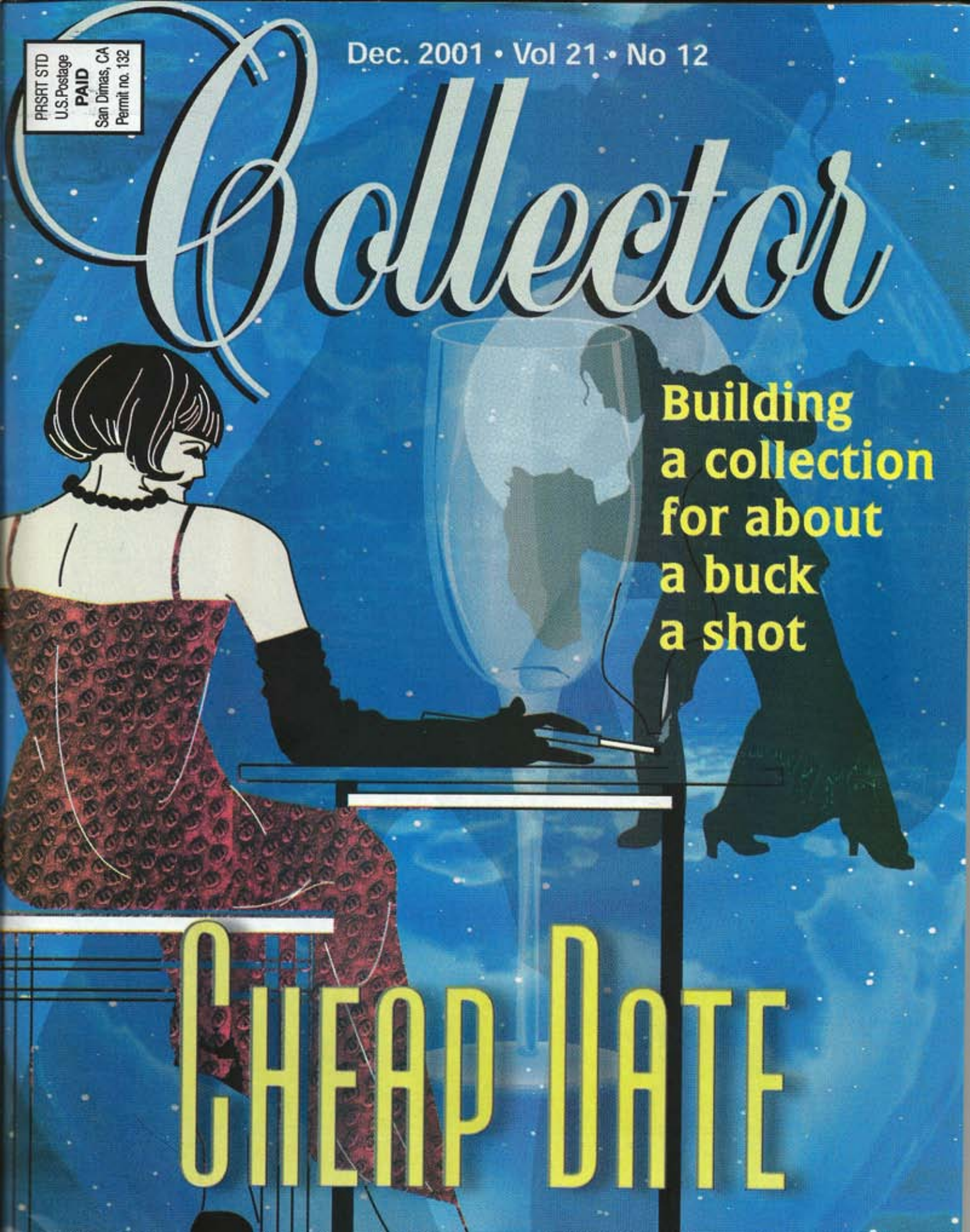


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Collector



**Building
a collection
for about
a buck
a shot**

CHEAP DATE



Booted on Route 66

Above: Holds about 1 1/2 to 2 ounces, the size of a standard shot, even though it is not a standard form. 1992. Value: \$4. Alden Whitenack.

Montreal, Quebec

Far right, top: Standard shooter with different sizes of the Quebec symbol, the fleur-de-lis. Gold rim. Value: \$5. Alden Whitenack.

French shot glass

Below: Souvenir from Normandie, European shot glasses differ from American ones. They don't have heavy bottoms. 1960s. Value: \$10.



KEEP THEM OFF! KEEP THEM OFF!
OH HORROR! HORROR!

Ten Nights in a Bar-Room

Above: Theatrical three-sheet circa 1903. Condition B. Linen backed. 81" x 41". Sold for \$2,070 at Christie's in 1997. Directed by Barnsael, who was a pioneering filmmaker. Around 1900, he made films that were morality plays and exhibited them at prisons.



Dynamite tall shot

Left: Although larger than the typical 4 ounce shot, this Harrah's Cherokee Casino shot is typical of the 7 1/2" standard souvenir size. This clear glass shot is filled with a red wax candle formed to look like a stick of dynamite. Value: \$10. Whitenack.



Cover Story

Booze paraphernalia

Story by Christie Reed

Shot glasses from the collection of Alden Whitenack, unless otherwise noted.

Whitenack's shot glass collecting binge

11,000 SHOT GLASSES MIGHT EARN COLLECTOR A SPOT IN THE GUINNESS BOOK

Alden was never addicted to alcohol. He didn't battle with the bottle. Sure, he tossed back a few beers in college with his buddies, but it was not an obsession with whiskey, vodka or gin that resulted in his collection of 11,000 shot glasses; rather their affordability mixed and shaken with his love of travel.

Fifty-one-year-old Alden Whitenack, a manager at Leslie's Swimming Pools in Riverside, is virtually a teetotaler.

"I probably don't have three drinks a year," admits the nature photographer, who has enough available shot

A toast to sobriety

Right: Alcohol was never a problem for Alden Whitenack, who has accumulated close to 11,000 shotglasses since his college days. The 51-year-old manager at Leslie's Swimming Pools, shows off a 1930s Westmoreland shot glass. Crafted of vaseline glass, the shot glass glows bright yellow under a black light.



Types of shot glasses

■ STANDARD SHOT

Holds 1 1/2 ounces of alcohol

■ SHOOTER

Stands at 4" tall. Holds about 2 ounces of liquor. A shooter is also called a "tequila shooter," since it traditionally holds tequila. Often tapered at the top.

■ DOUBLE SHOT

Holds 3 or 3 1/2 ounces of alcohol. A true shot glass cannot hold more than 4 ounces.

■ STANDARD SOUVENIR SHOT

Stands at around 7 1/2" tall

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Cover Story

1950S BAR NOVELTIES



Mechanical
Left: Musical drunk clutching a lamp post, his glasses at his feet. \$35. MRC at a Rose Bowl Flea Market.



Backside
Left: View of a woman. She is a novelty metal bottle opener. 1940s-50s. Julie's Antique Mall in Long Beach.

Cast iron
Below: Bottle opener. Another in the "Four Eyes" series. 1940s-50s. \$55. Brad Stevenson.

Four Eyes
Below: Cast iron bottle opener of a bald man's face. 1940s. \$45. Diane Cummins.



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glasses to make every student at UCLA pie-eyed.

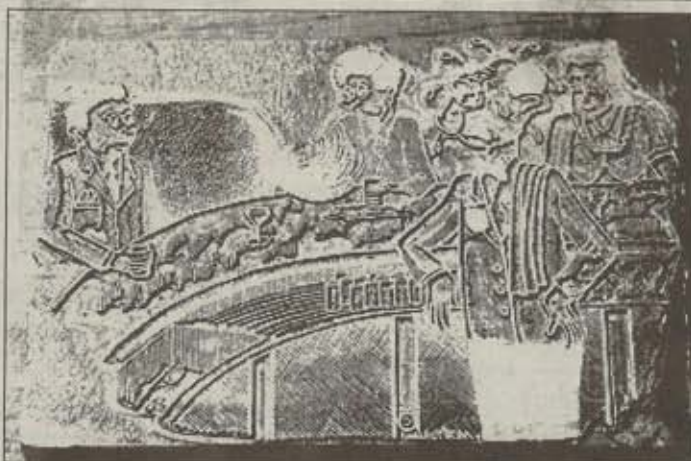
In fact, Whitenack bought his first shot glass when he was attending Monroe Community College in upstate New York. He still has that glass, emblazoned with the words "MCC Rochester" and the school's emblem. That glass cost him a little over \$1.

Thirty years later, the money Alden pours into his collecting obsession has not left him swimming in a saucy sea of debt. On average, he pays only \$1.50 for his shot glasses. He is currently awaiting the arrival of 190 shotglasses that he stumbled upon for \$52. He has gotten as many as 300



1940s gag printing block

Below: Bar scene with an exasperated bartender upon seeing a horse's ass at the bar. 8 1/2" x 4 1/2". \$25. Joanne Adler at the April 2001 Rose Bowl.



Rubber bottle cover

Above: A welcome change from the paper bag. 1950s. Robert Heintz.

for \$50.

The collector hopes to one day get into the *Guinness Book of World Records*.

"I have 11,000 shot glasses, but they all have to be different to qualify," said Whitenack, explaining that he does have a lot of duplicates. "Brad Rodgers of Las Vegas is in there now. He has 8,411 different ones and he has about 12,000 shot glasses total."

Whitenack believes he might already have enough to break that record, but cataloging them all would leave the most sober sorter with bloodshot eyes.

"It took four people four weeks to inventory

Cover Story

Brad's collection and he has them all up on shelves in his house," said Whitenack. "Mine are packed away in 50 boxes."

It was for practical purposes that Alden bought his first shot glass. Back then he did drink. As he and his friends took road trips throughout New York, he would buy souvenir shot glasses from all over the Empire state. Since the terrorist attacks on Manhattan, his New York shot glasses have exploded in value. Two cobalt blue tapered shooters, one with a gold skyline, and the other with a screened cityscape, both with a clear view of the Twin Towers, were only worth about \$6 a piece.

"Now New York shot glasses that were worth about \$2 are going for about \$20-\$30 on eBay," said Whitenack, who owned a hobby shop in San Antonio, TX for eight years. "People are just scamming the fact that they (the glasses) are from New York."

Whitenack graduated from Syracuse College in New York in 1974 with a degree in marketing and business administration. The New Jersey born scholar headed out west with his blonde-haired,



"A Short Snort"

Above: Barrel-shaped shot glass. 1950s. One of a series of six. They also made a pig, an Indian and a cowboy. Value: \$5. Alden Whitenack collection.



Set of eight silly bar jiggers from Japan

Above: A boxed set of the 1950s figural ceramic shots was offered for \$35 by Bruce and Nancy Christiansen at a Rose Bowl in 2000. Alden Whitenack has the same set, without box cover. A few of his can be seen in the right column.



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Cover Story

SHOT GLASS SETS



Musical car

Left: A shot glass holder that plays "Tiny Bubbles."
1960s-70s. \$45.
David Watson. 7/00.

Billiard ball

Right: Plastic shot glasses in a rack-form ashtray.
1970s. Value: \$10.
Alden Whitenack.



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blue-eyed wife Dorothy that same year.

They moved to San Diego and that voyage confirmed the permanent intoxicating effects of the souvenir jiggers on Whitenack.

"We drove out in a hatchback purple Gremlin, not my choice," he laughed. "We sold everything we had and it took us two months to get to San Diego. There was so little space in the back."

With barely enough room for a suitcase



Beetle Bailey set

Left: Three in original box with Beetle sprinting with a shot of liquor in hand (2000). Each is screened with a partial comic. Value: \$10. Alden Whitenack.

"Call It Sleep"

Above: By Henry Roth. Cover detail. First edition of the landmark 1934 novel of the Jewish immigrant experience in America. \$20,700. Swann's on June 14, 2001.

Sharp shooter

Right: Ceramic movie camera made in Japan by Relco, 1950s. Unscrew top of camera to hold liquor. The three lenses are shot glasses. Value: \$25. Alden White-nack collection.



Shot glass facts

■ There are two theories as to how shot glasses got their name:

Shot glasses were either named for the lead shot with which the glasses were filled in the 1800s. The glasses sat on desks and held quills; or they may have been named for the "shot gun" type sound the glass would make when it was slammed on the bar after the jigger of alcohol was consumed.

■ You can fit 108 standard shot glasses in a 12" x 12" Priority Mail box.

That is three rows of 36.

■ Brad Rodgers of Las Vegas holds the record for the largest collection of shot glasses.

He has 8,411 "different" shot glasses.

■ The largest shot glass that still qualifies as a shot glass can hold up to four ounces of liquor.

Anything larger is an "On the Rocks" glass.

apiece, 25 shot glasses made the cut, and 10 more were added along the way. As they journeyed across the country, he picked up souvenir shots from Williamsburg, VA, Tallahassee, FL, Panama City, FL and New Orleans, LA.

The couple, who divorced after 25 years, drove without much delay. However, the precious jiggers almost met a fate harsher than being smashed by a soused barfly. An ice storm in Amarillo, TX caught them off guard. Luckily, they had snow tires with grip as strong as moonshine.

"We drove 60 miles per hour down Route 66 during the storm," he recalled, adding that they drove on those tires in sunny San Diego for a year.

A clear glass boot-form

Etched and tinted

Six colorful glass shots in spring carrier. Value: \$25.

shot glass with a screened color map of Route 66 reminds him of this cross country trip. The souvenir is a standard size shot and would kick up an offer of about \$4, he said. Boots fall into a figural category that has become widely accepted as a true shot glass, according to Whitenack, who lived in San Antonio, TX for 20 years. Cowboy hats, baseballs and thimble forms are also shot glasses, as long as they hold no more than 4 ounces of firewater.

One of the ways Whitenack insures that his collection doesn't run dry is by trading his duplicates, rather than selling them.

Every couple of months, Whitenack will



send off a box of 100 of his duplicate shot glasses to a friend and fellow shot glass hound. His friend will return the favor by sending him a selection of his duplicate jiggers.

"Even with the 11,000 shot glasses that I already have, 60 of the 100 will be shot glasses I have never seen," said Whitenack, also a model railroader.

This is not astounding considering that every casino in Las Vegas, Laughlin and Reno have a new assortment of shot glasses and shooters every year, and all the Hard Rock Cafes and Planet Hollywoods across the world have

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Cover Story

CAFE SHOTS



Nitro Grill, Las Vegas

Above: From the Worldwide Wrestling Federation grill in Excalibur. It was only open for one year.

Planet

Below: Hollywood tapered shooter. Value: \$4. Whitenack expects it to increase, since Planet Hollywood just filed bankruptcy.



Berlin

Right: Hard Rock Cafe shooter. Value: \$5. Hard Rock shot glasses are a collectible unto themselves. Alden Whitenack.



Hard Rock 30th

Left: This tapered shooter from the Tokyo Hard Rock celebrates the restaurant's 30th year in business, which is this year. Alden Whitenack collection.

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multiple new shot glasses annually.

"It is possible to have 400 shot glasses from Hard Rock Cafes alone," said Whitenack, who has 250 variations himself. He has 150 from the Planet Hollywoods.

He accrued a lot of the Cafe shots through strategic trading, since these two restaurants are located all over the world, and do not have mail order catalogs.

"I traded an Anaheim House of Blues for an Athens Hard Rock," said Whitenack. This find was particularly inebriating, since the Athens

Hard Rock is really a bootleg. According to the shot glass collector, three of the Hard Rocks in Greece are not a part of the legitimate Hard Rock chain, so getting merchandise from the unlicensed establishments can be tricky.

Although Whitenack is striving for complete sets of the Cafe glasses, it is the Planet Hollywood shot glasses he is soaking up in a hurry.

"Planet Hollywood just filed bankruptcy," he said, theorizing that it was the restaurant's attempt to expand too quickly that led to its demise.

Whitenack added that the Boston Planet Hollywood shot glass is going

for \$80 on eBay since it has already closed its doors.

Another find that left the dealer tipsy with delight was the standard shot with starburst logo from the Worldwide Wrestling Federation-owned Nitro Grill in Las Vegas. It was located in the Excalibur Hotel, and shut down in 2000, after only one year in operation. This helped Whitenack pin down its value at \$20.

His favorite shot glass emerged from another ill-fated theme restaurant, the Dive Cafe, which plunged to an early demise in both its Las Vegas and Los Angeles locations.

According to White-

nack, Steven Spielberg spent \$40 million on his submarine dining adventures, and both of them closed within a couple of years. Due to the desirability of the underwater theme, and its brainchild's fame, Whitenack's tapered shooter with flat base has risen in value to \$25.

The victim of an underwater predator, rather than a lack of above water interest, a plastic shot glass chomps for \$6, even though it was originally a giveaway. The plastic standard shot glass promoting Jimmy Buffet's

COVER STORY

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Cover Story

SPORTS

Alden's Picks

■ FAVORITE SHOT

His Dive Cafe tapered shooters. Steven Spielberg spent \$40 million on two submarine-theme bars, one in Las Vegas and one in Los Angeles. They both closed.

■ TOTAL SHOTS

Alden has about 11,000, but some of them are duplicates.

■ AVERAGE PRICE PAID

He pays about \$1 a glass on average.

■ MOST PAID

He paid \$10 for two shot glasses celebrating the 2000 millennium. From two Hard Rock Cafes in China.

■ FAVORITE DRINK

Although he only drinks about three alcoholic beverages a year, his favorites are Aftershock, Sambucci, and Chivas Regal.

■ ULTIMATE GOAL

To get into the "Guinness Book of World Records."



Football

Below: Ceramic football-form shot with white stitching and "NFL." Contemporary. Value: \$3.



Baseball

Above: Clear shot glass from Jim Beam in the shape of a baseball. Value: \$5. Whittenack.



Jim Beam horseshoe

Left: Clear glass shot. One of the many Jim Beam premiums. \$5 value.

Packers

Top, left: Standard shooter with lines marking 1st quarter to overtime. Value: \$6.

Lucky set

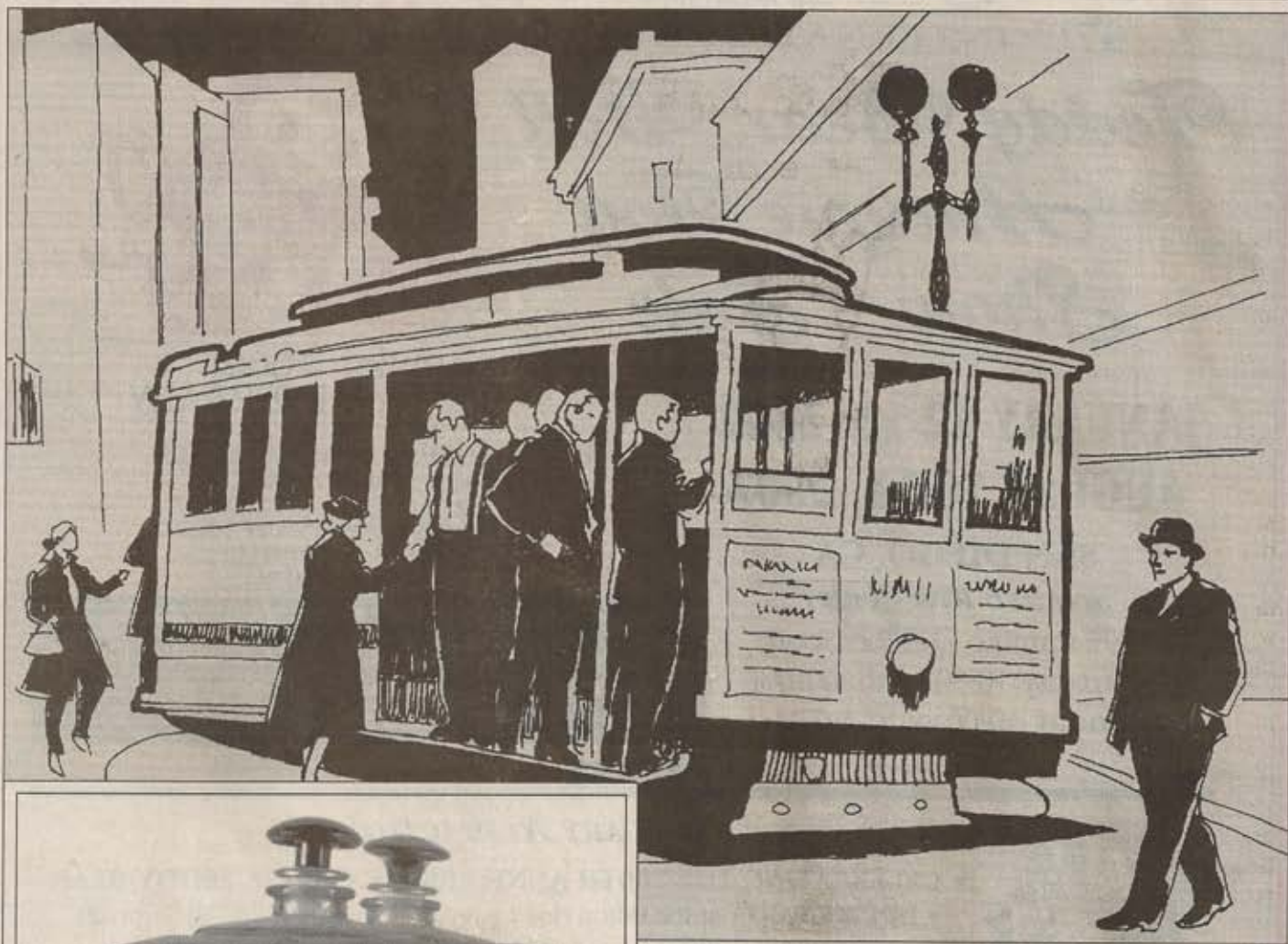
Above: 1950s plastic horse-shoe holder with six tinted shot glasses. Value: \$20.

Rumple Minze

Top: Plastic premium for Rumple Minze Peppermint Schnapps. Value: \$5.

Cover Story

SAN FRANCISCO

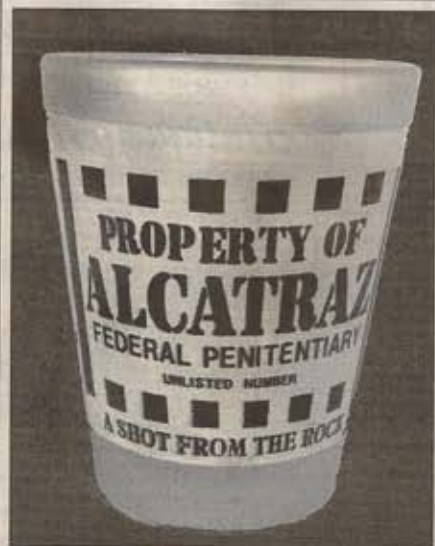


San Francisco souvenir trolley car
Above and right: Brass and glass drinking set with two decanters and four tall shots. Value: \$50. Alden Whitenack collection.



A Shot from the Rock

Right: Mid-1970s frosted souvenir shot from Alcatraz with prison stripes. Value: \$5.



OTHER CITIES, STATES AND LANDMARKS

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Margaritaville in Key West, FL, is far from typical, because it is being swallowed by the head of a gray shark.

A stewed Shamu looks much less intimidating on a 1976 mini mug from Sea World that cheers on \$6. Before the days of the politically correct craze, it must have been acceptable for the killer whale to get sloshed before a performance.

Although alcohol doesn't typically mix with twisting and winding roller coasters, there is no end to the amusement park shot glasses available. Aside from the basic Disneyland, Six Flags's Magic Mountain and Knott's Berry Farm jiggers, some of the recreational havens have souvenir shots for individual rides. A tapered shooter in silver showing the Ghost Rider's pickax-toting masked ranger would hack for around \$6 on the open market. The Knott's Berry Farm wooden coaster was built in the late 1990s.

Showing scenes from its most popular attractions, including the Bates motel, Jaws and King Kong on a simulated film reel, a ceramic Universal Studios mini mug falls into Whitenack's Amusement Park



Kentucky

Left: State souvenir shot glass from the 1950s. Shows a map of "The Blue Grass State" with all the attractions. Value: \$8.

Twin Towers

Below: The World Trade Center is highlighted on a tapered cobalt shot from the 1990s. Value: \$6. Whitenack.



Golden New York

Above: Detail of a cobalt tapered shot, very similar to the one at right.



Hoover Dam square

Left: Shot glass with glued pewter emblem by Heritage Metal Works. Contemporary. Value: \$6. Alden Whitenack.

category. The 1987 souvenir shot is worth around \$8.

The 1950s was high time for tacky bar novelties, and no aspect of the pub was spared; definitely not the shot glass. Along with ridiculous cast iron bottle

openers formed as buck-toothed men and buxom blondes, a set of eight ceramic bar jiggers helped a toss-pot decide what size shot would leave him oiled. Contained in their original box with the title, "What'll Ya Have?," the Made in Japan conversation pieces offered a long shot from a horse's head, a good shot from a king's crown, a gun shot from a cannon, and a big shot from a portly little boy. Although Whitenack does have the complete set without box top, Bruce and Nancy Christiansen offered the same set with graphic cover for \$35 at a recent Rose Bowl Flea Market.

Silly sets seemed to be just what the lush ordered in the 1950s. A barrel-shaped shot with a raging bull and the words "A Short Snort!" was one of a set of six tacky joy-juice jars from the decade. Also featured in the series was a pig, an Indian and a cowboy. Individually, the

COVER STORY

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Cover Story

AMUSEMENT PARK SHOT GLASSES



Shamu
Below:
Drinking
a mug of
beer on a
1970s
Sea World
shot.

Universal
Far right:
Studios
mini mug
with Bates
motel.
1987.
Value: \$8.

Knott's
Right:
Berry Farm
square shot
with 22
karat gold
design.
Value: \$6.



Ghostrider coaster
From Knott's Berry Farm.
Silver over glass tapered
shooter. \$6 value.

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bull would take a big
swig for about \$5.

Likely one of another
series of comic glasses, a
shot in red and black of
a man throwing a shoe
at two fighting tomcats
would hiss for \$8 on the
shot glass market.

Awaiting to tickle the
nose of a buyer with its
tune "Tiny Bubbles," a
red metal car, which
contained six tall shots,
sped for \$45 in the
space of David Watson
at The Groves in July
2000.

Aiming to leave its
subject plastered and
not elegantly posed, a
"Movie Shot" camera
was actually a drinking
device in disguise. Made
in Japan by Relco in the
1950s, the top of the
black ceramic camera
unscrews to hold a
whole lot of liquor, while
the three lenses serve as
shot glasses. The hooch
holder would snap up
\$25 according to White-



Shark shot
From Jimmy
Buffet's Margari-
taville in Key
West. \$6 value.



MODERN BARS

Dancing natives bar
Right and far right: Blonde
wood with red panels and
applied natives. 1950s. John
Gonzalez. Antiques on Fair
Oaks in Pasadena.

James Mont fish bar
Below: Circa 1930 hand-
painted wood and chrome
collapsible bar. \$2,800.
Dharam Damama in 1999.



Boat bar
Right: Made in Lon-
don by Turnridge.
Three shelves, formi-
ca top and amalge-
hyde cupboard.
1950s-60s. Futures
Collide in Pomona.



FIGURALS

nack.

There is no cure for Whitenack's collecting binge. He receives four or five boxes of the booze holders at work each day. When he's not accepting shipments in the mail, he is out cruising the antique malls. He credits the Galleria in Riverside with great shot glasses, and two dealers in the Orange Circle Antique Mall in downtown Orange who are constantly stocked with inexpensive jiggers.

"I come away with 100-150 shot glasses each time easy," said Whitenack of his ventures in Orange.

Jim Adams keeps the supply steady with 200-300 of the shot glasses in his space. Steve Pierce stocks the collectible spirit vessels as a filler item.

"Shot glasses seem to be a niche item that people do buy," said Pierce, who has also noticed a market for souvenir metal landmarks and slide rules.

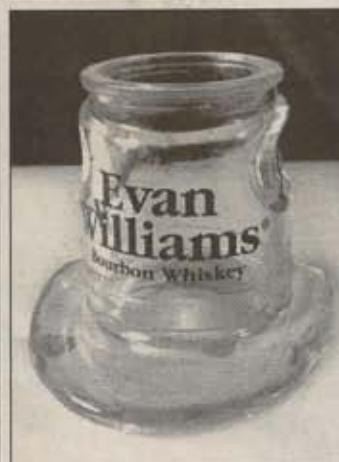
He offers in his mall space 20-50 shot glasses at a time, priced between \$2.50 and \$6 each. Pierce, who is a pottery collector, finds the shot glasses at garage sales and swap-meets and pays 25¢ to \$1 each.

The Rookwood and Weller aficionado, who



Evan Williams hat
Below: Liquor premium. Clear glass hat form shot glass. Value is \$4-\$5.

Vaseline glass nudie
Above: This unusual form came in 12 colors. 1930s. Value is \$20.



Pistol
Right: Handle shot glass. The revolver goes through the glass. This one is for the Marine Corps Air Station in Iwakuni, Japan. Value: \$6.95.



once had a 400-piece collection of Shawnee pottery, says the only shot glasses that he ever priced at more than \$6 were some politically incorrect African dancer shot glasses that surfaced as duplicates in his wife's black memorabilia collection. He priced them at \$10-\$12 each. Little did Pierce know that the primary buyer of his shots was Whitenack.

The collector and his second wife, Diane, who collects Franciscan Desert Rose and teddy bears, live in a two bedroom condominium, but not for long. They have outgrown their living space and have plans to expand into a house back East.

"Eventually I want to have a basement and a bar to show them off, not that I drink," said the unrecovered collector. ■