



INTERNATIONAL SWIZZLE STICK COLLECTORS ASSOCIATION

SWIZZLE STICK COLLECTORS QUARTERLY

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

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ISSUE 314

Letter from the editor

Let's face it: I wait all year for Halloween, I admit it. All of the articles in this issue will revolve around the Halloween theme. We'll dive into the monsters of Hollywood's Universal Studios as well as Ghosts, Devils, Bats, Vampires, Pumpkins and more.

Thanks to members Anna Pettenati for helping me complete my Mon-Stirs set and to Linda Lechner for the Smirnoff Pumpkin.

You'll find a monster related reading list at the end of the Halloween section. Full credit for those resources carefully cribbed for these articles.

Happy Halloween!



What's inside?

- Letter from the editor
- **Monster Mash: Universal Mon-Stirs**
- Ripped from the headlines: Guests Offered Ghosts
- Halloween Alcohol Promos - Smirnoff and Absolut

MONSTER MASH

For whatever reason, humans have a fascination with monsters.... action figures, theme parks, trading cards, pinball, video games and...you guessed it: swizzle sticks (and spoons).

Universal Mon-Stir Swizzle Stick Set

Produced by Zoo-Piks in 1964, it was part of a Universal-licensed set that included Frankenstein, the Mummy, Wolf man and the Creature from the Black Lagoon. The sticks come in red and white, or as Universal dubbed them "**Blood Red**" and "**Graveyard Grey**".

At the beginning, Universal Pictures was a minor film studio, looking to stand out from its competition. Their solution? Create some of the most classic and enduring horror movie icons in history.

Universal first dabbled in the horror genre in 1913 with two silent films "Dr. Jekyll and Mr. Hyde" and "The Werewolf". It then came roaring into the "talkie" era in 1931 with two movies: **Frankenstein** and **Dracula**. These two films were smash hits that laid the foundation for the modern horror genre, helped to establish Universal as a studio to be respected, and made leading men out of their respective stars, Boris Karloff and Bela Lugosi.

Universal followed this up with **The Mummy** in 1932, **The Invisible Man** in 1933, as well as sequels to Dracula and Frankenstein, Son of Frankenstein in 1939, **The Wolf Man** in 1941, and **the Creature from the Black Lagoon** in 1954.

Universal has also mined its past for ideas, a remake of Dracula in 1979 and a series known as The Mummy Trilogy. They reunited the Wolf Man, Dracula, and Frankenstein's monster for the Summer Blockbuster Van Helsing in 2004, and did a remake of The Wolf Man in 2010.

An interesting aspect of Universal Horror for film geeks is that it represents one of the earliest attempts at a shared movie universe. Through sequels, Dracula, Frankenstein, and Wolf Man movies were established as sharing their own world, an (geeks call this the Überwald trope).

Via Abbott and Costello movies, the Invisible Man and the Mummy were also added to this shared universe. These **five** "classic" Universal Monsters were frequently featured with the Creature from the Black Lagoon; while "the Creature" was never established as having any canonical ties to the others, his popularity appears to have gotten him into the club.



Eventually Universal gave its official stamp of approval to these **six** "classic" monsters — Count Dracula, Frankenstein's Monster, the Mummy, the Invisible Man, the Wolf Man, and Gill Man — by releasing six "Legacy" collections, one for each, officially setting them apart from the remainder of Universal Horror.

The Fifth Monster (and Sixth)

The subsequently issued collectors sets (the Mon-Stir Swizzle Stick set, and the Monster I-Scream Spoons, featured only four monsters; absent was Count Dracula and, understandably, the Invisible Man (Maybe he IS in the set....)).

Monster I-Scream Spoons

Universal also issued a set of spoons (I know, NOT a swizzle), so we'll call this one "Swizzle Adjacent". These sets were sold 12 for ONLY \$1.00. Unlike the Mon-Stir Swizzles, the spoons were issued in three or four colors (Red, White, Yellow and (unconfirmed) Orange).

Note that Dracula is still missing, but that all four featured monsters are drawn lying in coffins!

Note the dish suggestions in the text (right)

FULL, THREE DIMENSIONAL FIGURES.
FOR I-SCREAM SUNDAES, SODAS,
FLOATS, PARFAITS AND ICED-TEAS.
CREATE NEW DISHES-HERE ARE SOME
SUGGESTIONS: DEEP CREEP SODA-
FRIGHT FREEZE-DEAD MAN'S FLOAT-
COOL GHOUL-SHRIEK SHAKE-AND OF
COURSE I-SCREAM SUNDAES.



SMIRNOFF HALLOWEEN SWIZZLE SETS

Hurry Sundown!

As part of its “Hurry Sundown” campaign, Smirnoff created a cocktail called the “Vampire Gimlet” and with it, issued a beautiful Purple Vampire swizzle stick. The stick is marked “The Vampire Gimlet: Smirnoff and Rose’s Lime Juice”



Pact with the Devil

Smirnoff's Red Devil Stick is marked “Smirnoff Martini: Devilishly Dry”. You may notice the Red Devil has a striking similarity to the Vampire Swizzle Stick (Vampires don't usually have horns...). I'm guessing that was a cost saving measure to use the same mold.

Both the Devil and the Vampire Ads ran in magazines in 1976; I don't know what date the sticks were issued; I have noticed however, that there these are almost always for sale on e-bay and I suspect someone has a LOT of them out there. The price is usually high, running around \$12-\$15 per stick, however occasionally a lot of 10 or 12 is listed for around \$20.

Witches & Pumpkins

Another Smirnoff Halloween set featured a Ghost, Witch, Pumpkin and Bat:



Frankenstein Overlooked?

Smirnoff ran an ad campaign for Frankie but he's been ripped off...no swizzle stick!



ABSOLUT VODKA HALLOWEEN SWIZZLES

Smirnoff wasn't the only Vodka maker to get in on the Halloween action.



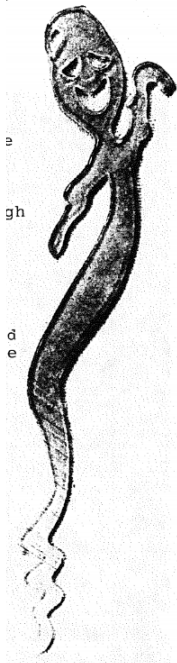
Absolut Mandarin swizzle sticks; the witch swizzle comes in orange and black. Note that these are inexpensive laser cut swizzle sticks not plastic molded like the Smirnoff Vampire and Devils.



RIPPED FROM THE PAGES

from Volume 7 # 4 the January 1992 Issue:

OF COURSE THE OCTOBER issue must have an excerpt from old issue about Ghosts! In this case it's the ghost that haunts the Hotel St. James. Sadly, I can find no indication that there is a St. James Hotel swizzle stick, but there's always the possibility that the zoo piks swizzle (left) may have some connection... In the same issue is a little blurb about a ghost swizzle stick, so we'll share that as well. Boo!



If you want to do "extra credit" work you'll find lots of ghostly details on the St. James Hotel website at:

<http://www.exstjames.com/>

Now that I've read so much about it, I may just have to pay a visit!

The preceding newspaper article was sent to us from Carl Pensyl. The accompanying ghost swizzle stick, cloudy white in color, manufactured by Zoo Piks of Dallas, we do not know to be an "issued" item from The St. James Hotel or not. Since this stick does not have any name or location on it, it could be of the generic variety. If anyone out there could elaborate on this stick, I'm sure it would be appreciated by those who may have same.

I can't emphasize enough the point of looking through your newspapers for items pertaining to establishments or organizations that have or had swizzle sticks. As Bob Dylan sang "The Times They Are A' Changin'..." Bankruptcies, mergers, and the likes create situations for building blocks for articles in our newsletter.

Such is the case with the following article spotted in a Canadian Financial newspaper recently.. Some of the names mentioned within did have sticks in the past.

Guests offered ghosts

Troubled spirit haunts old hotel

Associated Press

CIMARRON, N.M. — Birds drop dead, things vanish, the deadbolt snaps shut on the front door, glassware floats, and Pat Loree says she was knocked to her knees by the "presence" in Room 18.

It doesn't take a seer to see why Halloween's a busy time at the St. James Hotel.

Twenty-six people died violently there in the late 1830s — including five people in one day, according to local legend. Bullet holes pock the dining room ceiling. Records show that gunfights claimed the most victims, although there were a few stabbings, too.

The hallway upstairs is lined with the pictures and names of famous Wild West figures who stayed at the St. James, including Billy the Kid, Pat Garrett, Bat Masterson, Tom "Black Jack" Ketchum, Doc Holliday and Buffalo Bill Cody.

Loree, a former co-owner, no longer works here. But one night in 1986, she says, she showed Room 18 to Dr. Kenneth Wright of Fresno, Calif., and encountered a not-so-friendly ghost.

"Swirling — that's too gentle. He was raging," Wright, a



Associated Press

Ed Sitzberger, owner of the St. James Hotel in Cimarron, N.M., reflected in the mirror, shows off Room 18, which he says is the home of a particu-

larly troubled ghost. The 120-year-old hotel is said to have been the scene of 26 violent deaths in the late 1800s.

gynecologist, said by telephone from Fresno.

"It came down at me and passed me on my right and I felt like I was being struck at," Loree says. "I indeed fell to my knees. I got back up and at that point it came back at me and knocked me back to my knees and went up to the corner (of the room) and continued spinning."

of dead flies are scattered on a windowsill.

"We've never had anybody sleep in here — not with the things that are going on," said owner-manager Ed Sitzberger.

Sitzberger keeps talking birds in the lobby of the 120-year-old

hotel and 15 smaller birds in a coffee shop aviary. He says two birds dropped dead after he showed Room 18 to five people in 1987.

Chefs and bartenders report that food and crockery disappears from under their noses and glassware floats and shatters.

Monster Online Reading List

[Universal Monster Army](#)

[Frankensteinia: The Frankenstein Blog](#)

HALLOWEEN SWIZZLE STICKS

SKELETONS (and Skulls) are also an important part of the Halloween Pantheon. My first swizzle stick, the Skull and Bone Set from Chicago's former medieval themed restaurant, the Ivanhoe, weren't specifically issued for Halloween, the Ivanhoe's Catacombs bar featured men in skeleton garb jumping out to startle guests.



A set of similar sticks comes as part of a boxed **"Name Your Poison"** set, unlike the Ivanhoe sticks, these sticks have rhinestone eyes and comes with a matching bottle opener.



Yet another set is called **"Scuttle of Bones"** with a glass marked "Mix Your Poison"



For our Halloween wrap-up, here's a montage of current

swizzle sticks. There are no shortage of novelty sticks on the market today, from the cheapest laser cuts to the most beautiful sticks of crystal, silver, titanium, Murano glass, and even glow in the dark sticks from our club sponsor "Royer".

