



SWIZZLE STICK COLLECTORS QUARTERLY

Dedicated to those who have a passion for the history and collection of swizzle sticks

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ISSUE 311

Note to our Readers:

Hard to believe that our newsletter was founded over thirty years ago; in its first years written on typewriter, later on a dot-matrix printer and finally LaserJet. The pages were all in black and white, the swizzle sticks were photographed directly on a copier (not from photographs) and...the newsletters were on paper and sent through the U.S. Postal Service. Ray Hoare devoted many hours of his life to the newsletters, often reaching 30 (or more) pages every month. Technology was not even a factor in its production, but content was. Nothing should change this focus on producing a newsletter full of excellent content.

We're at once delighted and bewildered about the digital world and our place in it: delighted because of the quality and the speed with which the newsletter can be distributed, but bewildered because no one knows precisely where technology will lead, but the direction is clear: the digital revolution is already both long-standing and swift.

The one thing we are sure of is the purpose of the newsletter will always be foremost about Swizzle Sticks. Technology, the means of delivering this writing, is important, but a secondary matter.

Our name says "International" and we can imagine a time where newsletters will be easily available world-wide and available online, where we can share our knowledge (and joy) of swizzle stick collecting and cast a net beyond our thirty-plus members. We can envision a catchy new name and logo, something that will convey our mission quickly and capture the imagination. We can envision downloading a whole cache of pictures from a user friendly website.

Beginning with the issue 307, a special public-facing digital version of the newsletter will be available online at a temporary home: www.houseofswizzle.com The online newsletter will feature shorter cleaner edited versions of the version we enjoy on paper and will not include any of our private information. In addition, without costly color printing expense, the articles will be punched up with more color photos.

Our future vision may include a new name for our website. Sadly ISSCA.com is taken. If you google Swizzle Sticks our name does not appear (the first hit on is the Impala Club. Perhaps, with proper planning we can all bring ideas to our next annual convention; reinvigorating the association.

What's inside:

- Note to our readers
- For Love or Money
- Airline Destination Sets (Continental, United, TWA)
- Swizzling in the Rain by Dominic Pennock
- Ripped from the Pages: Airline Happy Hour
- Eastern Stirrers
- Classic ISSCA Collectibles
- Changes to Members Roster
- Annual Financial Statement



FOR LOVE OR MONEY

col·lect·i·ble

kə'lektəb(ə)l/

Adjective

(of an item) worth collecting; of interest to a collector.

Noun

an item valued and sought by collectors.

The theme of this issue is Collectibles. Frequently asked questions: "how many swizzle sticks do you have"; "what is your most valuable swizzle stick?"; "how much have you paid for one swizzle stick?" For many collector, the answer is "I don't know" or "a few dollars at a flea market" or "I inherited them from a relative" or "found in the garage".

Chances are if you love swizzle sticks, money is not the object and in fact might not be a factor at all. Many collectors share, give or trade

While they are increasingly seen for sale on eBay and Etsy, there is not yet a widespread demand for swizzle sticks unless connected to another collectible (airline collectors may include airline swizzle sticks or barware collectors may include glass or silver swizzles). Trends in various swizzle stick themes emerge, for example the latest craze for all things Tiki, have increased the popularity of Tiki and Hawaiian themed swizzles.

What makes a swizzle stick valuable? Some considerations:

- Figural or Non-figural (straight stick)
- Plastic, Glass or Metal
- Marked or Plain
- Theme (Vegas, hotel, airline, restaurant/bar, alcohol promotional)
- Age (antique, vintage, new)
- Popularity
- Rarity

Speaking of collectibles, I received a surprise article by Dominic Pennock titled Swizzling in the Rain, on some beautiful and surprising glass swizzles (which you'll find later in this issue).

AIRLINE “DESTINATIONS” COLLECTIONS

Today we look at three major airlines that issued destination stick sets: Continental, United and TWA. To research these I turned first to our own ISSCA back issues; specifically the March, 1989 Issue 4.6. In Al Tacas' article "the Airline Happy Hour" Al painstakingly hand drew each of the nineteen (19) Continental destinations sticks.

Continental Airlines was founded in 1934 and by 1978 grew into one of the country's largest airlines. In May 2010, the airline merged with United Airlines (completed on March 3, 2012)

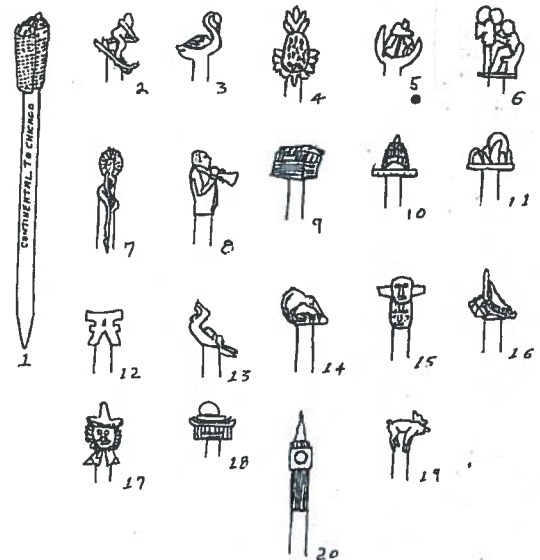
Here are AI Tacas hand drawings of the complete set of Continental “Destination” sticks. With his descriptions below:

- 1 CHICAGO---Two buildings, but which?
3 FLORIDA---Flamingo
5 HOUSTON---Some type of moonship?
7 LAS VEGAS---Showgirl
9 SAN FRANCISCO---Old Trolley
11 AUSTRALIA---?
13 MICRONESIA---Scuba Diver?
15 PACIFIC NORTHWEST---Totem Pole?
17 EL PASO---?

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2 DENVER---Skier
4 HAWAII---Pineapple
6 LOS ANGELES---Cameraman
8 NEW ORLEANS---Trumpet Player
10 WASHINGTON DC---Capitol Bldg.
12 JAPAN---?
14 NEW ZEALAND---Kiwi Bird
16 SOUTH PACIFIC---Sailboat
18 TAIPEI---?

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Most often seen in bright yellow they were issued in yellow, blue, red and clear. These have been around since the late 1980's

Thanks to Al's article I found that my collection was incomplete. I have now found the Canada Moose and the London Big Ben.



### Canada (Moose) and London (Big Ben)

And I solved a mystery along the way! I had often wondered why Chicago's symbol was a Corncob, yet Al's list described as two unidentified buildings... Having just returned from an Architecture Tour in Chicago, I realized what building this was. It was the Marina City, which is often described as two corncob-shaped towers!

Designed by Bertrand Goldberg, Marina City was the first building in the U.S. to be constructed with tower cranes. Marina City sits on the north bank of the Chicago River and occupies an entire city block. The complex consists of two corncob-shaped 65-story towers. Beneath the platform, at river level, is a small marina for pleasure craft, giving the structures their name.



## THE AIRLINE HAPPY HOUR

BY Al S. Tesca



Hello again. Before I get into this month's article, many thanks to member Richard Whitener for the input on the TWA "Dhahran" stick. Now hopefully his travel agent wife can also identify the Worlds Fair TWA stick that appeared in my article in Volume 3 Number 3 Page 14, which is of the Boeing 707 version and just says "Contessa, Nemo and TWA." Richard if you don't have a copy of this article, just let me know and I'll gladly send you one.

This month we'll look at some picks that everyone seems to be interested in which was put out by Continental airlines. Unfortunately I can't include any dates of issue with these as I am still trying to find out about them. The tops of these picks show something in relation to the destination that is written on the shank, but being that there are many that I don't know what they are, I am hoping for some member feedback. In other words, on any ones that I leave blank or contain a question mark, let's hear from someone who knows what they are. Incidentally, all sticks have two identical sides with the exception of the top which is in reverse when viewed backwards.

The set which I believe to be the first set consists of the following eighteen sticks all made by Spir-it. The set is primarily medium gold in color although I do have some in a darker gold and a Florida one in yellow. I also have some that seem to be a greenish yellow in color and thanks to member Bill Price an Hawaii one in white.

In the second set (or possibly the first) two of the destinations were dropped bringing the total to sixteen. The destinations dropped were El Paso and Micronesia. As for the manufacturer, these sticks just contain the word "Korea" on them. The primary set that I have of these are in the darker gold color although I do have some in the lighter gold color also.

The latest set which came out not too long ago is a clear set which is identical to the above two mentioned but now contains seventeen sticks. In this issue Las Vegas was also dropped but Canada which shows a Moose and London which shows Big Ben (fig. 19 and 20) were added. This set has no manufacturer's name whatsoever.



## United

United destination sticks were made only in white plastic, making the interesting destination designs both difficult to see and difficult to photograph.



Anyone appreciate the challenge of photographing swizzle sticks? Pastels wash out, gold imprints transform into black blobs, and white? white vanishes.



When I found these images on Etsy, I "borrowed" them. Shout out to Eclectic Rambler shop on Etsy!

Each Swizzle Stick illustrates on one side the destination city and slogan "The Friendly Skies"-the other side shows a symbol associated with that location as follows:

New York  
Chicago  
Rockies  
Los Angeles  
San Francisco  
Seattle  
Hawaii

Statue of Liberty  
Picasso Sculpture  
Rodeo Cowboy  
Movie Camera  
Trolley Car  
Space Needle  
Pineapple



Picasso Sculpture

**Trans World Airlines (TWA)** was a major American airline from 1925 until 2001.

from



**TWA Destination Set:** A beautiful collection issued in four colors (red, green, blue and gold/tan). I have seen these sold in bulk with dozens of boxes of New Old Stock (NOS)



The swizzle sticks were issued nine destinations with symbols as follows:



Africa  
Greece  
Hong Kong  
Italy  
India  
Spain  
USA  
England  
France

Giraffe  
Greek Peasant in Native Costume, Parthenon  
Junk\* Sailing Ship  
Guard at Vatican City, Rome  
Indian Goddess Brahma  
Flamenco Dancer  
Native American at the Capitol  
Beefeater at London Tower  
Gendarme at Arc d' Triumph

\*A *junk* is an ancient Chinese sailing ship design that is still in use today. Junks were used as seagoing vessels as early as the 2nd century AD and developed rapidly during the Song Dynasty (960–1279).



Hong Kong (tan) USA (green) Spain (red) France (green)

## Swizzling in the Rain - Umbrellas all the way

By Dominic Pennock

Vintage glass cocktail umbrellas have always been a member of the swizzle stick family, used as a swizzle or drink marker. There are some stunning vintage handmade delights set to inspire the finest cocktail party, difficult to find and worthwhile collectables.

### An umbrella for every glass

An evening with cocktails is always a great evening, not knowing what you'll be drinking, fun and exotic creations or stylish and refined alchemical masterpieces. From glasses dressed with delightful playthings and garnish, to crafted accoutrements more fit to adorn a Michelin star plate let alone a glass. Herein lays the problem, there comes a time every evening when a drink is ordered followed by the question "Can I have one of those little umbrellas in it please?"

In some establishments you'll be treated to a choice of colors and maybe the bartender will create a pair of sunglasses from straws and umbrellas as a whimsy for your entertainment. Or you could be told that it's not an umbrella drink or "we don't use them here", and to be fair the paper parasol does not fit every occasion, but not all cocktail umbrellas were created equally, cocktail picks such as these would not be out of place on the most exclusive of cocktails.

### The first ones

About ten years ago we were in a small town in Wales visiting my mother in law. On a cold cloudy



day, we took a trip to a local church rummage sale. Able to take in the whole hall at a glance it was clear there weren't any cocktail shakers for me, but it's always interesting to examine a tabletop of goodies and ask dealers questions about their goods.

One gentleman had a rather good boxed slide rule and I mentioned to him that they were going for quite a bit on eBay and could be worth a try. There followed a conversation on what I collected, which is cocktail shakers. The diligent salesman deftly reaches to the side and his hand comes up bearing a small tatty cardboard box. I try to smile and look interested.

"Cocktail sticks that look like umbrellas", he says. I brace myself for a box of paper parasols, nod and watch as he removes the lid to reveal a rainbow of Czech art glass cocktail picks. They certainly cheered up a rainy day. Although I now had half a dozen umbrellas I was still going to get wet.

### A tiny treat

Finding that something special to saunter stylishly upon your glass can be tricky. Glass markers add that extra something, a bit of luxury maybe, a talking point or following a theme.

When I saw these I knew I had to have them. A tiny 2 part glass carousel which spins, give it a twirl and where it stops that's your glass marker. A full dozen umbrellas suspended from fine glass work encircling the spinner, finished with a tiny cat motif, of course when you get something this old, delicate and complete, the thing not to do is give it a spin to see if it works.



But I just had to know if it worked!



The hanging markers flared out gracefully, the all glass mechanism span as smoothly as an oiled machine, it was well balanced and stable. The result of my reckless curiosity was that I got the green one.

## Big Bad Bumbershoots

Every so often things turn up that just defy reason. These swizzle sticks have hand stitched canopies, terminal jewel decorations, pendant jewels at the end of each arm and a fully functional umbrella mechanism, a huge amount of effort for a swizzle stick and yet I'm so glad someone went to all that work. It's fun to have something to play with whilst imbibing cocktails



Should cocktails be stylish and sophisticated or fun and frivolous?

I don't know but I know that just like collecting you should go for what you like and what makes you happy.

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