of early ink glass and ceramic containers by John Sharp of Louisville, Miss.; and a grouping of Mississippi NEHI soda bottles from the state's bottlers of the 20th Century by Mike Elling of Sharon, Tenn.

Steve Thompson, of Mt. Pleasant, Tex., discovered a little known Double Cola green glass bottle from 1927. It is a brand called Brandywine, and is a proprietary dual "wooden barrel" design made by the Newark, Ohio Glass Company in a 7.5-ounce size. Steve feels this may have been an early ginger ale or citrus bottle. He also found a scarce Blue Streak soda in clear glass, 12-ounce issued by the Dr Pepper bottler of Tuscaloosa, Ala. The label is white/blue and both the heel and the shoulder are heavily embossed in cross patterns and is mould dated 1940, by the Laurens Glass Works. It is in near mint condition and was tagged at a bargain price of only \$10.00

Jerry Cheatham, of Stamps, Ark., found a seldom seen embossed NEHI bottle in the 12-ounce size. This wartime bottle is mould dated 1944, by Laurens Glass Works, and is the only known all-embossed NEHI issue in this size. It is believed to be from a Florida bottler who received special sugar allotments during the war for use at a military base or a supporting agency.

I found a scarce embossed 9-ounce NEHI silk stocking bottle from the Ferriday, La., bottler. The glass is undated from the Chattanooga Glass Works and is thought to be from the late 1920s and coincident with the Natchez, Miss., bottler who was operating in 1928.

The killer soda bottle was one brought over by Johnny Horton, of Magnolia, Miss. It is a "conversion" bottle where an existing brand soda bottle is painted in another brand's colors. It is a Dad's Root Beer bottle painted with NuGrape yellow logos. The standard 10-ounce clear glass shell has "Dad's" embossed on the

shoulder and is mould dated 1969 by Liberty Glass of Oklahoma; it is full of NuGrape and capped at the Ponca City, Okla., 7-Up plant. It was tagged at \$35.00.



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**Photos:** 1. Filled NuGrape Soda at Center has Standard Product Logos on a Dad's Root Beer Shell. All bottles are date 1960s. 2. Young Robert Sherrill of Brooklyn, Miss., displayed Mississippi's Famous Barq's Brand Collection. 3. Four Soda

Collectors provided six tables of selected soda bottles: Johnny Horton (left) of Magnolia; Carroll Montgomery, McComb; Gordon Logan, Calhoun City; and Jerry Cheatham of Stamps, Arkansas. 4. Show Chairman, John Sharp with part of his 19th Century Inks display. 5. Young Paul Richey of Pearl, Miss., helped display his father David's Barq's Collection.



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