

Chapter 7

Coca-Cola Bottling Company of Alamogordo (1955-present)

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Background

In June 1921, L.H. Karosen, the third owner of the Alamogordo Bottling Works, began advertising Coca-Cola in the *Alamogordo News*. This was the first time that the top-selling cola drink had been advertised in the town and was probably the first time it was available at all. Hope Smith had begun bottling Coca-Cola at El Paso only a decade earlier – in 1911.

Karosen did not become the official franchiser until August 6, 1921, and he continued to carry Coca-Cola – never officially called “Coke” yet – until he sold the bottling works in 1922. His successor, D.H. Pharr, continued to advertise the brand. A.B. Rose acquired the business in April 1923 and initially continued to advertise Coca-Cola. Rose stopped advertising after 1924 and discontinued the Coca-Cola franchise at some point, probably in mid-1927. See Chapter 5 for more information about the Alamogordo Bottling Works. It is probable that the filled bottles were shipped by rail from El Paso to Alamogordo.

Since Rose advertised in March 1927 that the Alamogordo Bottling Works was for sale, along with “valuable franchises for Lincoln and Otero Counties,” he almost certainly still retained the Coca-Cola franchise at that point. However, an ad in the *News* from May 12 to September 1, 1927, announced that the Alamogordo-Ruidoso Truck Line, under the proprietorship of Everett Stout, was involved with “All Kinds of Hauling” (Figure 7-1). “Also,” the ad proclaimed, the company was the “Distributor for Coca-Cola, Sodas for Alamogordo[,] Carizozo, Tularosa[,] and Ruidoso.” The ad was accompanied by a drawing of a hobble-skirt, Coca-Cola bottle (*Alamogordo News* May 12, 1927).

It is highly probable that Rose sold the Lincoln and Otero County Coca-Cola franchises to Hope Smith, president of the Magnolia Coca-Cola Bottling Co. in El Paso. Smith’s desire to



Figure 7-1 – Coke ad for Alamogordo-Ruidoso Truck Line (*Alamogordo News* May 12, 1927)

expand had been blocked to the east beyond Hudspeth and Culberson Counties by existing Texas franchises, and he could not move south because of international issues. In 1917, another ambitious El Paso bottler, Lawrence Gardner, acquired the Coca-Cola franchise for Las Cruces, Deming, and Silver City, and opened the Southwestern Coca-Cola Bottling Co. to service that part of New Mexico, along with southern Arizona – effectively impeding Smith from expansion in that direction (see Lockhart & Miller 2009). That only left Otero and Lincoln Counties.



Figure 7-2 – Bennett’s Truck Line Coca-Cola ad (*Alamogordo News* May 14, 1929)

By 1929, Bennett’s Truck Line advertised that they were “Agents for the famous Coca-Cola.” Bennett’s offered “Daily Service Between El Paso - Alamogordo - Tularosa” and also included a drawing of a hobble-skirt bottle (*Alamogordo News* May 14, 1929). Although the ad failed to mention El Paso’s Magnolia Coca-Cola Bottling Co., that was certainly the origin of the bottles (Figure 7-2). Not only was Magnolia the only Coca-Cola outlet at El Paso, the ad also showed “Hope’s” – the script signature of Hope Smith, owner of Magnolia. Along with Coca-Cola, Smith carried a line of fruit flavors that he called “Hope’s.” At one point, he even used a bottle with “Hope’s” embossed in his handwriting on the shoulder. Rose’s successor in the Alamogordo Bottling Works never advertised Coca-Cola, although Alamogordo’s final independent bottler carried the product at least during the early 1930s.

Magnolia Coca-Cola Bottling Co., El Paso, Texas

The Magnolia Bottling Co. was established in 1908 by Hope M. Smith in a one-room building on the corner of Main Dr. and N. Kansas St. in El Paso. The firm originally distributed beer along with soft drink sales and added Coca-Cola to its inventory in 1911. Although Coca-Cola has been the best selling soft drink in the United States for many years, it was unknown in Western Texas and Southern New Mexico in the early twentieth century. People were not interested in the new cola drink, and Smith could only sell it by mixing bottles of Coke in a case with other flavors until the new drink finally caught on. Coca-Cola eventually became the firm’s top seller, and, to reflect the popularity of the drink, Smith renamed the firm Magnolia Coca-Cola Bottling Co. in 1916 (Lockhart 2010).

Magnolia grew and survived the sugar shortages of both World War I and II and became the largest and most prosperous of the many soda bottlers of El Paso. Along with the company's popularity and growth came expanded territory. By 1953, Magnolia served El Paso, Hudspeth, and Culberson Counties in Texas along with Otero and Lincoln Counties in New Mexico. When Smith died on November 27, 1959, his wife, Milda Connolly Smith, took command of the business and ran it with great ability until her death in 1973. The family sold the firm to a Fort Worth company in 1975. Magnolia still exists in El Paso, although it has undergone several more changes of ownership (Lockhart 2010).

History

As noted above, Coca-Cola has been available at Alamogordo since 1921, although the format for the sales has varied considerably since L.H. Karosen introduced the drink to the area. Aside from the early periods, the history of Coca-Cola can be divided into distinct intervals. At some point – probably 1927 – Hope Smith acquired Otero and Lincoln Counties in New Mexico as part of his El Paso franchise.



Figure 7-3 – 1935 ad – note cooler with bottles below (*Alamogordo News* September 6, 1935)

Magnolia Deliveries and a Warehouse

Bennett's Truck Line had acted as Magnolia's de facto delivery agent for Otero County by 1929, but it is unclear how long that service continued. By at least September 1935, the Magnolia Coca-Cola Bottling Co. of El Paso, Texas, began advertising in the *Alamogordo News* that Coca-Cola was "delivered in Alamogordo at El Paso prices" (*Alamogordo News* September 6, 1935 – Figure 7-3). By at least November 1, Magnolia wanted to make sure the Alamogordo drinkers really understood the message (Figure 7-4). The ad called the deliveries "a new service for Alamogordo and vicinity" – suggesting that Magnolia had only recently undertaken delivery in "a new truck" (*Alamogordo News* November 1, 1935). The 1937 ads specified the territory as "Alamogordo, White Sands, La Luz, Tularosa, and Mescalero" (*Alamogordo News* October 28, 1937). Although there were occasional brief periods without newspaper advertising, the ads continued pretty consistently after 1935.

It is logical that Coca-Cola delivery continued unabated from 1929 to 1937. It is also probable that Bennett's or some other hauling firm made the actual deliveries during that period. Smith understood the value of advertising, and it is unlikely that he would have ignored the opportunity to tell Alamogordo residents about Magnolia deliveries. At this point, however, the years between 1929 and 1937 remain a blank spot in the historical record for Coca-Cola delivery in Otero County.



Figure 7-5 – 1942 ad with U.S. bonds insert and an unusual six-pack (*Alamogordo News* April 23, 1942)

Hope Smith and Magnolia left no doubt about where their loyalty lay. Ads during the latter part of World War II included a box that enjoined the reader to “Buy U.S. Savings Bonds and Stamps,” noting that the money went “for defense” (*Alamogordo News* April 23, 1942). The ad also illustrated a six-pack of the period that is unusual by today’s standards (Figure 7-5). A 1944 six-pack was even more bizarre (Figure 7-6).

that were used to serve Otero and Lincoln Counties. Smith, himself, often rode on delivery trucks, including the ones that made the long haul to Alamogordo. On one delivery trip in New Mexico, a driver (not Smith) was in a White truck (which Smith disliked and distrusted) and was involved in an accident where the truck rolled over. The accident resulted in two major changes. The first came soon: Smith decided to open a bottling plant in Alamogordo. The second came a bit later when he phased out White trucks in favor of vehicles from General Motors (Goetting interview).

About 1950, Smith commissioned his brother-in-law, C.A. Goetting, to build a small warehouse near the corner of New York and Twelfth Street in Alamogordo. The new warehouse had a local manager and stored the beverages

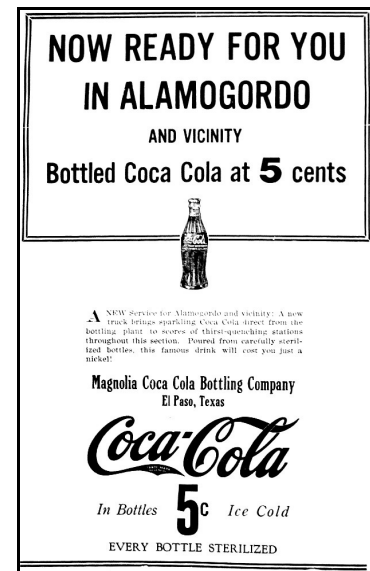


Figure 7-4 – 1935 ad for Magnolia delivery to Alamogordo (*Alamogordo News* November 1, 1935)



Figure 7-6 – A very unusual six-pack from 1944 (*El Paso Times* August 1, 1944)

Building the Plant

Smith established a new corporation for Alamogordo with the intention of providing a means of retirement for some of his employees. Although the Smith family controlled over fifty percent of the stock, Thomas C. Lucky and six or seven others owned the rest (Josselyn interview, Lucky interview, Zink interview). Smith called the first meeting of the Board of



Figure 7-7 – Milda Smith at the site of the Alamogordo plant (Courtesy of Kurt Goedding)



Figure 7-8 – The original Board of Directors on the front steps of the newly built Alamogordo plant; left to right: Irwin G. Sarver, Charles Shoppach, Tom Lucky, Jimmie M. Soules, and Hope M. Smith (Courtesy of Dorothy Lucky)

Directors for the new corporation on December 3, 1954, “in the offices of Mr. George A. Shipley of Alamogordo.” The corporation was chartered in the State of New Mexico to supply Otero and Lincoln Counties with Coca-Cola, a service at that time being rendered by the Magnolia Coca-Cola Co. of El Paso. The proposed new plant was “to be a duplicate of the Coca-Cola plant in El Paso” and was planned to be in operation by “late spring of 1955” (Figures 7-7 & 7-8). The group elected Hope Smith as Chairman of the Board with Charles Shoppach as president, Jimmie M. Soules

as vice president, Irwin G. Sarver as secretary and treasurer, and Thomas C. Lucky as manager (Minutes).

In early 1955, Magnolia sent Lucky to Alamogordo to supervise the construction of the plant for the Coca-Cola Bottling Co. of Alamogordo (Figure 7-9). Lucky, along with his wife and two sons, moved to 1809 Alamo Ave. Lucky had been an employee of Magnolia since 1941 when he was 18 years old. He had served as a route driver, route



Figure 7-9 – Hope Smith checking out the construction (Courtesy of Kurt Goedding)

manager, and manager of the El Paso plant prior to heading the team that erected the new building in Alamogordo. After five years, he returned to El Paso as sales manager, vice president, and finally general manager of the El Paso plant in 1967 (Lucky interview).¹

T. D. SUMNER
E. W. MOLESWORTH

SUMNER & MOLESWORTH
 CONTRACTORS
 P. O. BOX 941 • TELEPHONE 953
 ROSWELL, NEW MEXICO
 September 3, 1955

Mr. Hope M. Smith
 El Paso, Texas
 c/o Mr. Charles A. Goetting

Re: Coca Cola Building - Alamogordo

Dear Sir:

The following is estimate No. 5 for partial payment on the referenced job. If you find this in order, please place it in line for payment. The cost breakdown is for the purposes of making partial payments only.

	TOTAL VALUE	PERCENT COMPLETE	COMPLETE TO date
1. Move men & equipment to jobsite	\$ 1,100.00	100%	\$ 1,100.00 ✓
2. Sitework & demolition	652.00	100%	652.00 ✓
3. Excavation & Fill	2,730.00	100%	2,730.00 ✓
4. Concrete	13,960.00	100%	13,960.00 ✓
5. Forms	11,315.00	100%	11,315.00 ✓
6. Masonry	11,600.00	100%	11,600.00 ✓
7. Carpentry	7,800.00	35%	7,410.00 ✓
8. Millwork	2,750.00	100%	2,750.00 ✓
9. Steel	7,800.00	100%	7,800.00 ✓
10. Metal Products	3,000.00	100%	3,000.00 ✓
11. Roofing & Sheet Metal	4,015.00	100%	4,015.00 ✓
12. Lath, Plaster & Stucco	10,260.00	100%	10,260.00 ✓
13. Glass & Glazing	1,500.00	100%	1,500.00 ✓
14. Painting	4,200.00	60%	2,520.00 ✓
15. Plumbing & Heating	2,900.00	75%	2,175.00 ✓
16. Electrical	4,800.00	80%	3,840.00 ✓
17. Overhead & Supervision	4,500.00	95%	4,275.00 ✓
18 18. Payroll taxes & Insurance	3,600.00	100%	3,600.00 ✓
	\$ 98,482.00		\$ 94,502.00
Less 10% retained			<u>9,450.00</u>
Less previous payments			\$ 85,052.00
			<u>71,972.00</u>
			\$ 13,080.00

DUE THIS ESTIMATE

Yours very truly,

OK. *[Signature]*
 \$13080.00
[Signature]

SUMNER & MOLESWORTH

BY *[Signature]*
 E.W. Molesworth

5th Payment
13080.00
AMS
Pay OK
639
Sept 12/55

Figure 7-10 – Letter from Sumner & Molesworth, dated September 3, 1955 (Courtesy of Kurt Goedding)

¹ I was saddened to learn that Tom Lucky died on February 10, 1997.

The building was designed by Hope Smith's brother-in-law, C.A. Goetting, who supervised the construction, but it was actually built by the firm of Sumner & Molesworth (T.D. Sumner and E.W. Molesworth), contractors from Roswell, New Mexico (Figure 7-10). Although Goetting designed and built Smith's El Paso plant (see Lockhart 2010), he had had bad experiences in New Mexico in the 1920s and would no longer work there (Goetting interview).



Figure 7-11 – Completed plant, photo used in 1955 *Western Bottler* article (Courtesy of Kurt Goetting)

The building was constructed with fire resistant concrete and steel masonry with roofs of red tile (Figure 11). Interior walls were painted a “smooth, glossy white,” and the outside walls were stuccoed with concrete and painted white (*Western Bottler* 1955). The original contract called for a total price of \$98, 482.00, and the firm charged an additional \$497.91 for “extras and credits which I believe are in line with those approved by you in our recent conversation on the

job.” Goetting agreed to the price, and Smith paid the contractors – the plant was completed at a cost of \$98,979.91 (Sumner & Molesworth to Charles A. Goetting, 10/1/1955).



Figure 7-12 – Hope Smith handing the final check to T.D. Sumner; top step: Tom Lucky and Jimmie M. Soules; lower steps (left to right): George A. Shipley, Charles Shoppach, Irwin G. Sarver, T.D. Sumner, E.W. Molesworth, unknown (only identified as “Forman,” C.A. Goetting, and Hope Smith (Courtesy of Kurt Goetting)

Lucky and his crew installed all the necessary machinery themselves; they even built a shower in back along with a little kitchen. The workers slept on cots in the plant and “lived there ‘til we got it done. . . . we had our blood and sweat in it” (Lucky interview). Lucky and his men worked hard and had the plant in operation by October. The building, located at 1130 New York Ave., was built in front of the 1947 warehouse which was still used for storage (Lucky interview).

Jack Bloth, formerly the manager of the warehouse, became the new route supervisor (*Alamogordo News* 9/4/1955).

The plant began bottling on October 1, 1955 (the same day that the contractors sent their final bill), after an inspection by “one of the chemists from Atlanta Coca-Cola laboratories” who gave the plant “a grade as near perfect as could be ascertained” (Figures 7-12 & 7-13). The building occupied 16,000 square feet of floor space and had the “very latest bottling equipment” including a “Meyer bottle washer, 40-spout Liquid filler, Crown Cork & Seal mixer, Miller inspection machine, Crown water and syrup cooler and carbonator and an Evans heater” (*Alamogordo News* 9/4/1955).

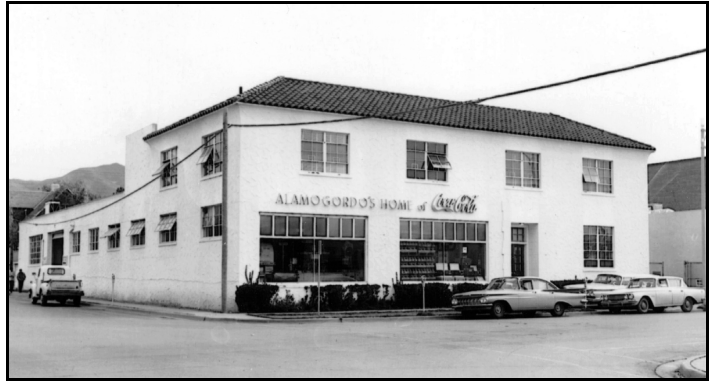


Figure 7-13 – The completed building at the beginning of operations (Courtesy of Kurt Goedding)

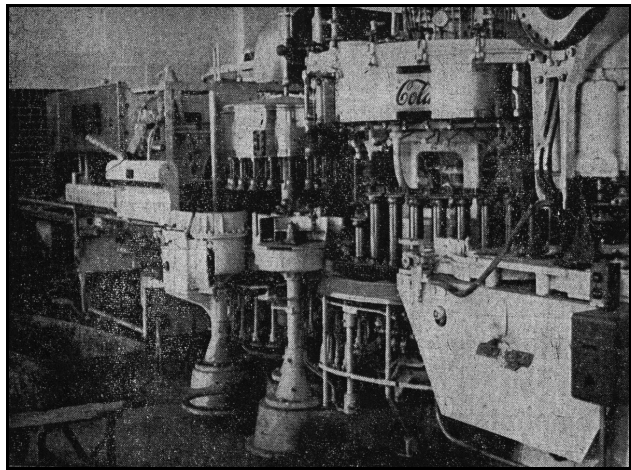


Figure 7-14 – Bottling equipment at the new plant (*Alamogordo News* September 4, 1955)

The capacity of the new machinery was 150 bottles per minute, and the public could watch the entire operation through the large, plate-glass front windows (Figure 7-14). Along with storage, the upstairs included a meeting/recreation room, complete with kitchen. A loading dock in the back was equipped with an elevator that served the second floor as well as the full basement. The old warehouse continued in use for advertising, cooler repair, and general truck maintenance. The area between the

warehouse and the new building was covered with a canopy for loading route trucks (*Alamogordo News* 9/4/1955; *Western Bottler* 1955). Almost immediately, Lucky began having problems with the new operation. Along with being too small, the structure would have been much more efficient on a single level (Lucky interview).

Coca-Cola Bottling Co. of Alamogordo



Figure 7-15 – Early ad for the Alamogordo plant (*Alamogordo News* October 23, 1955)

The new company advertised in the Alamogordo News the day after the opening (10/2/1955) and crowed: “We are proud of our water-treating plant, as every ounce of water used in bottled Coca-Cola must be pure and uniform. This modern plant removes the alkalinity and any odors that might exist, or any foreign matter. It also reduces our city water to 1½ grain hardness.” The ad also noted that “the Coca-Cola bottles are not touched by

human hands from the time they enter the bottle washer and are submerged in 160 degree caustic solution, washed, brushed, rinsed, inspected, filled, capped and again inspected. They then are placed in cases and cartons.” The management also invited the public to come in and tour the new plant (Figure 7-15).

In the summer, the plant employed between thirty and thirty-five people. Because the plant only bottled every other day, Lucky hired firemen from nearby Holloman Air Force Base. The firemen normally alternated working days at the fire station, so they made an ideal bottling crew. At that time, Alamogordo had more vending machines per 1,000 people than any other community in the United States (Figure 7-16). Because the term “vending machines” was not yet in vogue, the company’s 1957 alliterated advertisement proclaimed the machines, “Coin Controlled Coolers.” (Lucky interview; ACD1957-1958).

Alamogordo was clannish during the mid 1950s, and Lucky found it difficult to get close to the townspeople. A great opportunity arose when he joined the Rotary Club and became a member of the committee to erect the town Christmas tree on the courthouse lawn. When the time

Coca-Cola

**In Bottles
Bottled
in
Alamogordo
by
Coca-Cola
Bottling
Company
of
Alamogordo**

—★—

**SALES
SERVICE**

—★—

**Coin
Controlled
Coolers
1113
New York
Dial
HE 7-7410
TOM LUCKY,
Manager
JACK BLOTH,
Sales Manager**

Figure 7-16 – Ad for Coin Controlled Coolers (Alamogordo City Directory 1957)

came, only two people showed up to decorate the tree, so Lucky dismissed the six-man bottling crew from their tasks at the Coke plant to help with the decoration. That “cleared the way into the hearts of the [local] people,” and from that point on, he was one of their own. Lucky enjoyed the rest of his stay in Alamogordo and learned to love the people here (Lucky interview). When Lucky returned to El Paso, he hired Kenneth Josselyn, probably the last person he employed in Alamogordo. Except for a short break with the company in the early 1970s, Josselyn was employed by Alamogordo Coca-Cola from 1960 until February 1997 (Josselyn interview).

Around 1956, the new company instituted Alamogordo’s first full service route to serve Holloman Air Force Base. The new service began soon after the price raise from five to six cents. The rise in price was apparently insufficient because the cost shortly went up again – this time to ten cents (Josselyn interview). On full-service routes, delivery personnel only filled vending machines. Unlike the earlier plan where businesses rented machines and bought “product” to fill them, in full-service, the bottling company retains full control of the machines including stocking drinks, collecting money, and making repairs. The customer provides space and electricity and receives a commission check for product vended through their machines (Figures 7-17).

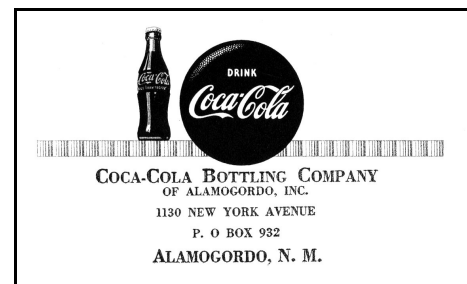


Figure 7-17 – Envelope return address for the Alamogordo plant (Courtesy of Kurt Goedding)

By 1964, William H. Vanderland was the plant manager, followed by Irwin G. Sarver in 1971. Dr. Pepper first appeared in the company advertisements during Sarver’s tenure. L.W. “Buz” Zink, the last manager under the auspices of the Alamogordo Coca-Cola Bottling Co., replaced Sarver the following year. Like Tom Lucky, Zink had previously been employed by Magnolia Coca-Cola Bottling Co. in El Paso. He had been in charge of special events, premix, coolers, and advertising. Zink came to Alamogordo on November 1, 1970, to manage the plant (ACD 1964-1975; Zink interview).

When he first took command of the plant, the bottling machinery was old and outmoded. This “shaker-type” system deposited one ounce of syrup into each bottle followed by five-and-one-half-ounces of water, then shook the container to mix the ingredients. Zink was dissatisfied with the method and sought a means of improvement (Zink interview).

About this same time, Tom Denton, owner of the Roswell Coca-Cola Bottling Co., became dissatisfied with Roswell water for use in bottling Coke. He expanded his business by purchasing the Carlsbad Coca-Cola Bottling Co. and relocated his bottling operation to Carlsbad. The Carlsbad water was better, but Denton now had unneeded machinery at Roswell. The timing was perfect. Zink bought the Roswell system and had it installed at Alamogordo in 1971. Zink instituted another major change around 1973 when he hired Paul McGregor to build a steel warehouse at the southeast corner of Indian Wells Dr. and Stanford Ave. for use as a truck garage, cooler department, and extra bottle storage area (Zink interview).

During this period, the Alamogordo plant served both Otero and Lincoln Counties, and its territory extended from McGregor Range (almost to the state line near El Paso, Texas) to Corona. Previously, route salesmen were responsible for sales as well as deliveries on their routes. Zink instituted the pre-sell system where a separate salesman canvassed the area, and delivery personnel concentrated on stocking “product” for their customers. Alamogordo supported two advance salesmen, one for Alamogordo and Holloman Air Force Base and the other for outlying areas. Although routes changed periodically, there were generally two or three routes in Alamogordo and two or three routes serving the remainder of Otero and all of Lincoln Counties, along with full-service routes that tended machines (Zink interview).



Figure 7-18 – New York Ave. building in 2000

The old, two-story building remained a problem (Figure 7-18). To maximize use of space and minimize transfer of equipment between floors, the offices were located upstairs along with storage for liquid sugar and syrup. Cracks in the floor were the main problem; details of this type were monitored by periodic federal inspections. Additional storage was available in the building’s full basement. The steps to the second floor provided an additional problem; the risers were built too short for comfort. The steps had been constructed so that Hope Smith could climb them after his back had been injured. For other people, however, they were “too short to take one at a time and too long to take two at a time. . . a real back-breaker” (Zink interview).

Following the death of Milda Smith in 1973, the Smith family began disposing of its soft drink holdings. On January 6, 1975, the family and other stockholders finalized the sale of the Alamogordo business to the Pecos Valley Coca-Cola Bottling Co. of Roswell, New Mexico,² although the Alamogordo plant retained its separate franchise. Pecos Valley had previously taken over the plants in Hobbs and Carlsbad and was looking for a new direction to expand. The Alamogordo territory bordered that of Pecos Valley and was the logical direction for an extension. The new firm placed Ronald L. Milburn as plant manager and Carl L. Sage as route manager and supervisor (ACD 1975-1977; *El Paso Times*, May 30, 1973; Russell letter).

By mid-1975, the new company shut down the bottling operation and began shipping product in from its Carlsbad bottling plant. By the early 1960s, some of the larger bottlers had predicted a trend in the direction of large bottling centers shipping product to smaller distributors. Although many of the smaller franchises thought the era of family bottling would never end, the predictions proved correct, and progressively fewer bottling plants served increasingly larger areas. The increasing popularity of cans and plastic containers made it difficult for smaller bottlers to keep up with the rapid technological changes. The era of bottling at Alamogordo was at an end. From then on, all soft drinks were shipped in from outside sources. By 1997, the only Coca-Cola bottling plants left in New Mexico were located in Las Cruces, Albuquerque, and Santa Fe (ACD 1975-1977; *El Paso Times*, June 28, 1977; Josselyn interview).

Ken Josselyn took over as manager in 1977 and retained that position until 1989. Although the name remained the same, the company again changed hands in 1981 or 1982 when the Coca-Cola Co. of Lubbock, Texas, bought Pecos Valley. The Lubbock group in turn sold the franchise in 1989. The new owner, The Coca-Cola Bottling Group, Southwest, Inc., simply renamed the local plant the Coca-Cola Bottling Co. with Dennis Podzemny as the new plant manager (ACD 1978-1997).

As of 1997, Southwest, administrated by Robert and Edmond Hoffman, was the fifth largest independent Coca-Cola franchise in the United States with its main office at Lubbock, Texas. The company's five divisions supported sales in parts of New Mexico, Texas, and

² This was the former Roswell Coca-Cola Bottling Co. – the same firm that had sold its equipment to the Alamogordo plant just a few years previously.

Oklahoma with the division responsible for Alamogordo located in Odessa, Texas. Concurrent with the purchase of the business in 1989, Southwest closed down the New York Ave. plant and opened a new operation at 2409 N. Florida Ave. (Peacock interview).

Because Southwest bottled all of its commodities at its production facility at Abilene, Texas, the bottling operation in Alamogordo was not restored, and Florida Ave. plant served as a warehouse, office, and distribution point (Figure 7-19). Interestingly, at a time when the popularity of plastic containers and cans was high, Southwest continued to use six-and-one-half-ounce returnable Coke bottles until 1994 or 1995. The plant manager in 1998 was Steve Peacock (Peacock interview).



Figure 7-19 – Florida Ave. Coke plant in 2000

The *Lubbock Avalanche-Journal* announced on April 7, 1998, that Coca-Cola Enterprises had acquired the Lubbock-based Southwest Coca-Cola Bottling Co. By 2000, Robyn Dodson was the manager. By 2003, the directory listed Barry Edwards as manager. Edwards remained in that position until 2006, but no manager was included in 2007. Coca-Cola had been the only listing under the “Bottlers” or “Soft Drinks” headings since at least 2000, but even the heading was gone in the 2008 directory (ACD 2000-2008).

The plant probably closed in mid- to late 2008. In November 2008, Coldwell Banker listed the property for sale, although some of the equipment remained in the building. Coca-Cola removed all of its property in January 2009, but the building remains vacant as of this writing in 2011 (personal communication, Marion Harrington, 6/28/2011).

Locations

The original plant of the Coca-Cola Bottling Company of Alamogordo, built by Tom Lucky and his crew in 1955 at 1130 New York Ave., still stands at the southeast corner of New York Ave. and Twelfth St.. Although the structure was unoccupied when I conducted my first research (1997), it has since been completely refurbished. What is possibly the original warehouse remains in back of the building.

The cinder block construction of the original New York Ave. building is a radical departure from the metal siding on the warehouse at 2409 N. Florida Ave. The building is set well off the street and obviously was not intended as a showplace.

Bottles

The Coca-Cola plant at Alamogordo only placed identifying local city/state designations on bottles from 1955 to ca. 1963. The most notable of these were the small 6- to 6½-ounce hobble-skirt Coca-Cola bottles, although the plant also used an Applied Color Label (ACL) bottle for Sun-Rise Beverages in 1973. In addition the Coca-Cola main office issued Sprite bottles commemorating White Sands Missile Range (and other national parks and monuments) that were bottled at random plants – not just the one at Alamogordo.

Coca-Cola

A great deal of the history of Alamogordo Coca-Cola bottles may be gleaned from the newspaper advertisements by the various firms. The earliest ads for Coca-Cola in the city included drawings of the Coke bottles, and these can give us a few insights into the actual bottle use in the town. This should be approached with caution, however. Bottles in ads do not necessarily reflect the bottles in actual use. As an example unrelated to this study, the Harry Mitchell Brewery at El Paso ran an add for over a year that showed a very clear label – one that was never actually used by Mitchell.

The oldest Coca-Cola containers sold in Alamogordo were probably those offered by Alamogordo Bottling Works in 1921. By this time, Coke was sold in the familiar Georgia Green, “hobble skirt” bottle (also called the contour bottle or the Mae West bottle), originally patented

in 1916. Although the bottles illustrated in most of the ads are too indistinct to be certain, one ad from D.R. Pharr (*Alamogordo News*, 6/8/1922) was clear enough to show the embossing “BOTTLE PAT'D NOV. 16, 1915” – a certain indication that the first style of hobble-skirt bottle was used at Alamogordo – probably until ca. 1930 (see Figure 5a-6, Chapter 5a).

These earliest bottles, franchised through the Alamogordo Bottling Works, almost certainly lacked any embossing that identified Alamogordo. I have never seen a single bottle with the 1915 patent and “ALAMOGORDO” on the base – or heard of one. It is virtually certain that neither Karosen, Pharr, nor Rose actually bottled the drink. The question, then, revolves around where they obtained the bottled product.

Logically, the answer was either El Paso or Las Cruces. The Southwestern Coca-Cola Bottling Co. filled bottles embossed with the initials “S.W.C.C.B.Co.” from 1917 to 1929. The firm had plants at Las Cruces, Deming, and other locations in New Mexico and Arizona (see Lockhart & Miller 2009). The firm certainly was interested in expanding, but 70 miles was a long way to truck sodas in the early 1920s.

El Paso, on the other hand, was 90 miles to the south – by rail. Like Southwestern’s Lawrence Gardner, Hope Smith, owner of the Coca-Cola franchise at El Paso, was eager to branch out – and he certainly shipped product by rail. It is very likely that the earliest Coke bottles at Alamogordo were embossed with “El Paso” on their bases.

Hobble-skirt Coca-Cola bottles went through ten slight stylistic changes between 1916 and 1965, allowing investigators to establish fairly short date ranges in individual bottle identifications. For a thorough study of these changes, see Lockhart & Porter (2010) and Table 7-1. The second slight change in style was the so-called “Christmas” Coke bottle that was embossed “BOTTLE PAT'D DEC. 25, 1923.” This style was used from 1928 until 1938. A 1937 Magnolia ad in the *Alamogordo News* illustrated one of the Christmas Coke bottles, but it is highly unlikely that any bottles of this type included the name “ALAMOGORDO” (Figure 7-20).



Figure 7-20 – 1937 ad showing a “Christmas Coke” bottle (*Alamogordo News* October 28, 1937)

Table 7-1 – Dates of Manufacture of Hobble-Skirt Bottle Characteristics

Characteristic	Dates
PAT'D NOV. 16, 1915	1917-1930
PAT'D DEC. 25, 1923	1928-1938
Two numbers to right of logo – date code	1932?-1951
PAT. D-105523	1938-1951
IN U.S. PATENT OFFICE	1951-1967 (embossed bottles)
MIN. CONTENTS 6 FL. OZS.	1917-1958
CONTENTS 6½ FL. OZS	1957-end of 6½ oz.
Manufacturer's mark moved to base	1952-present
Two numbers to left of dash – date code	1952-present
Line spacers on base embossing	1952-present
Applied Color Lettering	1955-present
BOTTLE TRADE MARK ® (base)	1962 (from 1964 on 6½ oz.)-?

From 1938 to 1951, Coke authorized hobble-skirt bottles embossed “BOTTLE PAT. D-105529.” Ads from 1939 to the early 1940s showed the D-105529 bottle (Figure 7-21). I have never heard of this type of bottle found with the Alamogordo name, although they were certainly shipped to this town in quantity from Smith’s El Paso plant. The bulk of these were almost certainly embossed “EL PASO” (See Lockhart 2010 for a discussion on El Paso Coke bottles).

When the *Alamogordo News* reported on the opening of the Alamogordo Coca-Cola plant on September 4, 1955, the reporter noted that “bottles with ‘Alamogordo’ printed on them are already in storage ready to be used. Two carloads of them have been ordered.” These would certainly have been hobble-skirt



Figure 7-21 – 1940 ad showing a Pat-D10522 bottle (*Alamogordo News* August 29, 1940)

bottles embossed “IN U.S. PATENT OFFICE” – used between 1951 and 1967. The bottles, described below, had date codes for 1955. Fully embossed bottles of this type, *with* the “ALAMOGORDO” baseplates, remained in use until at least 1963 (see Table 7-2).

Table 7-2 – Alamogordo Hobble-Skirt Bottles

Bottle Variation	Date	Logo	Manufacturer	State	OZ
IN U.S. PATENT OFFICE	55	L	Laurens Glass Works	NEW MEXICO	6
IN U.S. PATENT OFFICE	56	L	Laurens Glass Works	NEW MEXICO	6
IN U.S. PATENT OFFICE	56	©	Chattanooga Glass Co.	N.M.	6
IN U.S. PATENT OFFICE	57	L	Laurens Glass Works	NEW MEXICO	6
IN U.S. PATENT OFFICE	57	©	Chattanooga Glass Co.	N.M.	6
IN U.S. PATENT OFFICE	59	2©	Chattanooga Glass Co.	N.M.	6½
ACL (Coca-Cola f & b)*	61	L	Laurens Glass Works	NEW MEXICO	6½
IN U.S. PATENT OFFICE	62	©	Chattanooga Glass Co.	N.M.	6½
IN U.S. PATENT OFFICE	63	©	Chattanooga Glass Co.	N.M.	6½

* White ACL Coca-Cola on both sides; Coke on neck

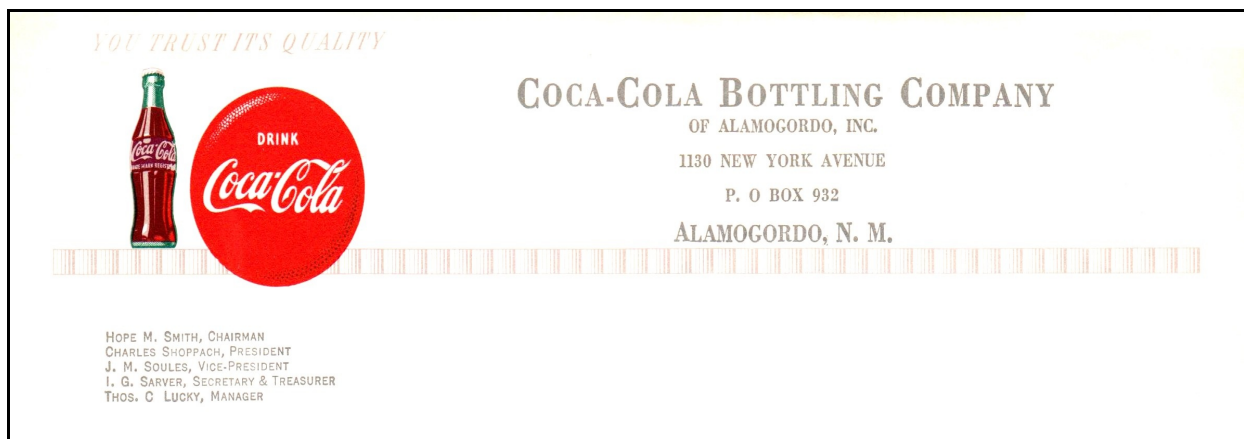


Figure 7-22 – Letterhead showing white ACL bottle – probably 1960 or later (Courtesy of Kurt Goedding)

The plant tested the ACL hobble-skirt bottle in 1961 but apparently returned to the all-embossed bottles the following year (Figure 7-22) and again in 1963. Although there were exceptions, many plants (almost certainly including Alamogordo) adopted the random baseplate system, where the names of some cities were embossed on the Coke bottle bases, but the bottles were randomly sent to each Coca-Cola franchise. From that point on, there would have been no more Coke bottles with the Alamogordo baseplate – so the 1963 bottle was probably the last one to be embossed with the Alamogordo name. In 1955, Coca-Cola also adopted larger sizes, but I have never found one with an Alamogordo baseplate.

Bottles from the first order were made by the Laurens Glass Works (Figure 7-23) – although the Chattanooga Glass Works may have made the second shipment. On these bottles, the first two digits on the skirt comprised the date code (Figure 7-24).

Method of Manufacture: Machine

Color: Georgia Green

Size (in cm.): 19.7 (h); 6.0 (d - at center)

Primary Labeling Style: Embossed

Finish: Crown

Capacity: 6 oz.

Overall Bottle Design: Cylindrical with “hobble-skirt” shape – bulge in center labeling area, narrowing below labeling area, flaring to base with vertical ribs above and below labeling area

Front Description

Shoulder: Embossed vertical ribs

Body: Embossed - Coca-Cola (script) / TRADE MARK REGISTERED / IN U.S. PATENT OFFICE

Skirt: Embossed 55-44

Heel: Bare



Figure 7-23 – IN U.S. PATENT OFFICE bottle with 1955 date code



Figure 7-24 – Code sequence on skirt; the first two digits (55) are the date code

Back Description

Shoulder: See front

Body: Embossed - Coca-Cola (script) / TRADE MARK
REGISTERED / MIN. CONTENTS 6 FL. OZS.

Heel: Bare

Base: Embossed - ALAMOGORDO (arch) / L / NEW MEXICO
(inverted arch) with dots separating the two words (Figure 7-25)

Manufacturer: Laurens Glass Works, Lauren, South Carolina
(1911-1968)

Dating: (1955-1957) Although I have not seen examples of
bottles with 1959 date codes, the Alamogordo plant had bottles
made by both Laurens and the Chattanooga Glass Co. until at least 1961. At this point, I have
only seen Chattanooga bottles with date codes for 1962 and 1963.

Collection(s): Bill Porter collection; Lynn Loomis collection; Author's collection.



Figure 7-25 – Baseplate of the
1955 bottle made by the
Laurens Glass Works; note
the dot spacers

Variations:

1. See description above. Two additional characteristics about the 1955 bottle are worth discussing. First, the bottle has tiny vent marks at the narrowest part of the skirt on each vertical rib. The vents are tiny holes drilled in the molds to allow air to escape. Venting was first used in the 1870s and continues in use today. However, by the 1930s or 1940s, most glass houses had begun concealing the vent marks by drilling the holes in the embossing. Laurens, however, was still using visible venting at least as late as 1957.³

The second unusual characteristic is on the base. Prior to 1952, manufacturers placed the city designation on Coke bottle bases in an arch, but they used a variety of configurations for the state abbreviations or names. State names or initials could be found embossed in an inverted arch at the bottom of the base; in a vertical line extending from the bottom to the middle; in a horizontal line at the center of the base; or in a horizontal line at the bottom (see Chapter 8a of Lockhart 2010 for photographs of these variations).

In 1952, the Coca-Cola parent company required the city name to be embossed in an arch with the state name or abbreviation in an inverted arch – with the two separated by line spacers

³ Vent marks are also discussed in Chapter 6 of this work.

that were also arched in shape. Because “ALAMOGORDO” was so long, and Laurens elected to use the full state name – NEW MEXICO – there was not room for lines separating the two, so these bases only have dots between the city and state designations.

2. In addition to the reorder from Laurens, the Alamogordo plant also ordered Coke bottles from the Chattanooga Glass Co. during 1956. These only differed in three main ways. First, the vent marks were absent. Chattanooga had apparently begun concealing vent marks much earlier. Second, Chattanooga only used the initials N.M., so there was room for the line spacers in place of the Laurens dots. Finally, the manufacturer’s mark at the center of the base was the Chattanooga Circle-C or © (Figure 7-26).



Figure 7-26 – Base of a 1956 bottle made by the Chattanooga Glass Co.

3. The plant ordered bottles from both Laurens and Chattanooga again in 1957, and they were both virtually identical to the respective 1956 bottles – including “MIN. CONTENTS.”

4. Although I do not currently know the exact year of change, there were two more differences by 1959. First, the ounce designation changed from “MIN. CONTENTS 6 FL. OZS.” to “CONTENTS 6½



Figure 7-28 – Base of a 1959 bottle with 2© mark

FL. OZS.” (Figure 7-27) The main office required the new embossing in 1957, although “MIN. CONTENTS” continued to be used on many 1958 bottles. Unfortunately, I have not yet examined bottles with “57” or “58” date codes, so I do not know which year bottles from Alamogordo changed. Second, the base logo became “2©” – indicating that the bottle was made at the Corsicana, Texas, plant (Figure 7-28).

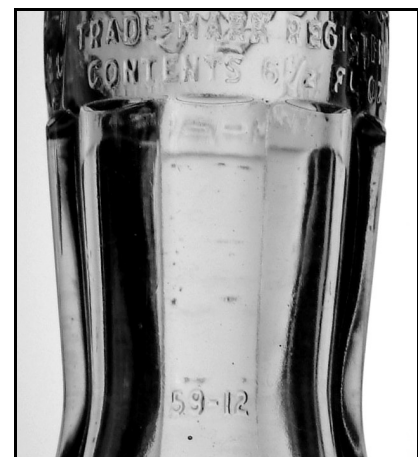


Figure 7-27 – Back of a 1959 bottles; note the 6½ FL. OZS.

5. Again, there is a gap in my information, with no 1960 bottle. However, the bottle used in 1961 was another variation. McCoy (2009:48) called this the “1961-1963 ACL bottle.” A variation that preceded it was a “transition bottle” because the “Coca-Cola” was in ACL but the other information on the central labeling area was embossed. The Alamogordo bottle had all the information in white ACL: front – “Coca-Cola (script) / TRADE-MARK ®”; back – “Coca-Cola (script) / CONTENTS 6½ FL. OZS.” The neck had “Coke / TRADE-MARK ®” also in white ACL. The Alamogordo bottle had a “61” date code on the skirt and the L logo of the Laurens Glass Works on the base. Like the earlier Laurens bottles, the base was embossed with the entire state name.

6. The final variation – used in both 1962 and 1963 – was almost a return to the 1959 bottle. It was again fully embossed in the labeling area (with *no* ACL) and was made by the Chattanooga Glass Co. The only difference between these bottles and the one from 1959 was that these both had only the Circle-C logo (©) with no “2” to the left. Note: Although some Coca-Cola franchises used ACL bottles as early as 1955, the embossed-only bottles were also available until 1967. The Alamogordo plant apparently tried the ACL bottle in 1961 but returned to the all-embossed style.

7. There is no question that the Alamogordo plant continued to refill and order Coca-Cola bottles until 1975. However, none of the bottles after 1963 were marked with the Alamogordo name.

Dr Pepper

The Alamogordo plant began carrying Dr Pepper at some point between 1969 and 1971 (Figure 7-29). By this time, however, virtually all bottlers had ceased identifying the individual plant locations on containers. Dr Pepper bottles from Alamogordo are thus all generic.

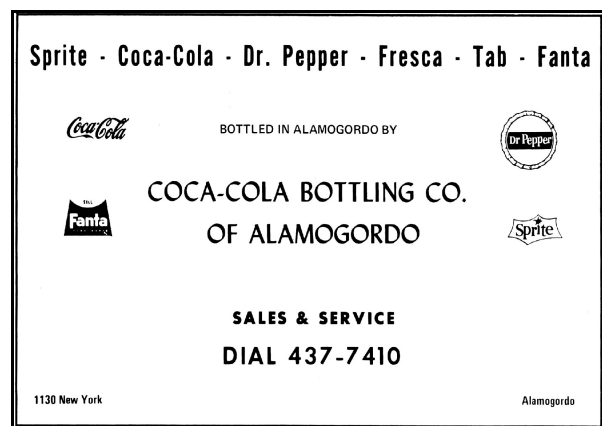


Figure 7-29 – Ad showing Dr Pepper (Alamogordo City Directory 1972)

Sun-Rise

In 1973, the Coca-Cola Bottling Co. of Alamogordo offered Sun-Rise Beverages (Figure 7-30).

Uncharacteristically, they marked the bottle with both the company name and city/state designation. Most franchisers (including the Alamogordo plant) had ceased marking bottles with local bottlers' information by the early 1950s.

Method of Manufacture: Machine

Color: Colorless

Size (in cm.): 24.0 (h); 5.9-6.0 (d)

Primary Labeling Style: White and Red ACL

Finish: Crown

Capacity: 10 oz.

Overall Bottle Design: Cylindrical

Front Description

Neck/Shoulder: White ACL - SUN•RISE (outlined letters in a downward arch) with 8 “rays” in background

Body: White mountains have an outlined sun with numerous white rays spreading upward. Within the rays in white-outlined red letters is SUN•RISE (downward arch). Below the mountains in white-outlined red letters is BEVERAGES / © BOTTLED UNDER AUTHORITY OF SUN-RISE INC. / 10 FL. OZS. (all in white letters).

Heel: Bare

Back Description

Neck/Shoulder: Same as front

Body: White ACL - BUY WITH / CONFIDENCE / _____ / DRINK WITH PLEASURE (all upwardly slanted) / PROPERTY OF / COCA-COLA BOTTLING CO. / ALAMOGORDO, N. MEX. 88310 (all horizontal)

Heel: Bare

Base: Embossed - I-in-an-oval 20462 (downward arch) / W 19 73 (upward arch) stippled at center and resting point [both the “W” and the “19” could be replaced by other letters or numbers – including an “O” and a “16” – but I have not seen enough examples to detect a pattern. The



Figure 7-30 – Sun-Rise, a flavor brand carried in 1973

“19” (or other number in that position) was much larger than any other numbers or letters on the bases.]

Manufacturer: Owens Illinois (1954-present)

Dating: [1973] Although there is a possibility that these bottles were ordered more than once, the few that I have seen had 1973 date codes. I suspect that the Alamogordo plant tried the brand out in 1973 but ceased bottling in mid-1975 before it could make another order. Alternatively, later orders may not have included the local city and state.

Collection(s): Lynn Loomis collection; Author’s collection.

Sprite

The Coca-Cola Co. introduced Sprite and Fanta flavors in 1960 – the former drink in competition with Seven-Up – followed shortly by Tab. Six years later Fresca joined the product line (Munsey 1972:60), and the Alamogordo plant carried all of these (Figure 7-31). The company offered a variation called Sugar Free Sprite in 1974, but it became Diet Sprite in 1983. The name was again changed to Diet Sprite Zero in September 2004 and later to just Sprite Zero (Wikipedia 2011).

Although not specifically connected with the Alamogordo plant, Coca-Cola introduced a promotion that advertised national parks and monuments on the bases of Sprite bottles. This was a part of Operation Golden Eagle, a 1966 federal government program designed to promote the U.S. National Parks. Each individual bottle base

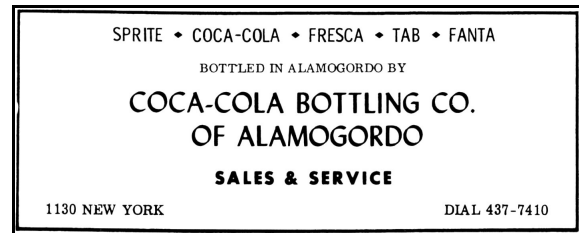


Figure 7-31 – City directory ad showing Sprite and other Coca-Cola Co. drinks.



Figure 7-32 – Four examples of Sprite bottles with the White Sands designation on the bases – top row, front view; bottom row, back view

was embossed with the name of one of the 36 national park/monuments (Bearden 1998:[13-14]), including White Sands National Monument – just 15 miles southwest of Alamogordo. At least five variations of the White Sands bottle occur (including one Diet Sprite bottle), all based on the familiar forest green container with debossed, circular dimples (Figure 7-32).

The National Park/Monument series was also used on Sugar Free Sprite with a yellow label. The only example I have seen contains embossing that suggests the bottle was made in 1977, a little over a decade after the promotion began. Other bottles contain 1977 and 1978 date codes, suggesting that the campaign lasted for at least twelve years.

Bottles with the Whites Sands designation were made in at least two sizes (10- and 16-ounce), possibly also in a 7-ounce bottle. The ACL labeling changed during the period, probably ca. 1974. The original 1966 bottle had “Sprite” stenciled into an uneven, six-pointed shield (Figure 7-33).

Method of Manufacture: Machine

Color: Forest Green

Size (in cm.): 24.6 (h); 6.0 (d-heel); 5.5 (d-just above heel); 6.0 (d-shoulder)

Primary Labeling Style: White ACL and debossed dimples

Finish: Crown

Capacity: 10 oz.

Overall Bottle Design: Cylindrical with upward taper from just above heel to shoulder

Front Description

Neck: White ACL - uneven, six-pointed shield with stenciled Sprite (with multi-pointed star as a dot on the “I”) / TRADE MARK ® with 10 FL. OZ. below the right corner of the shield

Shoulder: Bare

Body: Debossed with dimples descending in size as they flow lower on the bottle; 14 columns of dimples with 10



Figure 7-33 – The 1966 10-ounce Sprite bottle

dimples per column decreasing in size from top to bottom

Heel: Bare

Back Description

Neck: White ACL - Sprite (with multi-pointed star as a dot on the “T”) / TRADE MARK ® / A PRODUCT OF THE COCA-COLA COMPANY

Shoulder: Bare

Body: Same as front

Heel: Embossed - 66 21

Base: Embossed - WHITE SANDS NATL MONU around edge of base with © – the Circle-C logo of the Chattanooga Bottle Co. and stippling at the resting point [Note that there was no apostrophe in “NATL” and no periods after either abbreviation.]

Manufacturer: Chattanooga Glass Co. (1927-now)

Dating: [1966-1970s?] The earliest bottle I have seen is dated “66” (1966), the year the National Park bottles were initiated. At some point between 1968 and 1974, however, the style changed. See variations below for other choices. The Circle-C logo was embossed very weakly on each bottle I have examined (Figure 7-34).

Collection(s): Lynn Loomis collection; Author’s collection.

Variations:

1. See description above.

2. A 16-ounce variation was practically identical to the 10-ounce size described above except for its size and the designation “ONE PINT” below the shield and “5 68” embossed on the back heel – indicating a manufacture in 1968 (Figure 7-35). The bottle measured 28.2 cm. in height; 6.5 cm. in diameter at the heel; 5.9 cm. in diameter just above heel; and 6.5 cm. in diameter at the shoulder. Like the 10-ounce variation, this had the © mark in the center of the base.



Figure 7-34 – Base of Sprite bottle with the White Sands designation and the Circle-C mark

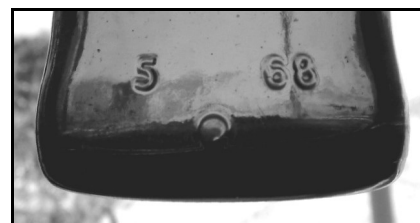


Figure 7-35 – Date code of 1966, slightly above the heel



Figure 7-37 – Base of Sprite bottle with the White Sands designation and the L-G mark

manufacture (an identical bottle in the Lynn Loomis collection has a 1977 date code). The base had the same “WHITE SANDS NAT’L. MONU.” around the outside, with “LG” in the center (Figure 7-37). Unlike the earlier Chattanooga bottles, these included an apostrophe and

punctuation. The stippling at the resting point was in the shape of parentheses lined up in a circle. The LG logo was used by the Liberty Glass Co. by at least 1955 on milk bottles and at least as early as 1961 on soda bottles.



Figure 7-38 – Sugar-Free Sprite bottle

The biggest unanswered question centers around when what Bates et al. (1994:S-23 to S-26) called the “Shield Design” changed to the “Angled Name.” Bates and his family noted date codes between “74” and “83” for the “angled” variation, so it was almost certainly used by 1974. The older “shield” variation was certainly made until at least 1968. Future research should attempt to ascertain the actual date of the switch.

4. The Coca-Cola Co. offered Sugar Free Sprite in 1974, and that is probably the year that the label style changed. Sugar Free Sprite also included the National Park series, including a bottle with the same White Sands embossing described above. An example was marked on the neck with a four cornered banner stenciled with sugar free! / Sprite (with starburst dot) / TRADE MARK ® (both lines slightly upwardly slanted) / A PRODUCT OF / 10 FL. OZ. THE COCA-COLA COMPANY – all in

3. The front neck of the third variation has Sprite (block letters – star dotting the “T”) / TRADE MARK ® (all upwardly slanted) / 10 FL. OZ. / RETURN FOR DEPOSIT / A PRODUCT OF THE COCA-COLA COMPANY – all in white ACL (Figure 7-36). The back neck is the same to 10 FL. OZ. then adds MONEY BACK BOTTLE. The back heel is embossed “55 78” – indicating a 1978



Figure 7-36 – 1978 10-ounce Sprite bottle

yellow ACL (Figure 7-38). The reverse label was the same as front except that A / PRODUCT OF / THE COCA-COLA COMPANY was replaced by RETURN FOR DEPOSIT. The heel of the bottle was embossed “55 77” – indicating a manufacture in 1977. These were very likely made from 1974 until the end of the National Park promotion – probably sometime between 1980 and 1983.

5. According to Bearden (1966:[13-14]), a 7-ounce version of the park/monument line also exists, but I have not seen one with the White Sands base.

The National Park series of Sprite bottles was announced in the *Refresher* in May 1966. Although photos in the article are small, the bottles clearly show the “shield” logo. This type of bottle was probably made until Coca-Cola introduced Sugar Free Sprite in 1974, at which time both the Sugar Free and regular Sprite bottles were made with the “angled” logo. Both Sugar Free and regular bottles were made with the National Park bases, and production continued until at least 1978 – probably until 1980 or later.

Coolers and Machines

Initially, the only way of cooling sodas, include Coca-Cola bottles, was a tub of ice. In fact, one reason for the design of the hobble-skirt Coca-Cola bottle was so that people could recognize the brand by feel alone in a tub of ice. By 1930, the Coca-Cola home office took the practice one step further, designing ice chests labeled with the Coca-Cola name (Hoy 1986:49). Each cooler had a built-in opener and often had storage for extra bottles below (Figure 7-39; also see Figure 7-3).

Although the same coolers were in use at least as late as 1940, Coca-Cola standardized coin operated coolers in 1935 (Coca-Cola Co. 2011). These were essentially the same rectangular boxes filled with ice, except that the bottles were suspended by neck/finish from steel slats. A customer inserted his or her nickel, lifted the lid, and slid the bottle to the end of the slats, where a gate released the drink.



Figure 7-39 – Coca-Cola cooler, 1940 (*Alamogordo News* March 14, 1940)

The end of sugar rationing on September 4, 1947, created a change in the way Coca-Cola was sold in Alamogordo. Because of World War II, the use of sugar had been severely restricted to the non-military population of the United States (although it was quite available to military personnel). Because the rationing extended for almost two years after the end of the war, the civilian population of Alamogordo was more than ready to see the restrictions lifted. Magnolia rose to the occasion by taking advantage of new technology in the use of vending machines. By November 1947, Magnolia's ads in the *Alamogordo News* (e.g., November 7, 1947) depicted Coca-Cola's new dispensers (Figure 7-40).

Vending Machines continued to evolve, of course, and an upright model allowed the customer to view each bottle prior to buying by 1972 (Figure 7-41). Later machines became larger and more efficient. They also changed with container technology, adapting to cans, non-returnable bottles, and, eventually, plastic containers.

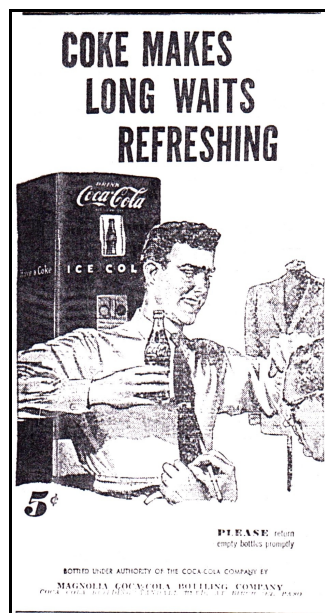


Figure 7-40 – One of the new 1947 upright Coke machines (*Alamogordo News* November 7, 1947)



Figure 7-41 – 1972 Coke machine (*Alamogordo City Directory* 1972)