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by BECKY NEEMS on SEPTEMBER 26, 2013 2:30 PM · NO COMMENTS

People love walking down memory lane — Ed Brightwell and his customers are no exception. This installment of [MidMo Etsy](#) features [CEB Collectibles](#) shop owner Ed Brightwell from O'Fallon. He has collected vintage lunch boxes, drinking glasses, comic books and other memorabilia over the years. In order to make room for other vintage items, he decided to sell some of his collection. We spoke with him about some of his oldest items and if Etsy works for him as a platform.

VoxTalk: How did you get started with CEB Collectibles?

Brightwell: I started collecting lunch boxes about 20 years ago. I'm interested in any pop culture and old TV shows. Lunch boxes also remind me of when I was a kid. I started the Etsy shop in 2010 because I needed more money to be able to buy different collectibles. I look for things from old TV shows in the '70s and '80s. They also have to be in good shape and something I'm interested in.



Photo courtesy of Ed Brightwell.

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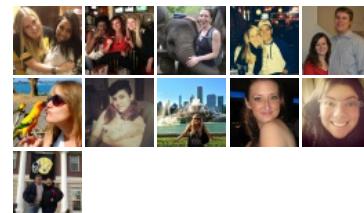
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VT: Do you just have lunch boxes?

Brightwell: No, I have about 3,000 comic books, 12,000 baseball cards, cigarette lighters, bar memorabilia (shaker glasses) and collector plates and glasses. I don't have my whole collection on Etsy.

VT: Where did you find all this stuff?

Brightwell: I've found things from different antique stores, yard sales, vendors in booths.

VT: What's the most popular?

Brightwell: I've left the baseball cards in boxes because the market is gone. Lunch boxes have gone up. I had 60 some lunch boxes, and I'm down to 21. I'm basically sold out of most Disney. I [have a 1968 Walt Disney Jungle Book lunch box](#). Old TV shows and superheroes are also popular. I had an appraiser for the more expensive boxes, so they're certified. I also have four collector glasses of a '79 Batman and Robin Pepsi promo.

**VT: Any new items?**

Brightwell: I have a new 1981 [Dukes of Hazzard digital watch](#). It's hot out of the box. I've already sold two and have one left.

VT: What's the oldest of the bunch?

Brightwell: I have a 1956 Robin Hood Lunch box going for \$250. It's in really good shape. I found it through a person on Craig's List and went to their general store out in

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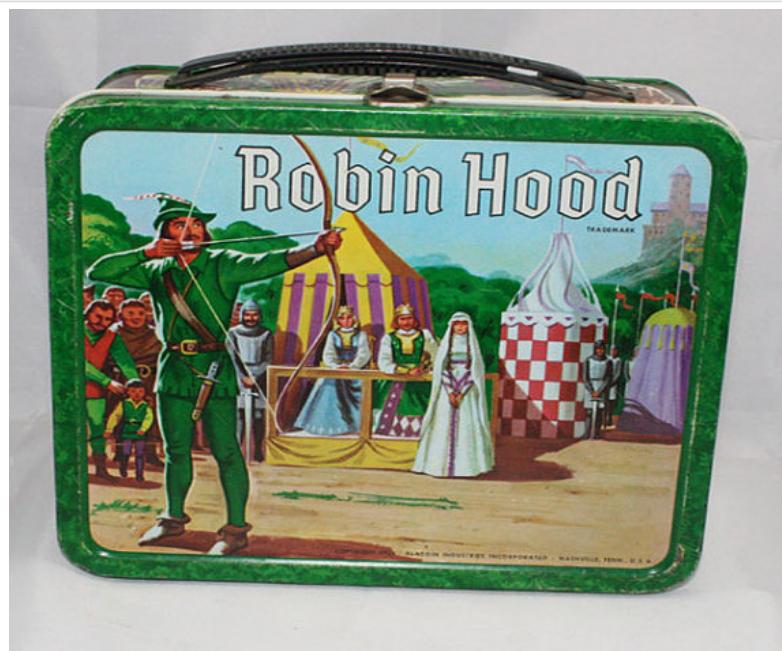


Photo courtesy of Ed Brightwell.

VT: Any interesting customers?

Brightwell: There was a guy in Manhattan who was willing to pay more money because he was an avid collector. He's an executive with NBC and only collects pristine items. He was satisfied with what I sold him. I've had people from Florida, the California area and Washington state.

VT: Is Etsy a good platform to sell your items?

Brightwell: There's more of a following of real collectors than on Ebay. You can get lost in the shuffle of Ebay. Etsy is more user friendly. I can start conversations with customers, send additional photos, and I'm open to trades strictly through email. Etsy draws more real collectors.

VT: What's the up-keep for the shop?

Brightwell: I update it once a week. I get about five inquiries a week and sell about three to four items. A lot of people put my shop in their Treasure Box (wish list).

VT: Why sell and trade these things?

Brightwell: It's a fun way to see old TV shows. They're (vintage lunch boxes) not made any longer. They make knock offs in China, nothing like the old ones made in the U.S.

Take a look at [Brightwell's shop](#) and our other [MidMo Etsy](#) posts.

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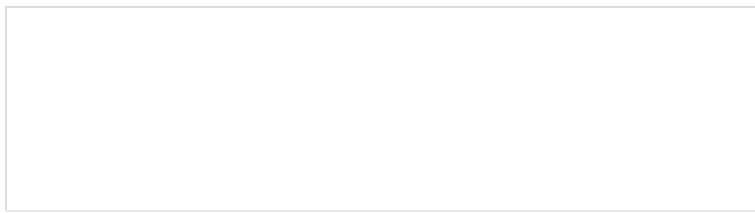
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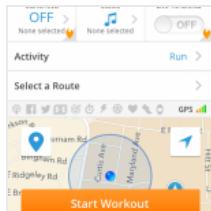
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