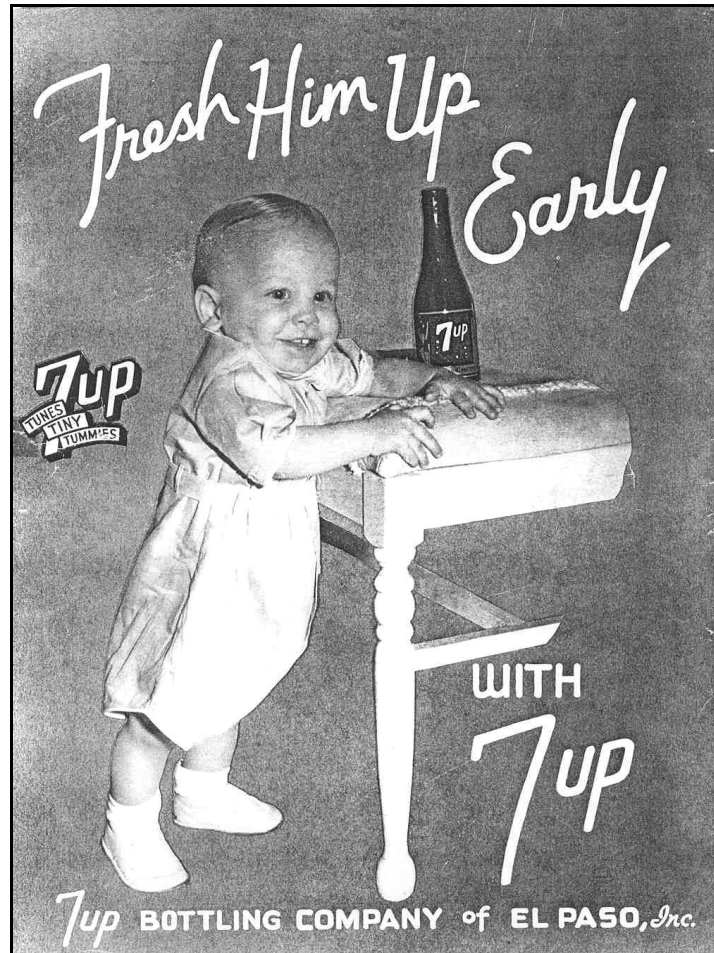


Bottles on the Border:
The History and Bottles of the Soft Drink Industry
in El Paso, Texas, 1881-2000



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Chapter 10b

Chapter 10b

Seven-Up Bottling Co. of El Paso

In 1937, Allie Lee Randle migrated to El Paso and founded the Seven-Up Bottling Co. The firm grew in size to the point where it merged with the Royal Crown Bottling Co. in 1970.

Seven-Up Bottling Co. of El Paso (1937-1969)

History

Allie Lee Randle was born in Alamo, Tennessee, in 1902. He relocated to Knoxville, where he married Sarah Christine Mathis and worked for Howard Payne at the local Seven-Up plant. Upon learning that the franchise for El Paso was open, Payne offered to back Randle, if he would move to the border city and set up a plant. Randle agreed and established the Seven-Up Bottling Co. of El Paso in 1937. Less than a year later, on February 21, 1938, his son, Al Jr., was born and was raised in the bottling industry. The company was a success from the start, and the senior Randle was soon able to pay off his debt to Payne and work the company as a completely family-owned business (Randle interview).

Randle managed the plant and did much of the work himself before he hired J.P. Sexton as general manager in 1947. He replaced Sexton the following year with Pete A. Echaniz, who had been with the company as a salesman and route supervisor since 1942. The combination of Randle and Echaniz was to prove a lasting one. The original plant was located at 2227 Texas Ave. (Figure 10b-1) but moved a block down the street to a building owned by A.B. Poe at 2125 Texas Ave. in 1943. The growing company expanded into the adjoining building and removed nonbearing walls to facilitate access to the new structure. Two years later, the organization was again ready to expand and again chose to extend its facility into the adjacent building on the opposite side (Echiniz interview; EPCD 1937-1950).

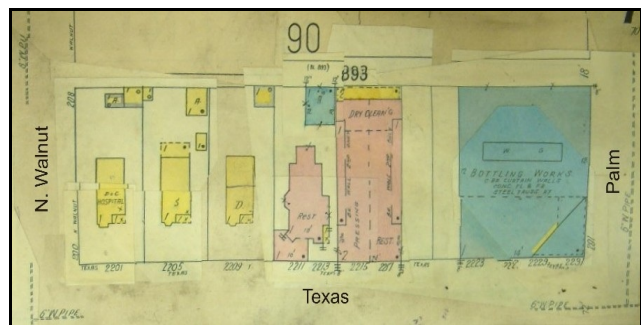


Figure 10b-1 – Original plant location [street names added] (Sanborn Fire Insurance Map, 1941)

The Grapette Bottling Co. opened next door in 1942, and, for the next few years, Grapette conducted the actual bottling operations for Randle, while the Seven-Up Bottling Co. distributed the products. Soon, however, Randle acquired a Burns bottling machine that enabled the company to containerize its own beverages. The company was small at that time, maintaining around seven employees, including Horace Stovall, the bookkeeper; Nolan Richardson (later coach for the University of Oklahoma) as bottle carrier; one supervisor; and four salesmen/drivers. The drivers delivered their routes in late-1930s model Dodge trucks, one for each route and one as a spare. Along with El Paso County, the company quickly extended its range to include Doña Ana County, New Mexico, with Leonard Bullard as the driver salesman on the Las Cruces route (Echaniz interview).

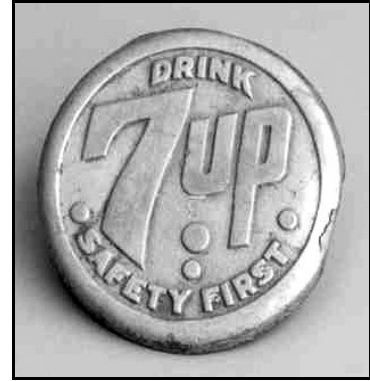


Figure 10b-2 – Brass disc embedded in El Paso streets (Robert Sproull collection)

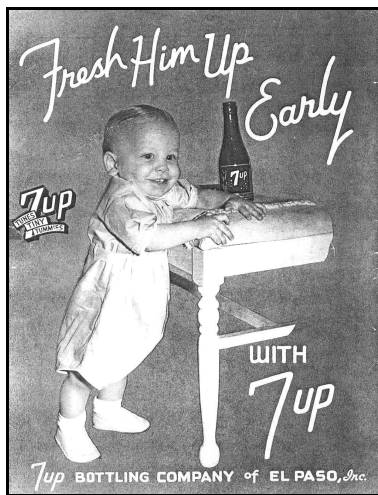


Figure 10b-3 – Ad featuring Al Randle, Jr. – 1939 (Rick Chavez collection)

Randle conceived of an advertising ploy in the 1940s that was somewhat unique. He had several hundred markers placed in the crosswalks of downtown El Paso. The markers were flat brass disks about 4.5 inches in diameter embossed with the 7-Up logo. Each disk was attached to a brass pin that terminated in an “eye” socket which was then strung on a cable that ran under the pavement preventing the possibility of theft. Downtown pedestrians were forever reminded of the presence of Seven-Up (Randle interview). The disks were marked, DRINK / 7up / SAFETY FIRST (Robert Sproull collection – Figure 10b-2)

A second advertising idea was both unique and heartwarming. The one-year-old Al Randle, Jr., was playing at his mother’s dressing table where she had placed a bottle of Seven-Up on the seat. The tiny toddler pulled himself up on to the edge of the seat and was captured by the camera with a baby smile beside the soft drink. The ad suggested, “Fresh Him Up Early” and “7up TUNES TINY TUMMIES” (1939 ad in Rick Chavez collection) The bottle shown in the ad has eight bubbles (see discussion in the Bottles and Artifacts section) and no visible ACL neck label. Hence, the bottle had the embossed neck/shoulder logo (Figure 10b-3).

Along with the El Paso bottlers in general, Seven-Up thrived in the 1950s. The fifteen people employed by the company produced sufficient beverages to allow a fleet of seven trucks to serve both El Paso County, Texas, and Doña Ana County, New Mexico (Figure 10b-4). Seven-Up received its crown caps and bottles from out-of-state sources, notably, in the case of bottles, from the Owens Illinois Glass Co. in Toledo, Ohio. The company produced Seven-Up in quart bottles for the first time in 1956. The following year, Sarah M. Randle joined the Board of Directors as vice president (EPCD 1951-1957; EPT 4/25/1954 E11:2; EPHP 4/24/1954 39:1; 4/28/1956 F12:1).¹

The Randles and Pete Echaniz were proud of their quality control – with good reason. The Seven-Up parent company would send agents to El Paso (along with all other franchises) to randomly sample local bottled products. Sporadically and unpredictably, an agent would arrive in town, buy several bottles of Seven-Up from different locations

(supermarkets, convenience stores, machines, etc.), and send them to the parent company for testing. Local franchises were presented with awards for consistency in maintaining parent company specifications for beverage quality. The El Paso franchise won the coveted award twenty years in a row. Randle attributed the success to the high standards set by the plant's long-standing production manager, Leonard Bullard (Randle interview).



Figure 10b-4 – Seven-Up Co. Employees ca. 1950 – Al Randle, Sr. in center with Pete Echaniz to his right. Standing from left to right - 1) Willy Rodriguez; 3) Frank Heredia; 5) Leonard Bullard; 7) Raul Echaniz; 9) Pablo Reyes ? Others are unidentified. [Photo courtesy of Pete Echaniz; identification of personnel by Al Randle, Jr.]

¹ Mrs. Randle is variously listed as Sarah C. or Sarah M. The first initial represents her middle name, the second her maiden name.

By 1960, business had increased to the point where Seven-Up had outgrown its original plant, necessitating a move to a new location at 5607 El Paso Dr. (Figure 10b-5). Later in the decade, Pete Echaniz announced the addition of a product new to El Paso – Kickapoo Joy Juice created by cartoonist, Al Capp. Capp’s product, a taste-alike competing with Pepsi’s Mountain Dew, was first marketed in February, 1965. The new drink, franchised by the Nu-Grape Co. of Atlanta, Georgia, was based on characters in the Li’l Abner comic strip. Echaniz predicted (incorrectly) that the new drink would be a hit (EPCD 1960-1969; EPHP 7/2/1965 B12:8). The new drink, similar to Squirt, was a complete failure, and Randle withdrew it from the market less than five years after its initial promotion.



Figure 10b-5 – New plant at 5607 El Paso Dr., ca. 1960 (courtesy of Pete Echaniz)

The company had also bottled such other drinks as Sun Spot, Howdy Orange, and Frostie Root Beer, although none had attained the popularity of Seven-Up. Near the end of the decade, the *Herald Post* boasted that the El Paso St. plant was “turning out 7-Up at the rate of 19,000 per hour not once touched by human hands” (EPHP 1/1/1968 B8:2). Kickapoo Joy Juice was forgotten, and the company was ready to expand.

Bottles and Artifacts

Seven-Up

The forest green (or emerald green) color of the Seven-Up bottle has become as much of an American tradition as the Georgia Green of the Coca-Cola bottle, although it was not standardized during the early years of the product. Seven-Up bottles went through several transitions, each with a number of variations, especially during the early years of ACL production. The three major variations are paper label, amber, and forest green bottles.

Paper Labels

All of the earliest Seven-Up bottles were generic with paper labels. The earliest paper labels used the name Lithiated Lemon Soda, later changed to Seven-Up. All of the ones I have seen had the silhouette drawing of the “slenderizing” lady or “bubble girl” – a silhouette of a young woman with arms up stretched and the word “Slenderizing” across her legs – with literally dozens of bubbles floating upward from her arms (45 bubbles by my count). This figure was shown entirely in a white silhouette (Figure 10b-6). Later, when the silhouette changed a bit, she became the swim-suit lady. Paper-label bottles remained in use until at least 1938, although it is virtually certain that the El Paso franchise did not use bottles with paper labels (Lockhart 2008).



Figure 10b-6 – Paper label from a Seven-Up bottle (eBay)



Figure 10b-7 – Typical soda shape – amber bottle (American Bottle Auction)

Figure 10b-8 – Squat shape – amber bottle (American Bottle Auction)

Amber Bottles

Early bottlers used amber bottles as well as the forest green containers in both the typical, soda bottle shape (Figure 10b-7) and a more squat configuration (Figure 10b-8). Both were made with paper labels and ACL. Amber bottles were used in Houston, Dallas, and Harlingen, Texas, along with eight other U.S. cities, but none are known from El Paso. The Owens-Illinois Glass Co. made amber bottles in both configurations from at least 1936 to 1939 and possibly for a slightly longer period. By 1940, however, the use of the forest green bottle was generally the standard (Munsey 2001; Munsey & Fowler [1968:11]). According to Rodengen (1995:85), however, the green bottle was not in universal use throughout the United States until 1950.

Forest Green Bottles with the Swim-Suit Lady

Although 1934 is recorded as the first year that ACL was used on soda bottles, an unpublished study conducted by Bob Brown never found a single ACL bottle with a 1934 date code. The earliest codes were for 1935, including bottles “marked: “7 up / ALKALINE REACTION / THE GAS PURIFIES,” made by the Huntington, West Virginia, factory of the Owens-Illinois Glass Co. (Figure 10b-9) These bottles were apparently only made during that year.

However, Dennis Fewless discovered several ACL bottles (for Seven-Up and Par-T-Pak) with 1934 date codes. Since Par-T-Pak was not marketed prior to 1935, this requires a bit of explanation. According to Dennis, lead time for new bottles extended from nine months to a year or longer. Thus, generic bottles made in 1934 would sometimes not have received the ACL treatment until the following year. For practical purposes, 1935 appears to be the first year of real ACL production on soda bottles.

Apparently, the test market for the Alkaline Reaction bottle was not positive, and the company seems to have returned to a reliance on paper labels in 1936, although one amber bottle was probably made during that year. This amber bottle does not fit the typical pattern and may have just been a prototype bottle. Instead of the typical red-orange shield² with a white “7up” and white ACL swim-suit lady and outline, this bottle had a white shield with the lady and outline in what may have been orange (Lockhart 2008). Munsey (2001) may have been referring to this bottle when he said that the first ACL containers were made in 1936.

The standardized, forest-green, ACL container followed in 1937, and these were almost certainly the first bottles used by the El Paso franchise. Although there were many minor



Figure 10b-9 – 7 up / ALKALINE REACTION, – 1935 (eBay)

² The shield color varies from a bright red to a distinct orange. Most are a red-orange color. Many fade to a duller or lighter color due to exposure to light or, in the case of excavated bottles, chemical reactions with the soil.

variations (described below; also see Weide 2008), there were two major divisions of the standardized green bottle – based on the number of bubbles on the red-orange shield and above the head of the swim-suit lady.

Eight-Bubble Labels

The original Seven-Up ACL labels had eight bubbles on the orange shield and eight bubbles above the swimsuit lady (Figure 10b-10). An unsubstantiated rumor (from an ad on eBay) stated that someone in the main office noticed that the number of bubbles on the orange label and above the swim-suit lady and suggested that since the drink was called seven-up, seven bubbles would be more appropriate – so the design was changed. While I have not found a documented source for the rumor, it is certain that something along those lines *must* have happened. Subsequent bottles were made with only seven bubbles. Although the seven-bubble variation began in 1938, the eight-bubble bottle dominated the market in the early years and was used by some franchises as late as 1941.

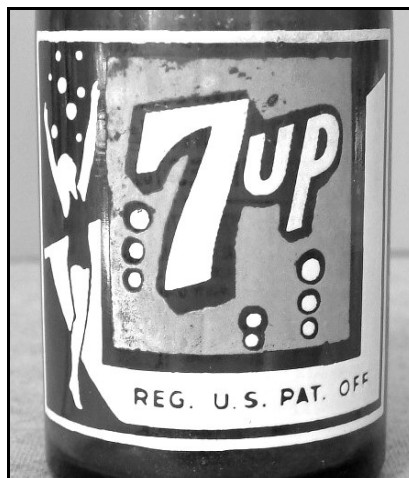


Figure 10b-10 – 8-bubble front label

There were three main areas of the eight-bubble bottles that showed major variation – neck/shoulder labels, the swim-suit lady’s feet, and back labels.

Neck/Shoulder Markings

The earliest ACL machinery was incapable of applying the process to more than one curve at a time. While the curve of the cylinder for the body label was no problem, early machines could not handle the added slope of the shoulder. Hence, the earliest shoulder labels were embossed. These came in two variations, both with lower-case lettering and a large “7.”

The original shoulder embossing was used from 1937 (possibly late 1936) to 1938. This consisted of the “7” in the center with “u” to the left and “p” to the right (Figure 10b-11). At some point during 1937,



Figure 10b-11 – Embossed “u7p” neck/shoulder label



Figure 10b-12 – Embossed “7up” neck/shoulder label



Figure 10b-13 – Embossed, textured “7up” neck/shoulder label (Chris Weide)

however, the parent company adopted a more intuitive “7up” embossing on the neck/shoulder (Figure 10b-12), and these were occasionally textured (Figure 10b-13). This continued in use until as late as 1941, even though the ACL shoulder label had become available about the same time. With both variations, the older molds were probably used until they wore out. The bottles, themselves, were generic within the Seven-Up franchises. The only change was in the company name – embossed on the base or on the ACL back label. Until the old molds completely wore out, the glass houses probably only used the ACL neck/shoulder label (see below) when it was specifically requested by an individual franchise.

The final variation, the one that endured into the seven-bubble era, was the change to an ACL neck/shoulder label (Figure 10b-14). Beginning as early as 1938, the ACL shield consisted of a white rectangle stenciled with “7 up” and eight bubbles. A white horizontal line was included both above and below the rectangle. Although the number of bubbles changed, the basic design was retained until the entire label shift ca. 1954. See Table 1 for variations in neck labels and back labels.

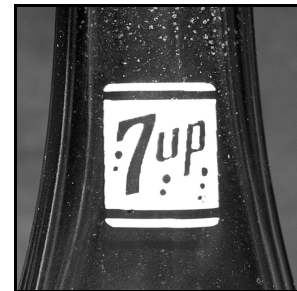


Figure 10b-14 – ACL neck/shoulder label – 7-bubble

A Foot Fetish? – Hands?

An interesting but limited variation centered on the swim-suit lady’s feet. Although this has not yet been fully explored, Rick Burfoot noticed that, on some of the early bottles, the lady only had one foot, while all of the later ones showed two feet (Figure 10b-15). This almost

certainly grew out of the slenderizing lady on the paper labels – who also had only one foot. Although the single foot is also found on at least one bottle made by Owens-Illinois, the single foot seems to have been especially prevalent on bottles made by the Glenshaw Glass Co. A single foot has been recorded on bottles with both types of embossing (“u7p” and “7up”) and on at least one eight-bubble variation with an ACL neck/shoulder label. Like the number of bubbles, this seems to have been corrected by ca. 1940.

Similarly, the hands of the bubble lady evolved. On the eight-bubble bottles in my sample, the hands are crude, giving the impression of thumb versus “rest of hand” – while the later bottles show distinct fingers. This may have resulted from improved ACL technology (also see Figure 10b-15 for hand changes).



Figure 10b-15 – One- and two-footed variations of front labels

Back Label Variation

On two different occasions (Lockhart 2005; 2008), I explored the variation in back labels on Seven-Up bottles. The more input I received from collectors, the more complex the differences became. Although the entire study is not relevant to this work, the date ranges and label variants are summarized in Table 1 and Figures 10b-16 through 10b-18. The overlaps were probably caused by the use of the old silk screens (to apply the ACL) until they wore out.

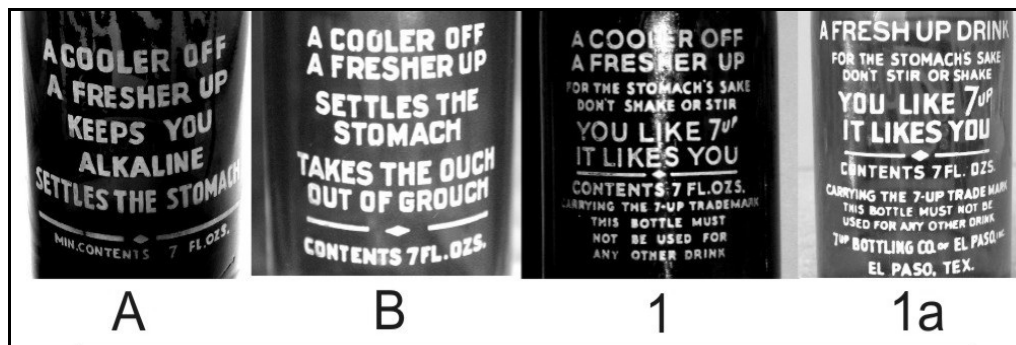


Figure 10b-16 – The four earliest back labels

Table 1 – Date Ranges for Seven-Up Back Labels*

Label #	Front Label	Neck Label	Color	Dates
A	8-bubble swim	Emb. “u7p”	Amber	1936?
B	8-bubble swim	Emb. “u7p”	Green	1937
1	8-bubble swim	Emb. “u7p”	Amber, Green	1937-1938
	8-bubble swim	Emb. “7up”	Amber, Green	1938-1940**
1a	8-bubble swim	Emb. “7up”	Amber, Green	1937-1938
	8-bubble swim	White ACL	Green	1939-1941
2	7-bubble swim	Emb; White ACL	Green	1938-1944
3†	7-bubble swim	White ACL	Green	1940-1948
	8-bubble swim	White ACL	Green	1940?
	8-bubble swim	Emb. “u7p”	Green	1940?
3a††	7-bubble swim	White ACL	Green	1956
4	7-bubble swim	White ACL	Green	1949
5	7-bubble swim	White ACL	Green	1949-1953
6	non-swim	White ACL	Green	1955-1964

* Dates came from bottles from the Lynn Loomis collection, that of the author, and various other collectors.

** A single bottle has been reported with the Owens-Illinois mark, a “0” (1940) date code, and an embossed “7 up” neck logo. Since the bottle does not contain the “Duraglas” designation, it was almost certainly made during the first half of the year.

† Rick Burfoot reported 8-bubble bottles with ACL neck labels and a single 8-bubble bottle with the “u7p” embossing at the neck/shoulder – all with the #3 label. These were almost certainly made ca. 1940, still using old molds and equipment.

†† A bottle with a 1956 date code had a slight variation of this back label (Back Label #3a). I have no explanation for this phenomenon.

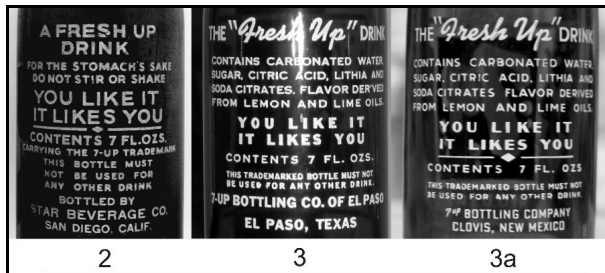


Figure 10b-17 – Back labels 2 & 3

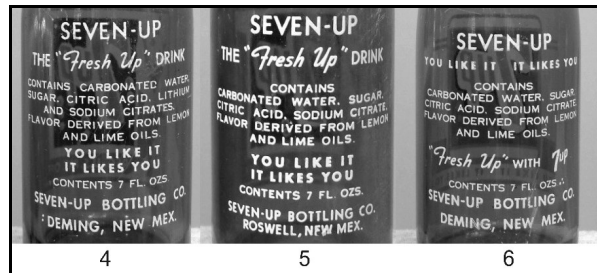


Figure 10b-18 – Back labels 5-6

El Paso Eight-Bubble Bottles

The El Paso franchise used two variations of the eight-bubble bottles. The earliest had “7up” embossed in the neck/shoulder area (Figure 10b-19). The 1939 ad featuring Al Randle, Jr., shows this variation (see the Foreword for the story behind the ad) with the embossed neck/shoulder label. The embossed variation was followed by the ACL neck/shoulder label.

Method of Manufacture: Machine

Color: Forest Green

Size (in cm.): 20.3 (h); 6.0-6.1 (d)

Primary Labeling Style: White and Orange ACL

Finish: Crown

Capacity: 7 oz.

Overall Bottle Design: Cylindrical

Front Description

Neck/shoulder: Embossed - 7up (large)

Body: ACL - A white square frame surrounded the silhouette of a woman in a bathing suit with upraised arms accompanied by a orange shield containing the characters 7up and eight bubbles (all in white). A white area below the shield was stenciled through to the green bottle color with REG. U.S. PAT. OFF.

Heel: Bare

Back Description

Neck/shoulder: Same as front



Figure 10b-19 – El Paso’s first 7-up bottle – 8 bubbles; embossed neck/shoulder label

Body: White ACL - A COOLER OFF / A FRESHER UP / FOR THE STOMACH'S SAKE / DON'T SHAKE OR STIR / YOU LIKE 7UP / IT LIKES YOU / _____ / CARRYING THE 7-UP TRADEMARK / THIS BOTTLE MUST / NOT BE USED FOR / ANY OTHER DRINK

Heel: Bare

Base: Embossed - 7 UP BOTTLING CO INC (arch) / 3 I-in-an-oval-superimposed-on-an-elongated-diamond 7 / 5 / EL PASO (inverted arch) / TEX. (Figure 10b-20)

Manufacturer: Owens Illinois Bottling Co. (1929-1954)

Dating: [1937-1939] These bottles almost certainly were used during the first year that the Seven-Up Bottling Co. was in business, and this may have been the only order until the ACL neck/shoulder label described below. The example described was made in 1937.

Collection(s): Author's collection.



Figure 10b-20 – Base of embossed bottle – 1937

Variations

1. See above
2. The second variation replaced the embossed “7up” with a white ACL shield on neck/shoulder. The shield with “7up” and eight bottles. The back label was in white ACL: A FRESH UP / DRINK / FOR THE STOMACH'S SAKE / DO NOT STIR OR SHAKE / YOU LIKE 7up / IT LIKES YOU / CONTENTS 7 FL. OZS. / CARRYING THE 7-UP TRADEMARK / THIS BOTTLE MUST NOT BE / USED FOR ANY OTHER DRINK / 7up BOTTLING CO. OF EL PASO, INC. / EL PASO, TEX. The “up” in “YOU LIKE 7up” and in “7 up BOTTLING CO.” was in smaller, upwardly slanted superscript letters. The words “OF” and “INC.” were in smaller letters and were centered in the line with the bottler's name (Figure 10b-21).



Figure 10b-22 – Base of 8-bubble bottle – 1940

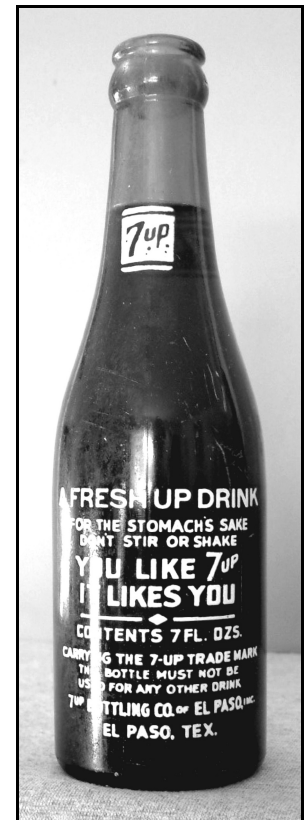


Figure 10b-21 – Back of 8-bubble bottle with ACL neck/shoulder label

The base was embossed “700 G-in-a-square 11,” the mark used by the Glenshaw Glass Co. (Figure 10b-22). Sources disagree on the date when Glenshaw began using the logo. It may have been in use as early as 1904 (Caniff 2005:6), although Toulouse (1971:211-212) placed the date at 1932. By at least 1932, Glenshaw began embossing a small “G” on the reinforcing ring of the crown finish of its soda bottles. The letters began to advance in 1936, and they became reliable date codes.



Figure 10b-23 – Tiny “L” on the reinforcing ring of the crown finish

Thus, an “H” was embossed on the ring in 1936, with an I in 1937, and each year the letter advanced (J = 1938; K= 1939; L= 1940; etc.). The practice continued until 1958 (a “D” code). After that, Glenshaw adopted the two-digit date code in use by most soda bottle manufacturers. Two digit numbers *do* accompany the Box-G logo on many bottles during the letter date code period, but these are not dates.

The El Paso bottle had a small but distinct “L” embossed on the reinforcing ring – a code for a 1940 manufacture (Figure 10b-23). This, then was one of the last of the eight-bubble 7-up bottles. Both eight-bubble bottles used in El Paso were probably only ordered once.

Seven-Bubble Labels

The more common, seven-bubble “swim suit” bottle was in longer use by the company. All of these had the ACL shield on the neck/shoulder area and had seven bubbles in the orange shield and above the swim-suit lady (Figures 10b-24 & 10b-25).³ The



Figure 10b-24 – 8-bubble and 7 bubble bottles

³ There were occasional exceptions, but these were rare and very specific to individual franchises. None of the exceptions have been recorded on El Paso bottles.

seven-bubble bottles have been recorded with five different back label variations (see Table 1), and at least four were used at El Paso.

Method of Manufacture: Machine

Color: Forest Green

Size (in cm.): 20.2 (h); 5.9 (d)

Primary Labeling Style: White and Orange ACL

Finish: Crown

Capacity: 7 oz.

Overall Bottle Design: Cylindrical

Front Description

Neck: White ACL shield with the characters 7up and rising bubbles. A single white line was placed above and below the shield.

Body: A white square frame surrounded the silhouette of a woman in a bathing suit with upraised arms accompanied by an orange shield containing the characters 7up and seven bubbles (all in white). A white area below the shield was stenciled through to the green bottle color with REG. U.S. PAT. OFF.

Back Description

Neck: Same as front

Body: White ACL - A FRESH UP / DRINK / FOR THE STOMACH'S SAKE / DON'T STIR OR SHAKE / YOU LIKE IT / IT LIKES YOU / {line with a diamond in the center} / CONTENTS 7 FL. OZS. / CARRYING THE 7-UP TRADE MARK / THIS BOTTLE MUST / NOT BE USED FOR / ANY OTHER DRINK / 7-UP BOTTLING CO. OF EL PASO / EL PASO, TEXAS {2 dots} [back label #2]

Base: Embossed - G94 / Duraglas (script) / 3 I-in-an-oval-superimposed-over-an-elongated-diamond 4. / 7.

Manufacturer: Owens Illinois Glass Co. (1929-1954)

Dating: [ca. 1938-1944] The seven-bubble front labels were likely used from 1939 to 1953 (Bates et al 1992b:6-12). This specific back label, however, was only used from ca. 1938 to ca. 1944 (Lockhart 2008).

Collection(s): Author's collection.



Figure 10b-25 – An early El Paso 7-bubble bottle

Variations:

1. See above.
2. This variation was identical to the one above, except that it had back



Figure 10b-27 – Base of a 1946 bottle

label #3: THE “Fresh Up” DRINK / CONTAINS CARBONATED WATER, / SUGAR, CITRIC ACID, LITHIA AND / SODA CITRATES. FLAVOR DERIVED / FROM LEMON AND LIME OILS. / YOU LIKE IT / IT LIKES YOU / CONTENTS 7 FL. OZS. / THIS TRADEMARKED BOTTLE MUST NOT / BE USED FOR ANY OTHER DRINK / 7UP BOTTLING CO. OF EL PASO / EL

PASO, TEXAS (Figure 10b-26). The base was embossed G94 / Duraglas (script) / 3 I-in-an-oval-superimposed-over-an-elongated-diamond 6 / 18 (Figure 10b-27). Back label #3 was used by Seven-Up bottlers from 1940 to 1948.

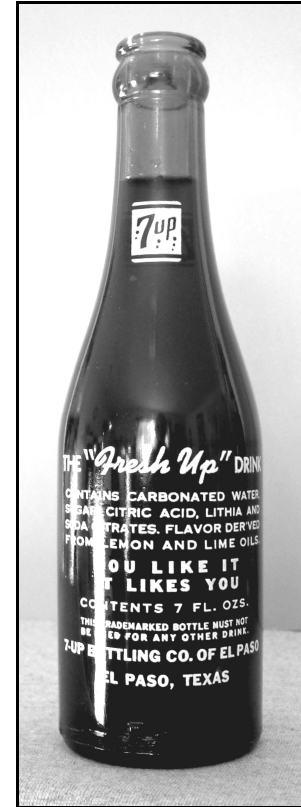


Figure 10b-26 – Back of a 1946 bottle

3. This variation was identical to the one above, except that it had back label #4: SEVEN-UP / THE “Fresh Up” DRINK / CONTAINS CARBONATED WATER, / SUGAR, CITRIC ACID, LITHIUM / AND SODIUM CITRATES. / FLAVOR DERIVED FROM LEMON / AND LIME OILS. / YOU LIKE IT / IT LIKES YOU / CONTENTS 7 FL. OZS. {3 dots in a triangle shape} / SEVEN-UP BOTTLING CO. / OF EL PASO, EL PASO, TEXAS (Figure 10b-28).

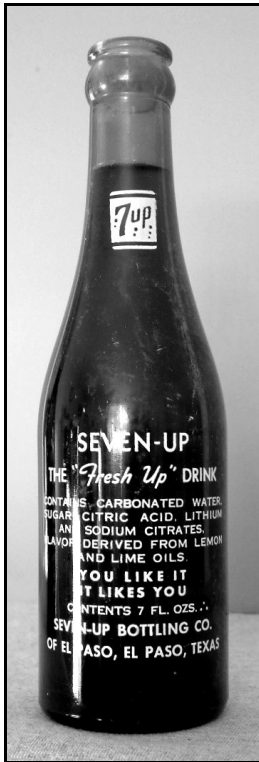


Figure 10b-28 – Back of a 1949 bottle

The base was embossed G94 / Duraglas / 3 I-in-an-oval-superimposed-over-an-elongated-diamond 49 / 18. Back label #4 has only been recorded on bottles made in 1949 (Figure 10b-29).



Figure 10b-29 – Base of a 1949 bottle

4. The base of Variation 4 was embossed G94 / Duraglas / 7 I-in-an-oval-superimposed-over-an-elongated-diamond 51 / 10-. Although the

back label was not recorded, it was almost certainly #5: SEVEN-UP / THE “Fresh Up” DRINK / CONTAINS / CARBONATED WATER, SUGAR, / CITRIC ACID, SODIUM CITRATE / FLAVOR DERIVED FROM LEMON / AND LIME OILS. / YOU LIKE IT / IT LIKES YOU / CONTENTS 7 FL. OZS. {2 dots} / SEVEN-UP BOTTLING CO. / OF EL PASO, EL PASO, TEXAS (Figure 10b-30). Back label #5 was used from 1949 to 1953 – the final back label on swimsuit-lady bottles.

4. I recorded a bottle in the Willie Terrazas collection embossed G94 / Duraglas / 15 <0> 52 / 4 – with back label #5.

Non-Swimsuit-Lady Bottle

About 1953, the lady disappeared, and the label was slightly modified (Figures 10b-31 & 10b-32). These were the last Seven-Up bottles that identified the local franchises.

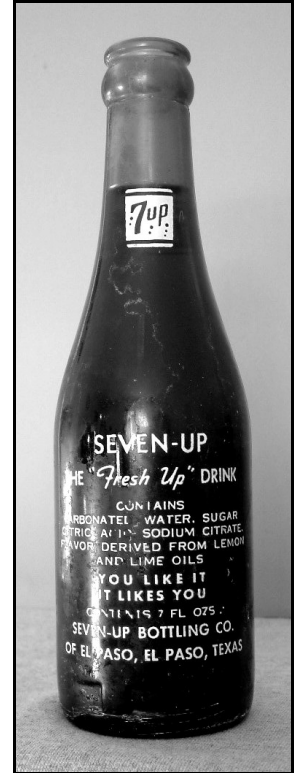


Figure 10b-30 – Back of a 1951 bottle



Figure 10b-31 – Swimsuit lady & non-swim bottles

Method of Manufacture:

Machine

Color: Forest Green

Size (in cm.): 20.2 (h); 5.8 (d)

Primary Labeling Style: White and Orange ACL

Finish: Crown

Capacity: 7 oz.

Overall Bottle Design: Cylindrical

Front Description

Neck/Shoulder: White ACL shield with the characters 7up and rising bubbles. A single white line was placed above and below the shield. (same as swim-suit lady bottle]

Body: Orange ACL shield with white 7 up and seven bubbles. Only half of the lowest bubble shows, and a white ® is in the lower right corner. Extra lines above and below the shield make the design more complex, and

double white lines extend from the upper left and right. Below the shield is YOU LIKE IT IT LIKES YOU in white ACL.

Back Description

Neck/Shoulder: Same as front

Body: SEVEN-UP / YOU LIKE IT IT LIKES YOU / CONTAINS / CARBONATED WATER, SUGAR, / CITRIC ACID, SODIUM CITRATE, / FLAVOR DERIVED FROM LEMON / AND LIME OILS. / “Fresh Up” (script) WITH 7up / CONTENTS 7 FL. OZS. / SEVEN-UP BOTTLING CO. / OF EL PASO, EL PASO, TEXAS followed by 3 dots

Base: Embossed - 7-oz - G-94 / Duraglas (script) / 9 I-in-an-oval 56 / 5.

Manufacturer: Owens Illinois Glass Co. (1954-present)

Dating: [1954-ca. 1969]

These bottles were likely used from 1954 to about 1969 (Bates et al 1992b:11).

Collection(s): Author’s collection.

Variations:

1. Seven-ounce – see above.
2. The bottles were also made in 12-ounce sizes, measuring 24.0 cm. in height and 6.6 cm. in diameter (Figure 10b-33). The neck/shoulder label was essentially the same as on the seven-ounce bottle, but double white lines had been added to the right and left sides of the neck shield which had also been placed slightly lower to accommodate the words, “Fresh Up” (script) / with, above the logo. The front logo was identical to the one on the seven-ounce bottle. The back label was again identical except for CONTENTS 12 FL. OZS. (instead of 7) and the three dots were under



Figure 10b-32 – Non-swim bottle, 7-oz.



Figure 10b-33 – Non-swim bottle, 12-oz.

the “EL” rather than at the end “PASO.” The base on one example was embossed G-286 / Duraglas (script) / 7 I-in-an-oval 59 / 20. I recorded another base as 7 I-in-an-oval 63 / 10, but it may also have had the model number and Duraglas.



Figure 10b-34 – Non-swim bottle, 28-oz. (eBay)

3. The 28-ounce size bottle is uncommon in collections or local antique stores – possibly because the bottles broke more easily (Figure 10b-34). According to the *Herald-Post* (see above), the local franchise first offered the “quart” size in 1956.⁴ The 28-ounce bottle measured 29.5 cm. in height and 8.6 cm. in diameter. The neck/shoulder label was the same as the seven-ounce bottle, except for YOU LIKE IT to the left and IT LIKES YOU to the right. The front label was the same as the smaller sizes, except it had “FRESH UP” WITH SEVEN-UP in white ACL below the logo. The back label was again the same, except the volume designation was changed to 1 PINT 12 FL. OZS.; the word OF was missing from the city/state designation; and the three dots appeared below the “O” in “PASO.” The base was embossed G2585 / 7 OI 60 / 14 / Duraglas (script). The 1960 example is the



Figure 10b-35 – More recent 7-Up bottle (eBay)

only one I have seen from El Paso in 20 years of looking.

4. A variation had a red-orange neck shield in place of the white one. The shield was sometimes accompanied by an ounce designation. The bottles were made in 7-, 10-, and 28-ounce sizes, and were otherwise very similar to the white neck shield variety. They were also made during the same approximate time period. I have never seen this variation with an El Paso designation, so I doubt that Randle ever ordered these.

⁴ At this time, I do not know if the 1956 bottles were actually quart capacity or if the newspaper just made that assumption from the large size of the bottle.

Later Bottles

About 1969, the Seven-Up Co. switched to a new configuration. The most notable change was that the identifying, 7●UP, was enameled vertically up the body front so as to be read with the bottle on its side, finish pointing to the right (Figure 10b-35). Containers of this type were made in ten- and sixteen-ounce sizes (Bates et al 1992b:13).

Like, Sugar Free, and Diet Seven-Up

When Seven-Up first entered into the field of sugar free beverages in 1963, the new drink was named Like (Figure 10b-36). The returnable bottle was a darker green than the regular Seven-Up bottle with a white-bordered horizontal red oval on the neck with the word, Like, centered in the oval and REG. U.S. PAT. OFF. below it. The words, DIETS LIKE appeared above the oval. An identical logo appeared on the body front followed by ARTIFICIALLY SWEETENED / SPECIAL DIETARY / CARBONATED BEVERAGE, with THE DIET DRINK OF SEVEN-UP QUALITY on a white-outlined red bar just above the heel (Rodengen 1995:97).

The name was changed to Sugar Free Seven-Up in 1973. The bottle was once again emerald green with the words, SUGAR / FREE outlined in large red dots on the shoulder below three white dots on the neck. A series of white dots, three deep, made a logo, saying, 7UP, on the body front with a small red tilted square under the slope of the “7.” Inside the tilted square was a smaller 7up in white with the container size information below (Rodengen 1995:97).

A final name change to Diet Seven-Up was initiated in 1979. Again, three white dots graced the neck, followed by a white-outlined red rectangle containing the word, DIET. The word 7●UP with ® under the extension of the “P” was centered under the red rectangle, followed by RETURN FOR DEPOSIT. On the body front, 7●UP® appeared in large block letters with the word, DIET, placed over the “UP” in a diagonal white-outlined red rectangle. Along the heel was the message, 16 FLUID OUNCES (1 PINT) (Rodengen 1995:97).

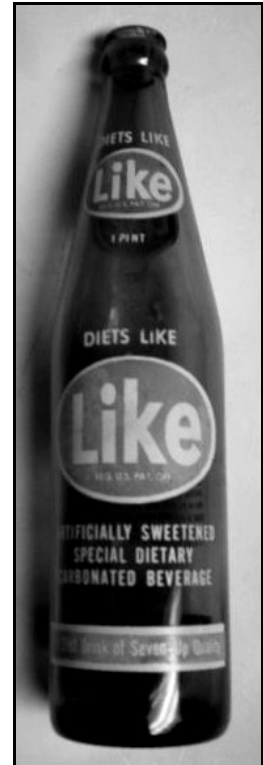


Figure 10b-36 – Like – the first diet cola from 7-Up (eBay)

Sun Spot

The Seven-Up Bottling Co. began distributing Sun Spot at some point. The Sun Spot Bottling Co., however, was listed in the city directory in 1948 at 701 W. Main. This was *not* the address of the Seven-Up plant (located at 227 Texas). Often, the major bottling companies also advertised under the names of some of their minor franchises.⁵ Although this may have been the case, in this instance, the difference in addresses question that assumption. However, the 701 W. Main address may have only been a sales office. It was not noted in the directories as a bottling plant either before or after 1948 – the only date when the firm was listed. The beverage was franchised by the Sun Spot Co. of America, Baltimore, Maryland (Riley, 1958:268, 286-288).

I have only seen these bottles with 1947 date codes, so it is very likely that the company was short lived. Seven-Up probably began distributing the brand in the late 1960s or later, after the franchises ceased using local identification on bottles. See the section on Sun Spot in the Small Bottlers chapter for photos and more information.

Howdy Orange

Although Howdy Orange had been originally introduced in El Paso by Nicholson bottling works in 1925, the beverage had been discontinued by the local bottler after the end of Prohibition. The Seven-Up Bottling Co. revived Howdy. Although the date of the revival is currently unknown, it was probably during or after the late 1960s.

⁵ For an El Paso example, see the section on the Woodlawn Bottling Co. The firm also advertised as the Whistle Bottling Co., even though Woodlawn was the only distributor of the product.

Kickapoo Joy Juice

Kickapoo Joy Juice was promoted by Al Capp and was based on two of his characters from the Lil' Abner cartoon strip who brewed a noxious concoction that was so potent, it usually blew them (at least figuratively) off the face of the Earth. Capp convinced the National NuGrape home office that a drink based on the cartoon would sell to the American public, and NuGrape offered it to their franchises in February, 1965. The drink never achieved the popularity that Capp had hoped for and was withdrawn after five years. Both ten- and twelve-ounce bottles were made in red-on-white and yellow-on-white variations (cf. Ayers 2001:162). I have not found a way to determine which bottle was used by the El Paso plant (Figures 10b-37 10b-38).

6 Tone

Little is currently known about these bottles (Figure 10b-39). The very few I have seen from El Paso were made in 1941 and 1943, and they were probably only ordered those two times. The bottles are scarce to rare. An example in Bates (1996:S-7) dates at 1949, but it was probably not from El Paso.

Method of Manufacture: Machine

Color: Colorless

Size (in cm.): 16.5 (h); 6.5 (d)

Primary Labeling Style: White and Yellow ACL

Finish: Crown

Capacity: 7 oz.

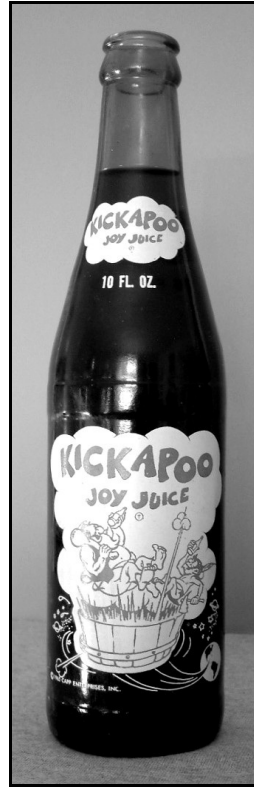


Figure 10b-37 – Red-on-White ACL Kickapoo Joy Juice – 10 oz., front



Figure 10b-38 – Red-on-Yellow ACL Kickapoo Joy Juice – 12 oz., back

Overall Bottle Design: Squat-style cylindrical with slightly recessed labeling area around body

Front Description

Body: A white-outlined yellow ACL bell with white outlined scroll on top, superimposed with an upwardly slanted white rectangle containing 6 TONE (stenciled) on a stenciled music staff with six notes interspersed within the letters

Heel: Embossed - G 1307

Back Description

Body: Yellow ACL - Serve Cold (upwardly-slanted script) / A NEW NOTE IN / REFRESHMENT / CONTENTS 7 FL. OZS. / 7 UP BOTTLING CO. OF EL PASO, INC. / EL PASO, TEXAS

Base: Embossed 9 I-in-an-oval-superimposed-on-a-diamond 1. / Duraglas / 1. [A second example is identical except for a date code of 3.] The base is stippled and contains an Owens scar.

Manufacturer: Owens Illinois Glass Co. (1929-1954)

Dating: [early 1940s] As noted above, the bottles were probably only used for a short period in the early 1940s at El Paso.

Collection(s): Jim Cullen collection; author's collection.



Figure 10b-39 – 6 Tone bottle