

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



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Chapter 11b



## Chapter 11b

### Barq's Bottling Co. and Double Cola Bottling Co.

John W. Yowell was a man of courage. He demonstrated his fortitude by starting the Barq's Bottling Co. at the beginning of World War II and showed his tenacity by surviving the sugar shortage caused by the conflict. An outgrowth of the Trone Bottling Co., the Dr Pepper Bottling Co. picked up the noted soft drink that was first bottled in El Paso by the Empire Products Corp. Yowell bought out his competitor in 1957, creating the Barq's Dr Pepper Bottling Co. that franchised both drinks. In 1977, the company discontinued Barq's products and finally sold to Magnolia Coca-Cola Co. in 1980.

Barq's Bottling Co. (1939-1957) and Double Cola Bottling Co. (1955-1957)

#### History<sup>1</sup>

Barq's Root Beer was originated by Edward Barq in Biloxi, Mississippi, in 1898 and was first bottled by the Biloxi Artesian Bottling Works. Although root beer was never as popular as the cola products, Barq's nevertheless spread throughout the United States and branched out with flavors such as Grape, Moon-Glo, Imitation Strawberry, and red creme soda (Figure 11b-1). The main company, Barq's, Inc., is located in New Orleans, Louisiana (Beverage World 1995-1996 DATABANK 253).



Figure 11b-1 – An assortment of Barq's bottle caps

John W. Yowell was born in 1905. Interestingly, Barq's root beer was first produced the year after his birth (Riley 1958:260). Yowell was no stranger to the bottling industry before he moved to El Paso. He began “in the soft drink industry some years ago as a bottle washer in Memphis, Tenn., with a wage of 50 cents per day” (Anonymous 1946). He had worked for Henry J. Moreland, owner of the Dr. Pepper plant in Abilene and had been production manager there for Coca-Cola.

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<sup>1</sup> Unless otherwise cited, the information in this section comes from a series of interviews with Joe “Dub” Yowell.

In 1939, Yowell borrowed \$5,000 from E.P. Mead at Abilene and migrated to El Paso to introduce Barq's beverages to the area. He opened his first plant at 906 Texas Ave. (Figures 11b-2, 11b-3, & 11b-4). Barq's Bottling Co. advertised its products as "All Nature Captured in a Bottle" (EPTD 1940; Yowell interview).<sup>2</sup> The *Herald Post* noted that "Mr. Yowell said that the prospect for the future of the soft drink business in the Southwest were very bright" (EPHP 10/7/1941 3:1).



Figure 11b-2 – John Yowell and employees with trucks – the boy on the right is Joe "Dub" Yowell, John's son (Courtesy of Dub Yowell)

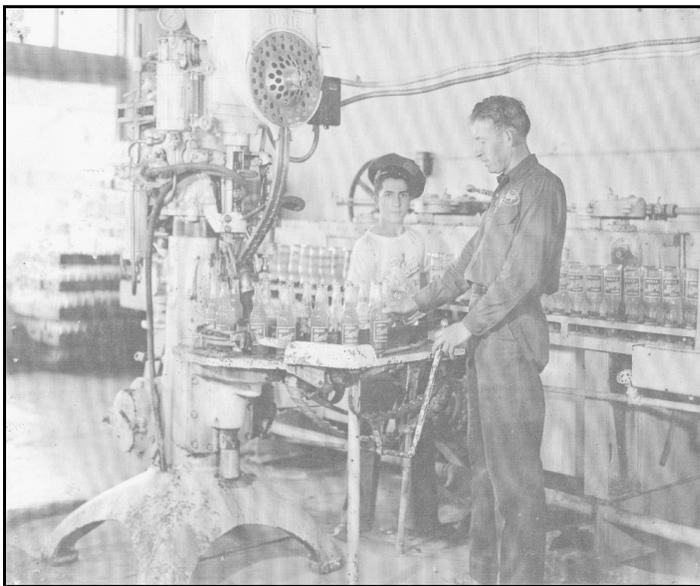


Figure 11b-3 – An employee at the Dixie Filler in 1939 (Courtesy of Dub Yowell)

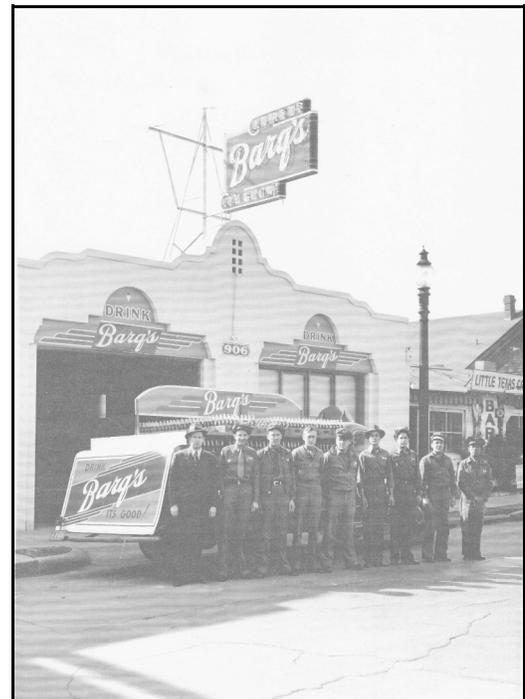


Figure 11b-4 – John Yowell and employees in front of the plant, 1939 (Courtesy of Dub Yowell)

<sup>2</sup> Unless otherwise cited, information on Barq's, Barq's Dr. Pepper, the second Dr. Pepper Co., the Yowell family came from the interviews.

The Barq's plant experienced only minor problems with sugar rationing during World War II, but prices of the sweetener soared. They bought sugar from the James A. Dick Co. in El Paso in 400-500 lb. bags. Yowell purchased some sugar from Tony Fernandez of Coca-Cola in Juàrez, but the Mexican company used brown sugar that was too dirty for American consumption. The filtering process necessary to clean the sugar to U.S. standards made the final product as expensive as buying sugar in El Paso.



Figure 11b-5 – Service truck in the 1940s (Courtesy of Dub Yowell)

Yowell had initially rented an old garage at 906 Texas Ave. (see Figure 11b-4) but outgrew the limited space in October 1943 and moved to 315 E. Missouri Ave. (Figures 11b-5, & 11b-6) Yowell was noted in El Paso as a shrewd businessman, and the growth of Barq's is a demonstration of his prowess. Other bottlers respected Yowell but were occasionally unnerved

by his tactics.

According to Robert R. Ritter, Yowell was “a thorn in everybody’s side” because he was “always cutting prices” (Ritter interview). Thorn or not, Yowell’s tactics worked. Between 1939 and 1946, Yowell’s sales increased from 29,000 cases to 500,000 cases annually.



Figure 11b-6 – John Yowell and employees in front of the plant in 1947 (Courtesy of Dub Yowell)

He attributed a large amount of the increase to a major advertising push. Yowell began advertising in October 1943, when he discovered that he had \$8,000 remaining from his construction budget for his new plant. He invested the extra money in billboard advertising and “trailers” at movie theaters. Although the meaning of the word has changed, in the 1940s, trailers were ads that were shown before the movie actually began. Yowell noted that “although most theater patrons dislike advertising trailers, the fact remains that they will see them through” (Anonymous 1946:61). The gamble paid off.



Figure 11b-7 – An Orange Crush truck in front of one of the Barq’s plants (Courtesy of Dub Yowell)

Yowell reintroduced Nu-Grape Soda to El Paso in 1945. Although Empire Products Corporation had originally bottled Nu-Grape at El Paso in 1931, the drink had faded into oblivion by the 1940s. About the same time (1945), the company reintroduced Orange Crush

(another former Empire product) to El Paso (Figure 11b-7) along with a drink called Dr. Wells that was similar to Dr. Pepper.<sup>3</sup>

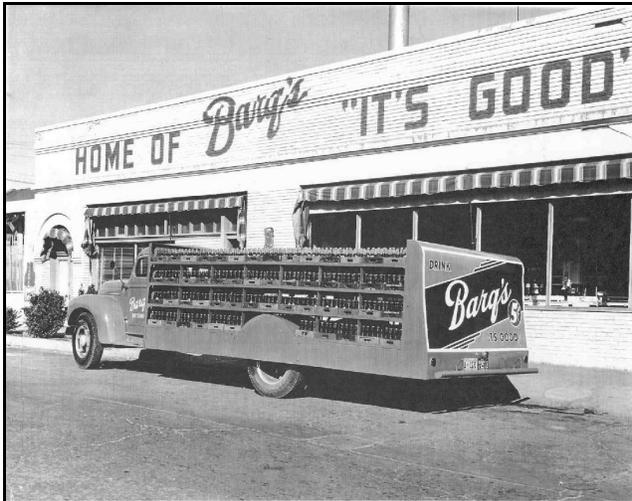


Figure 11b-8 – A Barq’s truck in front of the plant, ca. 1950 (Courtesy of Dub Yowell)

Although the building on Missouri Ave. is gone now, it was then at a place where the city was expanding. The expansion created problems when the city installed parking meters on the street in front of the plant and began “giving the drivers a hard time” when they parked along the street to load full cases and unload the empties (Figures 11b-8 & 11b-9). The harassment

<sup>3</sup> Orange Crush was franchised by the Orange Crush Co. of Evanston, Illinois, and Dr. Wells was distributed by Ludford Fruit Products, Incorporated, Los Angeles, California (Riley 1958:286-288).

became so bad that Yowell relocated again in 1954 to 1315 West Main Dr. About 1960, the company bought rest of block (Yandell Blvd. & W. Main Dr.) and built a new warehouse (EPCD 1939-1955).

In 1951, Yowell's son, Joe, joined the Navy and served four years during the Korean conflict, returning in March 1955. While Joe was gone, Yowell took on



Figure 11b-10 – Double Cola plant (Courtesy of Dub Yowell)

Barq's added Bubble Up, franchised through the Bubble Up Corporation of Peoria, Illinois, in 1955 and prepared for an even greater expansion. Despite the growth, Barq's employed less than twenty people. As part of the new prosperity, Yowell brought his son, Joe W. "Dub" Yowell into the business (EPCD 1954-1956; EPTD 1955-1956; Directory of El Paso Manufacturers 1955; EPHP4/24/1954 39:1; 4/28/1956 F12:1).



Figure 11b-9 – Barq's drivers by their trucks, ca. 1950 (Courtesy of Dub Yowell)

another new line, Double Cola,<sup>4</sup> in 1954 to compete with Coke, Pepsi, and RC. Although he bottled the drink at the West Main plant, he advertised in the telephone directories as the Double Cola Bottling Co. in 1955 and 1956 and even went so far as to put Double Cola Bottling Co. signs up on the building and paint Double Cola on the doors of his trucks (Figures 11b-10 & 11b-11).



Figure 11b-11 – Fleet of trucks marked Double Cola (Courtesy of Dub Yowell)

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<sup>4</sup> Double Cola had been introduced in 1936 (Riley 1958:268, 286-287).

## Albuquerque and Other Locations

Despite sugar shortages brought about by World War II, the company prospered and expanded, with Yowell buying the Barq's Bottling Plant of Albuquerque from the firm's previous owners, O.R. Elliott, J.T. Haney, and Joseph Borden, in late 1941 or early 1942. The plant continued to operate at 108 S. Cornell throughout its existence (Albuquerque City Directory 1939-40, 1941-42). Yowell's brother, Russell (W. Russell Yowell), ran the Albuquerque plant until about 1945 (possibly 1946) before becoming sick and moving to East Texas (Albuquerque City Directories 1943-1947).

Merthem P. Lewis had taken over by 1947. No city directory was printed in 1948, and there was no listing for Barq's in 1949, so the history during those years is blurred. In 1950, John W. Yowell was listed as the owner of the Barq's plant, but the 1951 directory no longer enumerated Barq's (Albuquerque City Directories 1947-1951).

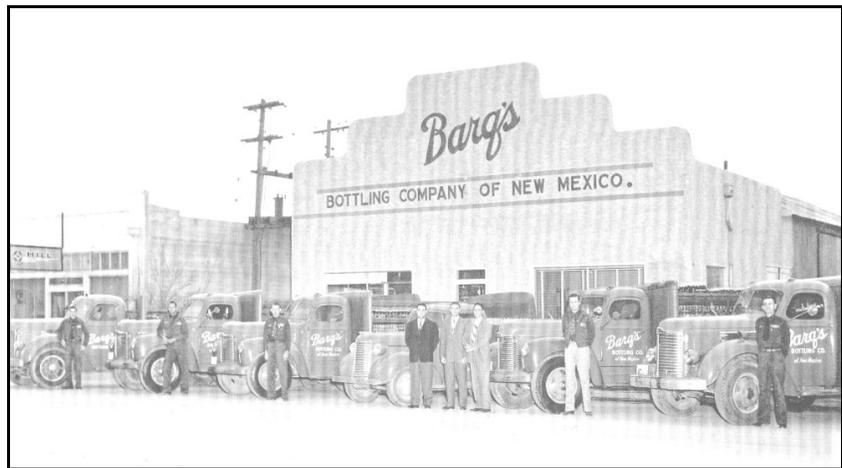


Figure 11b-12 – The Artesia Barq's plant (Courtesy of Dub Yowell)

A currently unexplained Hollywood (brand) bottle complicates the story. This bottle is dated 1951 and was bottled by the Yowell Bottling Co., Albuquerque, N.M. The bottle's existence calls for a bit of speculation. Many bottlers operated under more than one name, so Barq's and Yowell Bottling Companies were almost certainly a single enterprise. The dating of the bottle suggests that the company continued in existence until at least 1951, possibly early 1952, despite its lack of enumeration in the 1951 Albuquerque city directory. Yowell also may have dropped Barq's in Albuquerque and continued bottling the Hollywood brand for another year before closing down the business. The family continued to expand, establishing a Barq's plant in Artesia (Figure 11b-12) and an Orange Crush plant in Abilene. The Abilene plant opened ca. 1946 (Anonymous 1946:61).

## Bottles and Artifacts

### Barq's Flavors

Edward Charles Edmond Barq invented Barq's Root Beer about 1898. He had previously created a drink called Orangine, when he worked for his brother's bottling company in New Orleans. Barq moved to Biloxi, Mississippi, in 1897 and continued his experiments that lead to his root beer. His company was one of the earliest to use 12-ounce bottles. Barq's began offering franchises in 1934 and soon moved into the national market (Hopson 2002:15-16; Ivey 1999).

Probably the earliest Barq's bottle filled in El Paso was a colorless machine-made container with an embossed diamond pattern on the shoulder and neck. The body front was embossed, DRINK / Barq's (script). Bottles of this type were in use by 1938 and continued to be circulated until at least the late 1970s, probably into the 1980s (Bates et al 1996a:157, B-4), although the identification of local bottlers was replaced by a more generic back label, probably in the early 1960s.

On August 15, 1935, Ed Barq applied for a patent for his bottle. He received Design Patent No. 98,026 on December 31 of that year (Figure 11b-13). Barq is one of the few soft drink inventors to design his own bottle.

### Smaller Sizes

Along with the much more common 12-ounce bottles, the El Paso franchise offered an eight-ounce bottle that was apparently made for machine use. The only eight-ounce bottle with an El Paso name on it is described in the Front and Back ACL section below (Figure 11b-14).

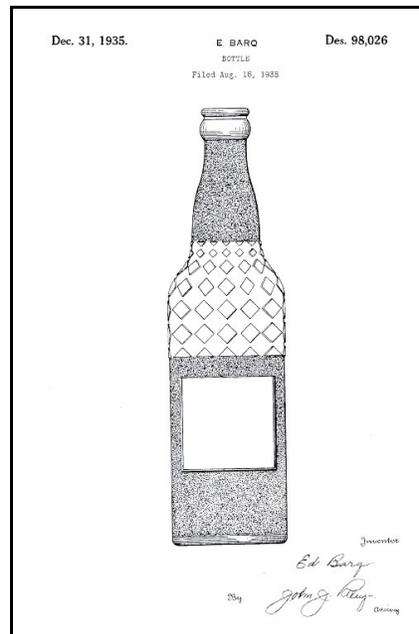


Figure 11b-13 – Patent for the Barq's bottle, 1935



Figure 11b-14 – Barq’s bottle – 8 ounce (Viola Salas collection)

### Fully Embossed Bottles

The early Barq’s bottles were fully embossed with no ACL (Figure 11b-15) I have never found a fully embossed Barq’s bottle with an El Paso designation. However, the earliest El Paso ACL bottle I have currently found has a “41” (1941) date code – even though Joe Yowell opened the plant in 1939. Either I have just not found an embossed bottle from the city; there is an earlier ACL bottle; or Yowell used fully embossed bottles without any local identification.



Figure 11b-15 – Embossed Barq’s bottle (Magicmonkey collection)

### Front ACL/Embossed Back

The earliest El Paso Barq’s bottle I have found only had ACL applied to the front label (Figure 11b-16). The date code for the bottle was 1941, and the first bottle I have discovered with ACL on both front and back was dated 1948. Since I have only personally seen the one example, I have no clear indication of when the fully embossed bottle morphed into the ACL front or when the ACL also moved to the back (see Table 11b-1).

Table 11b-1 – Possible Barq’s Bottle Variations at El Paso

Front	Back	Date
Embossed	Embossed	poss. 1939-1940
White & Blue ACL	Embossed	1941-ca. 1946
White & Blue ACL	White ACL	1948-1970+

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** probable measurements – 24.0 (h); 6.4 (d)

[This is the measurement of the fully embossed bottle.]

**Primary Labeling Style:** White and Blue ACL [although the blue on this example had deteriorated in the soil, an earlier bottle was white and blue]

**Finish:** Crown

**Capacity:** 12 oz.

**Overall Bottle Design:** Cylindrical with swelled neck (similar to beer bottles, supposedly to allow for foam expansion); heel, body, and neck embossed with orange peel design except for labeling areas

#### Front Description

**Neck:** Bare

**Shoulder:** Embossed checkerboard design

**Body:** ACL - white border with DRINK / Barq's (upwardly slanted script) / TRADE MARK REG. (upwardly slanted) / IT'S GOOD in the lower blue section [Originally, this had two blue sections – see variations.]

**Heel:** Embossed – 1 L-G

#### Back Description

**Neck:** Same as front

**Shoulder:** Embossed checkerboard design

**Body:** Embossed – Barq's (script) / REG. (in upper part of body label)

**Heel:** Embossed – 1

**Base:** Embossed - EL PASO (arch) / AND / ALBUQUERQUE / 44 (Figure 11b-17)

**Manufacturer:** Liberty Glass Co.

**Dating:** [early-mid-1940s] Yowell undoubtedly ordered his first bottles when he opened the plant in 1939. The original bottles may have been entirely embossed, with no ACL. Since this bottle was dated 1944, the style was used by at least that year.

**Collection(s):** Fort Bliss collection.



Figure 11b-16 – White and blue ACL front – embossed back (Fort Bliss Collection)



Figure 11b-17 – Base of bottle with embossed back (Fort Bliss Collection)

*Variations:*

1. See above.
2. An eBay auction featured a white and blue ACL bottle that was apparently identical to the one described above, except for a “41” date code. These bottles were used at both the El Paso and Albuquerque plants from the inception of the Albuquerque operation, probably in late 1941 to at least 1944.
3. Another slight variation was also offered on eBay. The bottle had the white and blue label on the front, but the seller did not describe the back (Figure 18). The base was embossed “BARQ’S BOTL. CO. (arch) / DESIGN PAT (arch) / 42 (poss. 45) / 12 FL OZ (both horizontal) / D 98026 / EL PASO, TEX (both inverted arches).” The amount of information included on the base suggests that the back was still embossed. Although the date code is difficult to read on the eBay photo, it appears to have been for 1942, although 1945 is a possibility.



Figure 11b-18 – Base of alternative bottle, probably embossed back (eBay)

Front and Back ACL

There were a number of subtle variations in the embossed patterns, all based on the original specialty bottle that was entirely embossed with no ACL (Figure 11b-19). Some were differences in embossed information: patent number, company name, and volume. Others involved the ACL labeling: placement of trade mark, size of lettering, and back label information. I will discuss specific variations in the section just after the bottle description.

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 24.0 (h); 6.4 (d)

**Primary Labeling Style:** White and Blue ACL

**Finish:** Crown

**Capacity:** 12 oz.

**Overall Bottle Design:** Cylindrical with swelled neck (similar to beer



Figure 11b-19 – Front view of an ACL Barq’s bottle

bottles, supposedly to allow for foam expansion); heel, body, and neck embossed with orange peel design except for labeling areas

### **Front Description**

**Neck:** Bare (nationally some bottles had an upwardly-slanted “Barq’s” in white ACL but none seem to have been used in El Paso)

**Shoulder:** Embossed checkerboard design; bottom of checkerboard was smoothed into a labeling area embossed CONT. 12 FL. OZS. (actually into the upper body)

**Body:** ACL - white border with blue backgrounds at top and bottom. Within the blue background was the word, DRINK, followed by Barq’s (upwardly slanted script in the colorless background) / TRADE MARK REG. (upwardly slanted in the colorless background) and, IT’S GOOD in the lower blue section.

### **Back Description**

**Neck:** Same as front

**Shoulder:** Embossed checkerboard design; bottom of checkerboard was smoothed into a labeling area embossed DESIGN PAT. D-98026 (actually into the upper body)

**Body:** White ACL - CONTENTS 12 FL. OZS. / PROPERTY OF / BARQ’S BOTTLING CO. / EL PASO, TEXAS

**Heel:** Bare except for orange peel

**Base:** Embossed - 15 I-in-an-oval-superimposed-on-a-diamond 48 / 4 / G-1214 / Duraglass (script) with W-2 on the left edge

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

**Dating:** [ca. 1946-late 1970s] As noted above, these bottles followed the ones with embossed back labels, although the exact timing of the switch is currently unknown. It is also unclear how late the bottles were used; the name of the local bottler was almost certainly discontinued by at least the mid-1960s. Ten-ounce bottles were in use nationally by 1962 (although I have found none from El Paso), followed by eighteen-ounce bottles by at least 1966. Both sizes continued until at least the late 1970s.

**Collection(s):** Bill Ethridge collection; Viola Salas Collection, Alamogordo; Lawrence Angus collection; author’s collection.

*Variations:*

The earliest date code I have recorded on bottles with ACL back labels so far was 1948, although the El Paso plant probably used such bottles for a year or more earlier. These earlier bottles may have been generic, or I may just not have found any yet. In one of my interviews with Dub Yowell, he noted that Barq’s purchased new bottles at least yearly. I suspect he was thinking of the 1980s, although I did not think to ask about that at the time. Thus, there are literally dozens of date codes missing from this study – possibly even other slight variations in bottle style.

Another issue revolves around the cause of variation. Since my sample (in 2010) is small, the bottles vary according to both manufacturer and date. Currently, it is impossible to be certain which is more pertinent, although I suspect that some characteristics are more related to one than the other. For example, the large letters in “IT’S GOOD” on the front label are only found on the Liberty Glass Co. bottle. In contrast, the embossed volume and patent information on the heel and/or shoulder are probably more related to time, because the embossing disappears on the later bottles. See Table 11b-2 for a summary of variations.

Table 11b-2 – Back Label Variations on El Paso Barq’s Bottles

Year	Contents	Des Pat	Barq’s / Reg (emb)	1 <sup>st</sup> line – ACL
1944	none	none	back - upper body	none
1948	emb - front shoulder	emb - back shoulder	back - upper body	CONTENTS 12 FL. OZS.
1953	emb - back heel	emb - front shoulder	back - upper body	EVERY BOTTLE
1960	ACL - back	emb - base	none	EVERY BOTTLE STERILIZED
1960s*	ACL - back	emb - base	none	Return Bottle For Deposit

\* bottle made by Chattanooga Glass Co. – no date code

Barq's also offered its franchisees a polychrome (white-blue-and-orange) version of the twelve-ounce bottle that was otherwise similar to the bichrome one in most respects. I have found no indication that the El Paso franchise used more expensive bottles.

1. This is the variation, made by the Owens-Illinois Glass Co. in 1948, described above (Figure 11b-20).

CONTENT 12 FL. OZS. – front shoulder (just above ACL body label)

DESIGN PAT. D - 98026 – back shoulder (just above ACL body label)

Barq's (script) / REG. – back upper body

TRADE MARK REG. – all to the left of the letter q

IT'S GOOD – small letters; rectangular-shaped apostrophe (')

Back Label – CONTENTS 12 FL. OZS. / PROPERTY OF / BARQ'S BOTTLING CO. / EL PASO, TEXAS

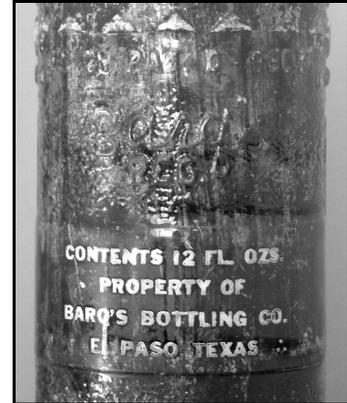


Figure 11b-20 – Back label on a 1948 Barq's bottle

2. Yowell switched to the Brockway Glass Co. by at least 1953 and continued to buy those bottles until at least the following year. The base of this variation was embossed 94 / 3 B-in-a-Circle 53 / 4 (54 date code on a second example). The Circle-B mark was used by Brockway from ca. 1933 to the merger of the firm with Owens-Illinois in 1988. Another notable difference between the Brockway bottle and all other variations was a coating of light stippling instead of orange peel over most of the bottle's surface (Figure 11b-21).

CONTENT 12 FL. OZS. – back heel

DESIGN PAT. D - 98026 – front shoulder (just above ACL body label)

Barq's (script) / REG. – back upper body

TRADE MARK REG. – TRADE MARK to the left of q; REG. to the right

IT'S GOOD – large letters; comma-shaped apostrophe (')

Back Label – EVERY BOTTLE / STERILIZED (both large letters) / BARQ'S BOTTLING CO. / EL PASO, TEXAS

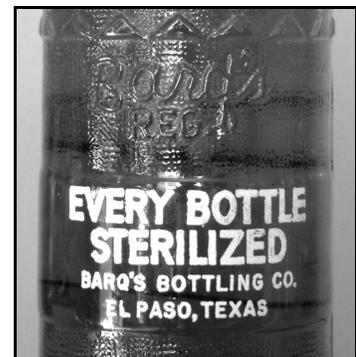


Figure 11b-21 – Back label on a 1953 Barq's bottle

3. The Liberty Glass Co. made the bottles used in at least 1959 and 1960, probably also in 1958. The base of the 1960 bottle was embossed DESIGN PAT. D-98026 (arch) 159-1 / 12 FL. OZ. / L-G 60 (all horizontal). The 1959 example was identical except that the mold number (1) was a 2, and the date code was 59. The lower half of the 9 had been peened out, an almost certain indication that the same mold had been used in 1958 (Figure 11b-22).



Figure 11b-22 – Back label on a 1960 Barq’s bottle

CONTENT 12 FL. OZS. – ACL on back

DESIGN PAT. D - 98026 – base

Barq’s (script) / REG. – missing

TRADE MARK REG. – all to the left of the letter q

IT’S GOOD – small letters; rectangular-shaped apostrophe (')

Back Label – EVERY BOTTLE STERILIZED / BARQ’S BOTTLING CO. / EL PASO, TEXAS / CONTENTS 12 FLU. OZS.

4. As was typical of all ca. pre-1965 bottles made by the Chattanooga Glass Co., the bottle had no date code. The base was embossed DESIGN PAT. (arch) / 1292 / 12 FL. OZ. / 2 © (all three lines horizontal) / D-98026 (inverted arch) (Figure 11b-23).

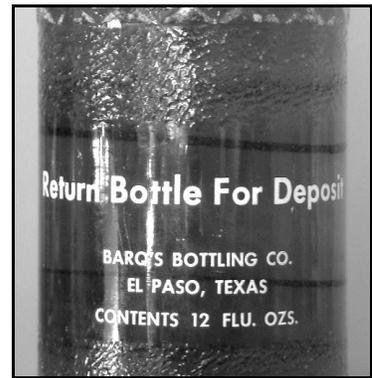


Figure 11b-23 – Back label on a Barq’s bottle made by the Chattanooga Glass Co.

CONTENT 12 FL. OZS. – ACL on back

DESIGN PAT. D - 98026 – base

Barq’s (script) / REG. – missing

TRADE MARK REG. – all to the left of the letter q

IT’S GOOD – small letters; comma-shaped apostrophe (')

Back Label – Return Bottle For Deposit / BARQ’S BOTTLING CO. / EL PASO, TEXAS / CONTENTS 12 FLU. OZS.

5. I have seen a single eight-ounce Barq’s bottle from El Paso that measured 21.2 cm. in height and 6.2 cm. in diameter (Viola Salas collection). The bottle was similar to Variation #2 described above – including the embossed Barq’s (script) / REG. at the back shoulder but with CONT. 8 FL. OZ. at the back heel. The base was embossed with the T-in-a-keystone mark used by the Palestine, Texas, plant of the Knox Glass Bottle Co. from 1941 to ca. 1952 (see Figure 11b-14).

The eight-ounce bottle may have been discontinued in the early to mid-1950s. These were probably used in machines. Pepsi had pioneered the eight-ounce bottle for machines to compete with the Coca-Cola 6-ounce bottle. The larger size was more competitive but still fit into existing machines.

## Dr. Wells

Dr. Wells was an imitation of Dr. Pepper that was reintroduced in El Paso by Barq's – possibly as early as 1940 (previously sold by Woodlawn Bottling Co. for a very short period – 1934-1936). Herberta (1982:22) documented three label designs and claimed that the distinctions varied geographically. Only one of these varieties was labeled as being from the El Paso Barq's Bottling Co. (Figure 11b-24) At least one order of the bottles was for both the El Paso and Albuquerque plants.

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 24.3 (h); 6.5 (d)

**Primary Labeling Style:** White and Red ACL

**Finish:** Crown

**Capacity:** 12 oz.

**Overall Bottle Design:** Cylindrical with embossed stippling from base to finish

### Front Description

**Neck/Shoulder:** White ACL - an upwardly-slanted Dr. Wells (script) with a tail extending backwards from the “s” to underline the name

**Body:** A larger, similar Dr. Wells (in white script) with A DELICIOUS CARBONATED BEVERAGE stenciled into the underlining tail. Above the Dr. Wells logo was a red, three-quarter disk surrounded by radiating white lines to create a sunburst effect. White letters proclaimed, ALWAYS / DRINK across the face of the disk. Below the logo was a red horizontal bar that boasted, MAKES A NICKEL THIRSTY in white ACL.



Figure 11b-24 – Both sizes of Dr. Wells

**Heel:** Bare

**Back Description**

**Neck/Shoulder:** Same as front

**Body:** A / DELICIOUS / REFRESHING / BEVERAGE / MIN.  
CONTENTS 12 FL. OZS. / TRADE MARK REG. / BARQ'S  
BOTTLING CO. / EL PASO, TEXAS

**Heel:** Embossed - 12 FL. OZ. 810 LG

**Base:** Embossed - 40

**Manufacturer:** Liberty Glass Co. (1954-present)

**Dating:** [1940-at least 1942] Bottles of this type used from ca. 1940 until at least 1942, although some may have been ordered after that date.

Bottles marked El Paso and Albuquerque cannot predate the opening of the Albuquerque plant in 1941 nor extend later than the closing around 1951.

**Collection(s):** Tom Leachman collection; Willie F. Terrazas collection; author's collection.

Variations:

1. Described above
2. Although basically the same, the seven-ounce bottle had a few changes. The container measured 20.3 cm. in height and 6.0-6.1 cm. in diameter. The front heel was embossed 7 FL. OZ., with L-G 1 524 on the back heel and 41 on the base. The white ACL back body label read: A DELICIOUS / REFRESHING/BEVERAGE / MIN. CONTENTS 7 FL. OZS. / BARQ'S BOTTLING CO. / EL PASO, TEXAS / TRADE MARK REG. / U. S. PAT. OFF. (Figure 11b-25).
3. A 12-ounce variation was ordered for both the El Paso and Albuquerque plants. The front heel embossed - 12 FL. OZ., with 510 L-G 3 (or 1) and 42 on the base. The back had the same white ACL label, but, after TRADE MARK REG. had U.S. PAT. OFF. / BARQ'S BOTTLING CO. / EL PASO AND ALBUQUERQUE (Figure 11b-26).

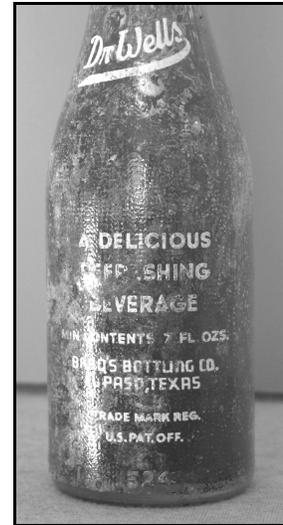


Figure 11b-25 – 7-oz. Dr. Wells – El Paso

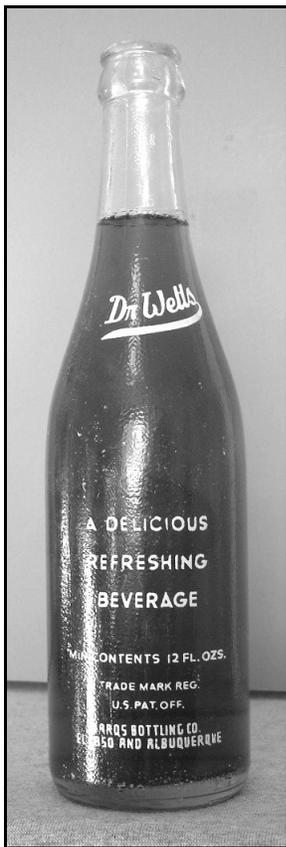


Figure 11b-26 – 12-oz. Dr. Wells – El Paso & Albuquerque

The chronology of these bottles appears to be straight forward. Yowell ordered 12-ounce bottles for the El Paso plant in 1940 and followed up the next year with a seven-ounce bottle. In 1942, he ordered the same bottles for both the El Paso and Albuquerque operations. Although my sample is small, I have not recorded any later dates. The brand may have been dropped after the 1942 order, although Yowell probably bottled the Dr. Wells until the supply of containers wore out.

## NuGrape

After its discontinuance by Empire, NuGrape soda was revived by Barq's about 1941 (see Empire Products Corp. section for information about the earlier embossed bottle, a brief history of the Nugrape Co., and the original patent). Ony Richard Randall applied for a patent on August 22, 1941 and received Design Patent No. 130075 for his bottle on October 21 of that year. The bottle was obviously a modified variation of the 1932 patent, designed by Chapman J. Root and used for the NuGrape embossed bottles (Figure 11b-27).

Some of these bottles were used concurrently by both the El Paso and Albuquerque plants, but some were only marked EL PASO and some ALBUQUERQUE. So far, I have discovered six variations. Although these may reflect changes made by the Nugrape Co., the evidence suggests that the changes may have been made at the whim of the El Paso bottler. The changes seem to vary depending on glass house, location of the local bottler, and time. See Table 11b-3 for a summary of NuGrape label variations.

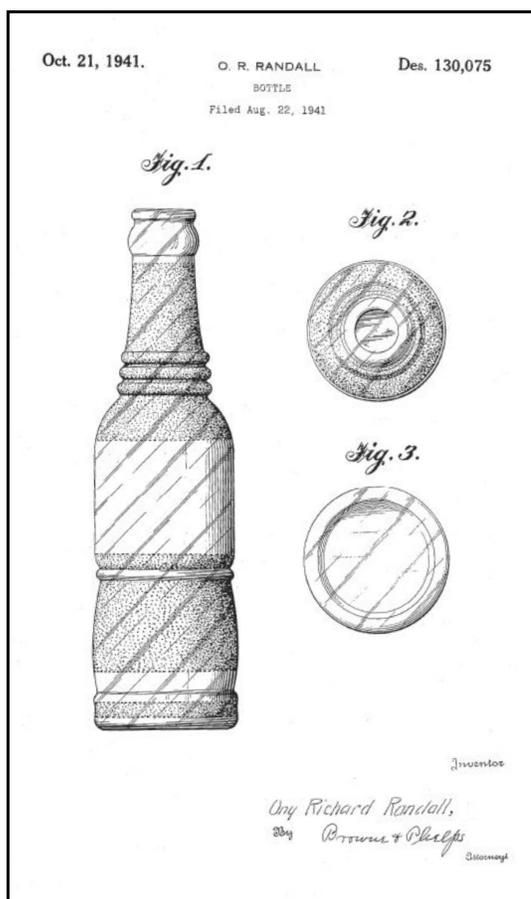


Figure 11b-27 – Randall 1941 patent for the NuGrape bottle

Table 11b-3 – Variations on NuGrape ACL Labels used at El Paso and Albuquerque

Year	Front Color	Plants	Manufacturer
1941	blue-on-yellow	Nu Grape Bottling Co. El Paso, Texas	Liberty Glass Co.
1942	red-on-yellow	El Paso and Albuquerque	Liberty Glass Co.
1943	yellow only	Albuquerque, New Mex.	Liberty Glass Co.
1944	yellow only	El Paso, Texas	Liberty Glass Co.
1946	blue-on-yellow	Albuquerque, New Mex.	Liberty Glass Co.
1946	blue-on-yellow*	El Paso, Texas	Owens-Illinois Glass Co.

\* This was a green glass bottle – others were colorless

The earliest bottle used by the El Paso franchise has a 1941 date code. This was obviously ordered fairly soon after the patent for the bottle was issued. Since the bottle is embossed with the patent number, it could not have been made prior to October 1941. An interesting characteristic of this bottle is the local firm name. The back label noted the local bottler as the “NU GRAPE BOTTLING CO. / EL PASO, TEXAS” (Figure 11b-28). That name never appeared in the city directories, and the brand was certainly bottled by Barq’s. Although I have found no documentary evidence for this instance, the phenomenon seems to be common with some franchisers: The first year, the brand was advertised under the brand name as well as the local bottler’s name.

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 20.2 (h); 5.7 (d)

**Primary Labeling Style:** Blue & Yellow ACL

**Finish:** Crown

**Capacity:** 6 oz.

**Overall Bottle Design:** Cylindrical with three embossed rings above shoulder and a single embossed ring constricting the waste; sharply indented at heel. Body surface and neck was covered with light stippling



Figure 11b-28 – 1941 NuGrape bottle – El Paso, Texas

### **Front Description**

**Body:** A yellow ACL rectangular area surrounded an inverted five-point star superimposed by NuGrape (underlined script) / REG. US. PAT. OFF. / Soda (script) / IMITATION GRAPE FLAVOR with small stars in the upper left and lower right corners – all in blue.

**Heel:** Embossed: DESIGN PAT'D D-130075 [Note that this embossing and the one on the back heel could be reversed (i.e., DESIGN PAT'D D-130075 could appear on the back and 183-7 L-G on the front.)]

### **Back Description**

**Body:** Yellow ACL - MIN. CONTENTS 6 FL. OZS. / NuGrape Soda (underlined script) / IMITATION GRAPE FLAVOR / NU GRAPE BOTTLING CO. / EL PASO, TEXAS

**Heel:** Embossed - 183-2 L-G [The 7 could be replaced by almost any single-digit number]

**Base:** Embossed - 41

**Manufacturer:** Liberty Glass Co. (1936-1954)

**Dating:** [1941] This is the earliest variation I have seen from El Paso in ACL. The use of the Nu Grape Bottling Co. name, plus a 1941 patent date, indicates that 1941 was the first year that Barq's carried the brand at El Paso.

**Collection(s):** Willie Terrazas collection.

### **Variations:**

1. See above for description. The “stippling” on the bottle deserves some discussion. On this variation (1941), the stippling at the neck was actually made by stamping tiny, overlapping circles into the mold. The stippling at the shoulder, however, was in the form of dots as was the stippling at the lower body/heel area.

2. Still made by Liberty Glass Co., this is the same basic colorless bottle as the 1941 variation, with the same front label, except that this is in Red-on-Yellow ACL. The back logo is also identical, except that the local bottler is now BARQ'S BOTTLING CO. / EL PASO AND ALBUQUERQUE (Figure 11b-29). The back heel was embossed 183-7 L-G, with 42 on the base.



Figure 11b-29 – 1942 NuGrape bottle – El Paso & Albuquerque

3. Still made by Liberty Glass Co., this is the same basic colorless bottle as the 1942 variation, with the same embossing, except for a date code of 43 (1943) on the base. The front label, however, is only yellow ACL with a yellow rectangular outline. There is no background color. The back label of this bottle only identifies ALBUQUERQUE, NEW MEX. as the location (Figure 11b-30).



Figure 11b-30 – 1943 NuGrape bottle – Albuquerque, New Mex.



Figure 11b-31 – 1944 NuGrape bottle – El Paso, Texas

4. Again, this variation was built on the same basic bottle design by the Liberty Glass Co. The front and back labels are identical to Variation 3 (only yellow ACL), except that the back label says EL PASO, TEXAS (Figure 11b-31). The stippling on this 1944 bottle was the same as on the earlier one, except that the shoulder was now an orange-peel design.

5. This variation is again the same basic colorless bottle by Liberty Glass. The front label, however, was blue ACL on a yellow background. The base was embossed 46 (1946), but the back city designation only read ALBUQUERQUE, NEW MEX. (Figure 11b-32) The stippling on

the 1946 bottle was identical to that of the 1944 variation.

6. The final version was made of green glass (not aqua) and has the same blue-on-yellow ACL motif as used in the Albuquerque bottle. The base is embossed 9 I-in-an-oval-superimposed-on-a-diamond 46 / G 10085 / 1. (with the 4 offset up and to the left – an afterthought engraving). The bottle was made by the Owens-Illinois Glass Co. in 1946 (Figure 11b-33). The back heel is bare, and DES. PAT. D 130075 on the front heel.

Stippling on the Owens-Illinois bottles was slightly different from that found on the Liberty Glass bottles. The neck stippling was still composed of circles but there was very little overlap – creating a really different look. The shoulder and lower body/heel stippling was made with dots, but they were not



Figure 11b-32 – 1946 NuGrape bottle – Albuquerque, New Mex.

randomly placed as in the Liberty bottles. These were patterned in rows and columns to form a checkerboard look.

Although this is a small sample, it is sufficient to form a hypothesis. Under the name of the Nu Grape Bottling Co., Barq's ordered ACL bottles for the El Paso plant (the only one then in existence) in 1941. The following year, with the opening of the Albuquerque branch, the firm ordered bottles with the names of both locations. Beginning in 1943, however, each plant seems to have ordered its own bottles – with the corresponding single city names.

At this point, I do not know how long Yowell continued to bottle NuGrape. The next bottle style was taller and thinner and came in eight- and ten-ounce sizes. Either the plant had discontinued the brand by the time of the bottle change, or the firm stopped using bottles with their plant name and city designation. The first explanation is more likely, especially since Bates et al. (1992:N-9) indicated that the style used by Yowell continued to be offered until at least 1950, probably later.

Hava Swig

This brand does not seem to be well known (Figure 11b-34). It may have been a brand that was test-marketed by Barq's with unsuccessful results. The bottles were probably only ordered once.

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 24 (h); 5.9-6.0 (d)

**Primary Labeling Style:** White and Red ACL

**Finish:** Crown

**Capacity:** ca. 7 oz.



Figure 11b-33 – 1946 NuGrape bottle – El Paso, Texas

**Overall Bottle Design:** Cylindrical with stippling from heel to finish

**Front Description**

**Body:** A white ACL oval background has horizontal white lines extending from the lower half of both sides. Red letters in the oval proclaim HAVA (arch) / Swig (stylized - horizontal) / T.M. / PERFECT (white letters in red bar extending outside oval into lines at left) COLA (red) DRINK (white letters in red bar extending outside oval into lines at right) / OR / BEVERAGES

**Heel:** Embossed - L-G 1 524

**Back Description**

**Body:** White ACL - Bottled by (script) / BARQ'S BOTTLING CO. / EL PASO, TEXAS / & / ALBUQUERQUE, N. M. / (star)

**Heel:** Embossed - 7 FL. OZ.

**Base:** Embossed - 42

**Manufacturer:** Liberty Glass Co. (1936-1954)

**Dating:** [1942] This bottle was probably only ordered once.<sup>5</sup>

**Collection(s):** Author's collection.



Figure 11b-34 – Hav-A-Swig bottle

Tom Collins Jr.

Barq's probably began carrying Tom Collins Jr. ca. 1943, and the bottles were used in both the El Paso and Albuquerque plants (Figure 11b-35). It is likely that Yowell only ordered the bottles once. This apparently became a trend at the El Paso and Albuquerque operations. Both would jointly or separately test market a product to see how well it would compete with the major brands. If sales failed to reach a certain level, the firm apparently used up the bottles then discontinued the brand.

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<sup>5</sup> I discovered a note, saying that there was a 12-ounce bottle and referencing Tim Miller. The bottle was also made by the Liberty Glass Co., but the note does not specifically refer to either El Paso or Albuquerque. Thus, Barq's *may* have also used a 12-ounce Hava Swig bottle.

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 20.3 (h); 5.8 (d)

**Primary Labeling Style:** White and Red ACL

**Finish:** Crown

**Capacity:** 7 oz.

**Overall Bottle Design:** Cylindrical

### Front Description

**Neck/Shoulder:** A white ACL band, open on one side, encircled the neck/shoulder

**Body:** ACL - a red-outlined white trapezoid is flanked by two red-outlined triangles on each side. Within the trapezoid, Tom / Collins / Jr. is stenciled into the white background (slightly, upwardly slanted script) so that the green color of the glass shows the lettering. To the right of "Tom" is TRADE MARK / REG. U.S. PAT. OFF. To the left of "jr." is A DELIGHTFUL / BEVERAGE" (note that the quotation mark is only at the close of the slogan). Below is BOTTLED UNDER LICENSE OF / TOM COLLINS JR. CO. / CINCINNATI, OHIO / CONT. 7 FL. OZ.

### Back Description

**Neck/Shoulder:** See front

**Body:** White ACL - Tom / Collins / Jr. (slightly, upwardly slanted script) / LIFE OF THE PARTY / \_\_\_\_\_. \_\_\_\_\_. / A REFRESHING BEVERAGE / \_\_\_\_\_. \_\_\_\_\_. / BARQ'S BOTTLING CO. / EL PASO AND ALBUQUERQUE

**Heel:** Embossed - 6 G94

**Base:** Embossed - 3 3.

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

**Dating:** [1943] Bates (1996:T-7) shows this style bottle dated 1947 and a larger (10-ounce) size dated 1952. A stylistic change had occurred by 1956, but bottles marked EL PASO AND ALBUQUERQUE were not generally used beyond the closing of the Albuquerque plant ca. 1951. Even though the Owens-Illinois logo is not embossed on the base of this bottle, the G94 embossing on the heel is the model code for the seven-ounce, forest-green bottle that was typically used by Seven-Up. Thus, the bottle was certainly made by Owens-Illinois.



Figure 11b-35 – Tom Collins Jr. bottle

The base of this bottle is interesting for other reasons, as well. First, the codes of 3 on the left and 3. on the right are typical Owens-Illinois codes. Plant No. 3 was located at Fairmont, West Virginia, from 1930 to 1980. The date code was the typical one used on soda bottles between 1941 and 1946 – the period indicates the early 1940s. The style gradually transitioned into two-digit codes from 1945 to 1947.

Around the heel roll of the bottle is an Owens scar with some vestigial “feathering” – another sign that the bottle was made by Owens-Illinois. Another Owens-Illinois logo – Duraglas (script) – is missing from this bottle. Owens-Illinois introduced the Duraglas process to make more durable glass in 1940. Although most bottlers embraced the idea, occasional soda bottles turn up without the mark. Thus, its *presence* is a good dating indicator, but its absence is not an absolute indicator that the bottle was made prior to 1940.

Near the center of the base is an almost circular fine-line outline with some scarring in the vicinity the center. These circular (or near-circular) lines indicate a place where the mold was drilled out to remove an unwanted mark or a flaw in the material. These rings were occasionally distorted (as this one is) by the manufacturing process. The imprinting of the tiny holes in the cast iron of the mold on the inside of the line is different those on the outside. The drilled portion removed the central area where the Owens-Illinois logo was usually embossed. Probably, the engraving of a new logo was inadvertently missed by the mold shop.

**Collection(s):** Author’s collection.

### Orange Crush

Orange Crush was first introduced as a franchised drink in 1916, but it was not until 1945 that John Yowell obtained the franchise for El Paso. Although the original Orange Crush bottle was colorless (see sections on Tri-State and Empire Orange Crush Bottles), the ACL amber bottles were in use by the time Barq’s Bottling Co. became the distributor. Orange Crush was made with real orange juice that contained a great deal of pulp still in the mixture (called “cloudy” orange drinks by the industry) and was shipped in wooden kegs. Amber Bottles were used to hide the pulp from the public. The amber bottle retained the same basic configuration as the previously-used 1920 colorless container (Munsey & Fowler 1986:3; Yowell interview). See Chapter 5c (Table 5-7) for a dating guide for Orange Crush bottles in El Paso.

On the national scene, amber bottles were made in three configurations: 1) squat (19 cm. tall) - 6 oz.; 2) regular (19.5 cm.) - 7 oz.; 3) tall regular (15.5 cm.) - 8 and 10 oz. These were

embossed with diamond shapes on both front and back. Three styles were used for front diamonds: 1) orange background with white ACL letters; 2) orange background with stenciled amber letters; and 3) embossed letters (no ACL). These were combined with additional two variations: 1) trade mark followed by “Orange-Crush T.M. REG. U.S. PAT. OFF. Company Bottle” with no volume information; and 2) trade mark followed by “Orange-Crush T.M. REG. U.S. PAT. OFF. Soda” + ingredients and volume. Each Orange Crush bottle contains a “Crushy” figure (i.e. a small drawing of an anthropomorphic figure crushing an orange). Although Canadian bottles have variations, all US bottles show “Crushy” on the front, facing to the right [i.e., the viewer’s right], with one arm over his head and the two hands crushing an orange (Rosman 2001:14).

The message within the diamond on the rear also varies with four distinct styles: 1) THIS SPECIAL BOTTLE PROTECTS. . . ; 2) THIS SPECIAL BROWN BOTTLE PROTECTS. . . ; 3) THIS BROWN BOTTLE PROTECTS. . . ; and 4) THIS BOTTLE PROTECTS. . . . The second segment of the message also contains four variations: 1) . . . PROTECTS THE DELICATE FRUIT FLAVOR AND FRESH TASTE; 2) . . . PROTECTS THE FRESH FRUIT FLAVOR FROM THE HARMFUL EFFECTS OF LIGHT; 3) PROTECTS THE DELICATE FRUIT FLAVOR FROM THE HARMFUL EFFECTS OF LIGHT; and 4) PROTECTS THE FRESH FRUIT JUICE FROM THE HARMFUL EFFECTS OF LIGHT (Rosman 2001:14).

Some Bottles also have printing below the back diamond; some do not. Those that contain printing along the base of the diamond follow three patterns: 1) a local bottling company name and the content volume; 2) city/state designation; or 3) bottling company name and city/state designation (Rosman 2001:15). The only El Paso bottles I have seen are all identical, with only the city/state designation (#2 above) on the back diamond and a date code of 45 (Figure 11b-36).



Figure 11b-36 – Orange Crush bottle

**Method of Manufacture:** Machine

**Color:** Amber

**Size (in cm.):** 19.6 (h); 5.8 (d)

**Primary Labeling Style:** Orange and White ACL

**Finish:** Crown

**Capacity:** 7 oz.

**Overall Bottle Design:** Cylindrical with a short neck and embossed horizontal ribs broken by four vertical ribs to form a basket-weave design

**Front Description**

**Body:** An embossed diamond contained an orange ACL background with white letters: {Crushy, the Orange Crush logo} / Orange- / Crush / T.M.REG.U.S.PAT.OFF. / Soda / CARBONATED WATER, SUGAR, / FLAVORING, CITRIC ACID, / 0.1% BENZOATE SODA / 7 FL. OZS.

**Back Description**

**Body:** An embossed diamond contained a white-outlined diamond enameled, THIS / SPECIAL / BOTTLE PROTECTS / THE DELICATE / FRUIT FLAVOR / AND FRESH TASTE. The words, EL PASO, TEXAS appeared on the outside edges of the lower half of the diamond

**Base:** Embossed - 9 I-in-an-oval-superimposed-on-a-diamond 5. / 8 / Duraglass (script) / G1168. Some examples have 1 or other number in the mold code position.

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

**Dating:** [mid-1940s] The manufacturer's mark restricts the time of use for this bottle to a period between 1940 and 1954, but I have not encountered an El Paso bottle with a different date code. This bottle solidifies the date that Yowell reintroduced Orange Crush to El Paso as 1945. This is likely the only bottle with the El Paso designation. These bottles are uncommon – as would befit a single order. It is likely that Yowell used generic bottles until the plant discontinued the brand. Since the El Paso plant was carrying Nesbitt's orange soda by 1956, Orange Crush could not have been bottled in the city after that date.

Bottles of this type were used from 1941 to the mid-1950s when they were replaced with colorless containers enameled with white and green labels on the upper body front. The colorless bottles were used from the mid- to late 1950s until the late 1960s. Post-1969 bottles were colorless and similar in style to their predecessors but without the word "Orange" on the label (Bates et al 1996a:C-32). According to Rosman (2001:13), however, amber Orange Crush bottles were used between the mid-1940s and the mid-1970s.

**Collection(s):** Mike Morrison Collection; Viola Salas Collection; author's collection.

## Pop Kola

A little-known brand, Pop Kola was probably only marketed by Barq's for a short time. Yowell was looking for brands that would compete with the more popular sodas, like Coca-Cola and Dr. Pepper. He tried at least two colas, beginning with Pop Kola (Figure 11b-37). It was obviously not a hit, and Yowell probably only made a single order for the bottles.

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 24.3 (h); 6.1-6.3 (d)

**Primary Labeling Style:** White and Yellow ACL

**Finish:** Crown

**Capacity:** ca. 10 oz.

**Overall Bottle Design:** Cylindrical

### Front Description

**Neck/Shoulder:** White ACL - POP KOLA surrounded by a double white rectangular line

**Body:** A white ACL rectangular background divided into three sections. Top section - yellow rectangle stenciled with AMERICA'S FINEST KOLA. Middle section - stenciled rectangle with POP KOLA / MINIMUM CONTENTS 10 FLUID OUNCES (white). Bottom section - yellow rectangle - BIGGEST THIRST VALUE / UNDER THE SUN.

**Heel:** Embossed - 10 FL. OZS.

### Back Description

**Neck/Shoulder:** White ACL - Same as front

**Body:** White ACL - TIME TESTED (underlined) / The Superlative Quality / You Find in Pop Kola / is the Result of the / 30 years Devoted to the / Exclusive Manufacture / of Kola Drinks. / Chandler King (upwardly slanted script) / THE BRASER CO. / \_\_\_\_\_ Chattanooga, Tenn. (horizontal script) / BARQ'S BOTTLING CO. / EL PASO, TEXAS

**Heel:** Embossed - L-G 605 2

**Base:** Embossed - 50

**Manufacturer:** Liberty Glass Co. (1936-1954)



Figure 11b-37 – Pop Kola bottle

**Dating:** [ca. 1950] I have only seen one bottle of this type, probably representing the only order.

**Collection(s):** Author's collection.

## Double Cola

Although the Double Cola Co. was founded in 1935 in Chattanooga, Tennessee, the product was not introduced into El Paso until sometime prior to 1958, probably 1954 (Figure 11b-38). According to Bates (2000a), Double Cola was the first to offer its products in ACL bottles.<sup>6</sup>

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 24.6 (h); 6.5 (d)

**Primary Labeling Style:** Red and White ACL

**Finish:** Crown

**Capacity:** 12 oz.

**Overall Bottle Design:** Cylindrical with four embossed rings circumscribing the shoulder and six rings around the neck

### Front Description

**Neck/Shoulder:** DOUBLE / COLA in white ACL on a red oval background surrounded by an offset red border

**Body:** A larger red oval (similar to that on the shoulder), also bearing the words DOUBLE / COLA that was surrounded by a red line, creating a colorless margin. Within the top of the colorless margin white lettering proclaimed DOUBLE MEASURE and within the bottom, DOUBLE PLEASURE. Between the logo and the heel appeared REG. U.S. PAT. OFF. / FLAVOR FROM / SEMINOLE FLAVOR CO. / CONTENTS 12 FL. OZS. flanked by Indian head silhouettes on right and left, all in red



Figure 11b-38 – Double Cola bottle

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<sup>6</sup> A number of franchisers, including Seven-Up, offered ACL bottles in 1935. Without documentation, I am unwilling to accept any of the early (1935) users as the “first.”

### **Back Description**

**Neck/Shoulder:** White ACL - outlined oval surrounding DOUBLE / COLA

**Body:** BOTTLED UNDER FRANCHISE BY / DOUBLE COLA BOTTLING CO. / EL PASO, TEXAS

**Base:** Embossed - 1 B-in-a-circle 54 / PAT. APPLIED FOR<sup>7</sup>

**Manufacturer:** Brockway Glass Co. (1925-present)

**Dating:** [1954-1957] The company was actually a subsidiary label for Barq's Bottling Co., which probably discontinued the product when the owners bought the Dr. Pepper Bottling Co. in 1957. Although Double Cola was first produced in 1936, the Double Cola Bottling Co. was only listed in the El Paso telephone directories during 1955 and 1956.

The product, however, was bottled by Barq's for an undisclosed period of time after the disappearance of the listing for the Double Cola Bottling Co. Although not used in El Paso until 1954, bottles of this type were in general use from about 1940 or earlier until the late 1950s. Although Double Cola shifted to a heavily embossed bottle with the Double Cola logo on the shoulder from the late 1950s to at least 1970 (Bates et al 1996a:D-12-13), I have not seen examples of such bottles in El Paso.

**Collection(s):** Mike Morrison Collection, Las Cruces; author's collection.

Nesbitt's

Woodlawn Bottling Co. was the first in El Paso to distribute Nesbitt's flavors, and I have discussed the early Nesbitt's bottles in that section. Barq's began bottling Nesbitt's about 1956 (presumably discontinuing Orange Crush at that time), although it is unknown how long the company continued offering the product.

A major change in ACL color occurred in 1952 when Nesbitt's discontinued the use of black-labeled bottles and switched to an all-white medium. The original white-labeled bottles mimicked the earlier black ACL variation in the rectangular shape of the front label (Figure 11b-39). The lettering was stenciled into the white background. At some point, probably the early 1960s, Nesbitt's again made a slight change to the front label – this time using a stylized oval

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<sup>7</sup> I have been unable to find the actual patent. It may have been rejected; the bottle was certainly similar to several others with embossed rings around the finish and neck.

shape, still with stenciled lettering (Figure 11b-40). Unfortunately, Nesbitt's identified the local bottler on the caps instead of the bottles, so we have no clue as to which specific bottles were used in El Paso.

### Bubble Up

Although the exact time-frame or use is uncertain, Barq's advertised Bubble Up in the April 12, 1956, issue of the *El Paso Times*. The product was initially developed in 1917 and is currently distributed by the Monarch Co. of Atlanta, Georgia. Although I have never found a bottle embossed with an El Paso designation, by the 1950s, Bubble Up bottles had white ACL bubbles superimposed with Bubble / Up in red letters on both the neck/shoulder area and the front body.



Figure 11b-39 – Nesbitt's bottle – rectangular label



Figure 11b-40 – Nesbitt's bottle – oval label

### Hollywood

This brand was apparently only used after John W. Yowell reclaimed the Albuquerque company but was bottled under the Yowell Bottling Co. name. It was the last bottle style known for the Albuquerque branch (Figure 11b-41).

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 24.5 (h); 6.1 (d)

**Primary Labeling Style:** White and Red ACL (note that ACL rests atop the mold lines)

**Finish:** Crown

**Capacity:** 10 oz.

**Overall Bottle Design:** Cylindrical

**Front Description**

**Neck/Shoulder:** White ACL - Hollywood (slight upward slant)

**Body:** Slightly upwardly slanted red ACL Hollywood on a white sparkling background atop a crescent-shaped background of dozens of stars with T.M. REG. below the “ll” in “Hollywood.”

**Heel:** Embossed - 10 FL. OZS.

**Back Description**

**Neck/Shoulder:** Same as front.

**Body:** White ACL - {three stars} / CARBONATED WATER, / SUGAR, FLAVOR OR / ARTIFICIAL FLAVOR / OTHER INGREDIENTS / ON CROWN / {three stars} / PRODUCED UNDER / MODERN, SANITARY / METHODS / BOTTLED BY / YOWELL BOTTLING CO. / ALBUQUERQUE, N. M.

**Heel:** Embossed - L-G 605 2

**Base:** Embossed - 51

**Manufacturer:** Liberty Glass Co. (1936-1954)

**Dating:** [1951] These bottles appear to have only been used during the last year or so that Barq’s (or Yowell) was in business in Albuquerque.

**Collection(s):** Author’s collection.

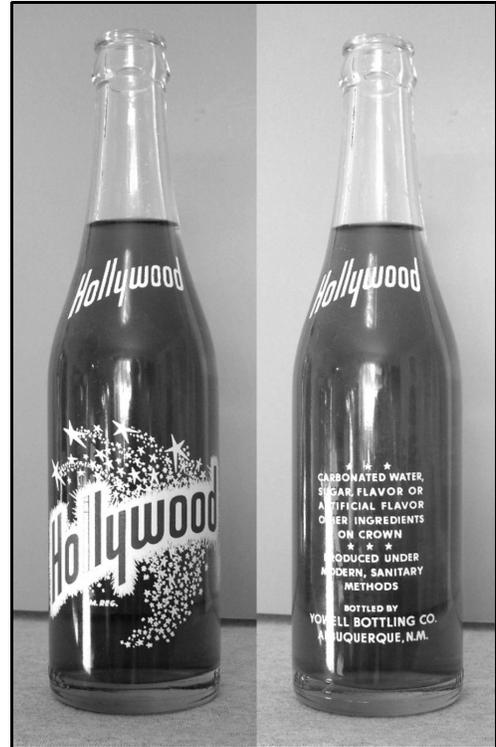


Figure 11b-41 – Hollywood bottle

