

Arrowhead and Puritas Water Bottles

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When we began the revision of the *Encyclopedia of Manufacturer's Marks on Glass Containers* in 2021, we quickly discovered that the one-page devoted to the Arrowhead Water Co. bottles in the Other A section was completely inadequate. Not only was the history of Arrowhead more complex (along with its sister firm that manufactured Puritas Distilled Water), the diversity of products and bottles was much broader and more diverse than our original discoveries. In addition, the new study exploded into a revelation about the century of development of large ware in the Los Angeles area between 1875 and 1979 – especially during an exceptionally turbulent period in the 1920s and 1930s. We divided the new information into three sections. Part 1 includes an overview of glass houses, major water firms, and their interactions as well as a look at the manufacturer's marks used by the glass factories. Part 2 looks at the two major water firms – Arrowhead and the Los Angeles Ice & Cold Storage Co. – along with their merger and the variations of five-gallon bottles that they used. The final section examines in detail the other types of bottles and labels used by the two firms – smaller water bottles, refrigerator bottles, and soda bottles.

Although both Arrowhead and Puritas were best known for their large, five-gallon drinking water, both were rich in other types of drinks and containers of various sizes. One interesting type of container was the refrigerator bottle, intended to keep the bottled water chilled at home. Larger bottles took up too much refrigerator space. In addition, both firms sold water in gallon jugs – for people who did not want to lug the larger bottles or were physically incapable.

Early on, Puritas was sold in soda bottle sizes as well as seltzer bottles. The final category was soda bottles, especially ginger ale, although Arrowhead dabbled in a variety of other flavors. Finally, the firm offered “twist” bottles, mouth blown then twisted by the blower. These were apparently never very popular, although some people sought them for terrariums for a short period of time.

Containers and Marks

This section deals with the smaller containers used for Arrowhead and Puritas waters – as well as the more unusual packaging. For information about the five-gallon water bottles, see Parts 1 and 2.

Refrigerator and Other Bottles

Refrigerator bottles were intended to be filled with water to be stored in home refrigerators. Since the first practical home refrigerators were not available until the very late 1920s, it is unlikely that these bottles were produced prior to 1929, when Arrowhead and Puritas formed the California Consolidated Water Co. The firm made at least five recognizable varieties of refrigerator bottles – two for Puritas, two for Arrowhead, and a later, generic bottle – although they may have used some others that were only identified by paper labels.

Puritas Refrigerator Bottles

We have only discovered two styles of refrigerator bottles intended for Puritas water.

1. Puritas Pyramid (1929-1933)

The California Consolidated Water Co. originally decided to sell different refrigerator bottles for Arrowhead and Puritas waters. The initial Puritas bottle was embossed with a series of triangles and was in a triangular shape with squared tips when viewed from any side. Observed from the base, the bottle was square in shape with chamfered corners – creating an overall pyramidal shape. The one-part finish appears to have been made for a cork, the neck was lined to appear crackled, and “PURITAS” was embossed on the shoulder (Figure 1). The base was embossed “CALIFORNIA CONSOLIDATED WATER COMPANY / FOR PURITAS WATER SERVICE (both arched) / CALL TRINITY 1861 / LOS ANGELES CALIFORNIA (both inverted arches)” (Figure 2). In all likelihood,



Figure 1 – Pyramid bottle (eBay)



Figure 2 – Pyramid base (eBay)

the mold was made in 1929 or 1930, just after the 1929 merger that created the California Consolidated Water Co. The firm must have initially used the old Puritas Water Co. phone number that was apparently adopted in 1926. The bottles were replaced in 1933, although some may have continued in production until the old molds wore out.

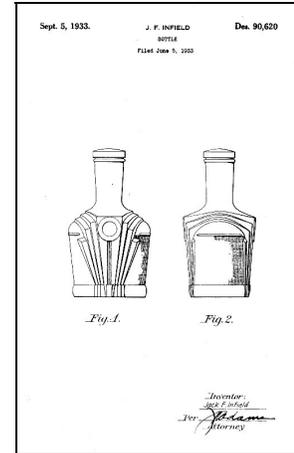


Figure 3 – Infield 1933 patent

2. Puritas Geometric Design (1933-ca. 1950)



Figure 4 Geometric bottle (eBay)

The second style was designed by J.F. Infield, who filed for a patent on June 5, 1933, and received Design Patent No. 90,620 for a “Design for a Bottle” on September 5 of the same year (Figure 3). Infield assigned the patent to the California Consolidated Water Co. The container was oval and



Figure 5 – Geometric base (eBay)

made of colorless or amber glass with a geometric design and a round plate in the center. The round plate was embossed “PURITAS (arch) / H₂O / LOS ANGELES (inverted arch)” (Figure 4). The base was embossed “PURITAS / DISTILLED / WATER” (Figure 5). This was initially made in 1933, but the bottles may have been sold as late as ca. 1950.

Arrowhead Refrigerator Bottles

Like Puritas (see above), California Consolidated made two forms of Arrowhead refrigerator bottles, used during the same period. Included in this section is the final almost generic refrigerator bottle offered in the 1950s.

1. Downward Arrowhead (1925-1933)



Figure 6 – Arrowhead cap and clamp (eBay)

The first of these bottles varied in color from medium amber to light amber to ice blue with a textured surface and a downwardly pointed arrowhead in a circle at the center, and the glass stopper – held in place by a clamp – also



Figure 7 – Arrowhead bottles (eBay)

carried an arrowhead motif on the top (Figures 6 & 7). The base was embossed “ARROWHEAD SPRINGS.

(arch) / PHONE / WE5231 (both horizontal) / LOS ANGELES CALIF. (inverted arch)” (Figure 8). These were probably only used from 1925 (the first time we have found the phone number in on of their ads) to 1933, although the bottles may have been phased out gradually with the introduction of the new, colorless containers in 1933.



Figure 8 – Base (eBay)

2. Standing Indian (1933-ca. 1950)

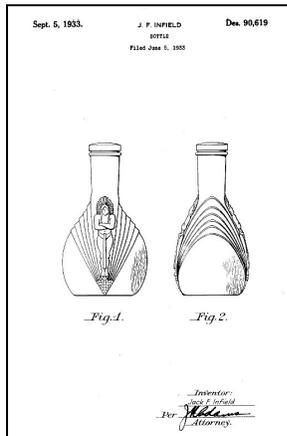


Figure 9 – Infield 1933 patent

Like the second Puritas bottle discussed above, this style was designed by J.F. Infield, who filed for a patent on June 5, 1933, and received Design Patent No. 90,619 for a “Design for a Bottle” on September 5 of the same year (Figure 9). Note that these were the same dates as the patent discussed above. This design was for an oval refrigerator bottle with a long neck, embossed with an Indian in a war



Figure 10 – Standing Indian bottle (eBay)

bonnet with his arms folded over his chest – standing on a downward-pointed arrowhead (Figure 10). Many of these bottles have been available at various auction sites. The base was embossed “ARROWHEAD (arch) / PATENT NO DES 90619 (horizontal) / {drawing of the springs} / SPRING WATER (inverted arch)” (Figure 11). Like the Puritas botte designed by Infield (discussed immediately above), these were probably made from 1933 to ca. 1950.



Figure 11 – Base (eBay)

3. Tilt Bottle (1950s)



Figure 13 – Tilted base (eBay)

Compared to the earlier refrigerator bottles, these had a shorter neck, although the neck still extended well above the shoulder. The bottles were aqua in color, topped by a continuous-thread finish, and machine made with no embossing on the sides – although paper labels could easily be applied (Figure 12). The base was



Figure 12 – Refrigerator bottle display (Nestlewatersna.com)

constructed in two parts so that the bottle could be stored on a shelf in the usual upright position or could be tilted to a 45-degree angle for storage in a shorter space (Figure 13). The base was embossed “ARROWHEAD & PURITAS WATERS (arch) / {OI symbol} / Duraglas (cursive) / LOS ANGELES / 2A / PAT. APP. FOR / REG IN CALIF.” (Figure 14). The bottles originally



Figure 14 – Base markings (eBay)

carried paper labels that advertised Arrowhead or Puritas – although third-party labels were sometimes used (Figure 15). These bottles were made by at least 1954, when Owens-Illinois adopted the I-in-an-O symbol, but we do not know when they were phased out.



Figure 15 – Paper Label (eBay)

One-Gallon Bottles

A January 27, 1917, ad in the *San Bernardino News* illustrated a generic, crown-capped bottle with a paper label. Although all of the writing on the label was not legible, the salient points were a neck/shoulder label noting “FAMOUS / ARROWHEAD / SPRINGS / TABLE WATER” that included a downwardly pointing arrowhead and a body label that centered around a downwardly pointing arrowhead with a crown on the top, a drawing of the Arrowhead Resort in the center, and a kneeling Indian near the point (Figure 16). We



Figure 16 – 1917 ad (*Los Angeles Times* 1/27/1917)



Figure 17 – 1917 ad (*Los Angeles Times* 12/27/1917)

do not know how long these early generic bottles with paper labels remained in use. The bottle in the ad appeared to be about a quart in size. The December 27, 1917, ad in the *Los Angeles Times* showed three sizes “from small bottle to 5-gallon demijohn” (Figure 17).

We only have found three types of embossed one-gallon bottles, one from Arrowhead, one from Arrowhead Puritas, and a final style that included both. The first style resembled the five-gallon bottles embossed with 16 rows of arrowheads along with “REGISTERED – PENALTY FOR PRIVATE USE FINE AND IMPRISONMENT” around the shoulder. The front was embossed “ARROWHEAD (arch) / {downwardly pointed arrowhead} / WATER (inverted arch)” in a round plate that stretched from heel almost to shoulder (Figure 18). The continuous-thread finish was made for a screw cap, and the neck had a finger ring. The bottle was machine made (no Owens scar), but the only basal embossing was a zero (0) on the outside edge (Figure 19).



Figure 18 – Arrowhead 1-gallon (eBay)

The second style used the same pattern as the second five-gallon bottle described for Puritas in Part 2. The front of the bottle had an embossed circle within a circle. The inner circle was embossed “DISTILLED (arch) / H₂O / {scroll with THE MARK / OF PURE WATER (inverted arches)}.” The outer circle had “PURITAS (arch) / WATER (inverted arch)” with arrowheads between the words then “TRADE MARK



Figure 19 – Base (eBay)



Figure 20 – Puritas 1-gallon (eBay)

REGISTERED” in an inverted arch below the outer circle. At the shoulder was “DEPOSIT / ONE GALLON” with “PENALTY FOR PRIVATE USE” at the heel (Figure 20). The base was embossed “APW INC (arch) / 57 Circle (possibly W in center) 1 (horizontal) / 43 (Figure 21). Although the bottle was slimmer and taller than the Arrowhead one-gallon, it had a very similar continuous-thread finish. *If* the base logo was Circle-W, it was the mark of the Wheaton Glass Co. from 1943 to 1970. That would make 57 the date code for 1957.

Again, like the larger bottles, there was a variation that replaced the arrowheads between “PURITAS” and “WATER” with a smaller “H₂O” (see Figure 31, Part 2). This one lost the “DEPOSIT” from the shoulder but retained “ONE GALLON.” A major difference was in the finish. Where the main variation



Figure 21 – Base (eBay)

(described just above) had a continuous-thread finish with a single finger ring, this one had a two-part finish for a cork and two much smaller rings (one on each side) for a wooden handle attached with a wire fitting (Figure 22). The base was unmarked.



Figure 22 – Wooden Handle (eBay)

The third style had bands the Arrowhead and Puritas symbols interspersed on both shoulder and heel. The body was embossed “ARROWHEAD / {arrowhead plus Puritas symbol superimposed with AND} / PURITAS / WATERS INC.” – all horizontal in an octagonal



Figure 23 – Arrowhead Puritas gallon (eBay)

outline (Figure 23). The word “DEPOSIT” appeared above the symbol line at the shoulder with “UNAUTHORIZED USE PROHIBITED BY LAW” below the heel row. This was very similar to one of the larger bottles described above, but all the wording was read with the bottle upright (see Figure 22, Part 2). The continuous-thread finish included a ring to aid in lifting. The base was embossed “346 / 3 intertwined GC / 51” (Figure 24). The logo belonged to the Glass Container Corp., but the glass house rarely included a date code. While this bottle *may* have been made in 1951, the logo was used from 1934 to ca. 1968. Interestingly, Arrowhead Puritas used five-gallon bottles with very similar designs from 1940 to 1968.



Figure 24 – Base (eBay)



Figure 25 – Ceramic Cooler (eBay)

Other Containers



Figure 28 – Puritas seltzer (eBay)

In addition, Arrowhead offered stoneware water jugs – probably before the firm used the coolers (Figures 25 & 26). In 1899, the Los Angeles Ice & Cold Storage Co. advertised Puritas water in siphon bottles with paper labels, but we have not found any of the bottles – which may not have been in production long (Figure 27). The Puritas Mineral Water Co., at 419 W. 54th St., New York, used siphon bottles, but the firm was completely unrelated to any form of California Puritas (Figure 28).



Figure 26 – Base (eBay)



Figure 27 – Puritas seltzer ad (*Los Angeles Evening Express* 9/16/1899)

Puritas Sodas and Smaller Bottles

By at least 1899, the Los Angeles Ice & Cold Storage Co. was advertising root beer and ginger ale. The September 16, 1899, edition of the *Los Angeles Evening Express* carried an ad for Puritas with an illustration of a seltzer bottles with “PURITAS LITHIA” on a neck label and “THE ICE AND COLD STORAGE CO. / CARBONATED / PURITAS / A DOUBLE / DISTILLED WATER / GUARANTEED



Figure 30 – Puritas bottle (eBay)

ABSOLUTELY PURE / LOS ANGELES, CAL. U.S.A.” on the body label.

Also illustrated was a ginger ale bottle with “PURITAS” on the neck label and “Puritas Ginger Ale (cursive) / MADE FROM DOUBLE DISTILLED WATER / PURE JAMAICA GINGER & FRUIT FLAVORS / THE / ICE & COLD STORAGE COMPANY / LOS ANGELES, CAL. U.S.A.” on the body label (see Figure 27).

The ad listed Puritas Ginger Ale, Puritas Root Beer, Puritas Carbonated Water, Puritas Lithia Water, Carbonated Seltzer Water, Puritas Vichy Water, and Puritas Kissingen – all popular flavors of the late 19th century. The ad claimed that “everything about our plant is as sweet and clean as a New England kitchen.” The address was “Seventh Street and Santa Fe Track” – although this was the main office and cold storage facility. The firm actually bottled its water at a separate plant at Central & E. 4th St. The 1906 Sanborn map illustrated both locations. The bottling operation was much smaller than the cold storage area (Figure 29).

LA Ice used smaller generic bottles that were aqua in color and had fairly typical soda bottle shapes, although the shoulders were somewhat rounded. Above the heel, the bottles were embossed “LOS ANGELES ICE AND COLD STORAGE CO.” over “BOTTLE IS NEVER

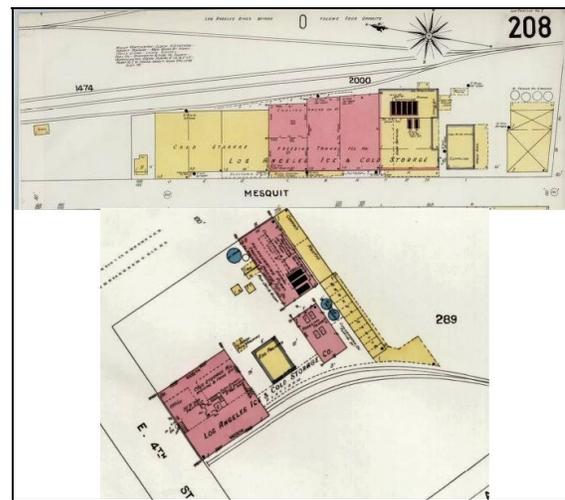


Figure 29 – LA Ice map (1906 Sanborn map)

crown on the top, a drawing of the resort in the center, and a kneeling Indian near the point. The only notable difference was that this label had “ARROWHEAD” and “GINGER ALE” in



Figure 34 – Ginger ale ad (*Los Angeles Times* 3/24/1921)

scrolls over the background (Figure 32). A slight change appeared in the *Los Angeles News* on June 22, 1920. The ad showed a neck/shoulder label with “FAMOUS / ARROWHEAD” around a downwardly pointed arrowhead in the center and an outwardly pointed arrowhead on each side – but an identical body label (Figure 33). The same label was almost certainly used from the inception of the drink until early 1921.

By at least March 24, 1921, an ad in the *Los Angeles Times* illustrated a ginger ale bottle with a very similar label, but the bottle showed a series of downwardly pointed arrowheads ringing the shoulder and heel (Figure 34). This probably indicated the specialty bottle with the arrowhead embossed on both heel and



Figure 36 – Ginger ale ad (*Los Angeles Times* 9/23/1925)

shoulder with the paper label in the center. Another ad, from the *San Bernardino County Sun* of November 23, 1923, showed the same bottle with a similar label (Figure 35). These were probably used until ca. 1925.

A *Times* ad for September 23, 1925, showed a very different bottle for Arrowhead Pale Dry Ginger Ale. The neck/shoulder label had “CALIFORNIA” superimposed over an arrowhead with “ARROWHEAD (slight arch) / DRY in a downwardly pointed arrowhead / PALE GINGER ALE (horizontal)” on the body label (Figure 36). Although the ad was in black and white, we know that the lettering and arrowhead were red on a black background (see next paragraph).

A *Times* ad for September 23, 1925, showed a very different bottle for Arrowhead Pale Dry Ginger Ale. The neck/shoulder label had “CALIFORNIA” superimposed over an arrowhead with “ARROWHEAD (slight arch) / DRY in a downwardly pointed arrowhead / PALE GINGER ALE (horizontal)” on the body label (Figure 36). Although the ad was in black and white, we know that the lettering and arrowhead were red on a black background (see next paragraph).



Figure 33 – Ginger ale ad (*Los Angeles Times* 6/22/1920)



Figure 35 – Paper-label ad (*San Bernardino County Sun* 11/23/1923)

An eBay auction featured a specialty bottle (the industry term; called deco by collectors and proprietary by archaeologists) embossed “ARROWHEAD” on the front and reverse shoulders. Its paper label was the one described above (Figure 37). The bottle was colorless or very light aqua, but we do not know the basal embossing. This label style appeared to be used for both the normal ginger ale and the pale dry one. A similar bottle showed



Figure 37 – Paper-label bottle (eBay)



Figure 38 – Paper-label bottle (eBay)

more detail of the embossing. Along with the “ARROWHEAD” name on both sides of the neck-shoulder area, the bottle was embossed with a series of downwardly pointing arrowheads on the shoulder, itself. An identical band on the heel had similar arrowheads with “NET CONTENTS 8 FL. OZS.” just above it.

Another ginger ale bottle also had paper labels, one with a 1933 copyright date. The neck/shoulder label was tan with a red arrowhead in the center, “ARROWHEAD” in an arch above it, “PURITY” in an inverted arch below. The main lettering on the body labels was “Arrowhead (black letters but a red initial capital A) / Dry (red) / Ginger Ale (black – all horizontal)” (Figure 38). The bottle was green.

Our only ACL (Applied Color Lettering) example was also green in color with a pale yellow label: “ARROWHEAD (slight arch) / PALE DRY (in arrowhead with Indian chiefs on either side) / GINGER ALE (stenciled in a rectangle)” (Figure 39). Although the first ACL was used on soda bottles in 1934, very few were out until 1936, and the technique was not common until about 1940, the earliest probable date for this bottle.



Figure 39 – ACL bottle (eBay)

The back label was also in pale yellow: “FOR A PERFECT BLENDING / AND A / - - VILIER DRINK / USE / ARROWHEAD / Sparkling (cursive) / WATER / {line} / NET CONTENTS / ONE PINT 13 FL. OZS. / ARROWHEAD BEVERAGE CO. / LOS ANGELES, CALIF.” – all horizontal. We do not know what was embossed on the base.

Kwas



Figure 41 – Undated ad (Nestlewatersna.com)

The *Los Angeles Times*

featured an ad on November 6, 1917,

that illustrated a

Kwas bottle and paper label. The bottle had no neck/shoulder label, and the body label was virtually identical with the ones described above for ginger ale and table water – except that this was labeled “CALIFORNIA,”

“ARROWHEAD,” and “KWAS.” (Figure 40). An undated ad from the Nestle website showed similar labels for Table Water, Ginger Ale, Kwas, Pen-Yuga, and Arrow-Lax (Figure 41).

Arrowhead Champagne Type Orange

An ad in the *Los Angeles Evening Express* for December 10, 1929, mentioned Arrowhead Champagne Type Orange. The only example we have seen was in a dark green, generic bottle with a paper label. The neck/shoulder label was simple, depicting a cluster of three oranges, while the body label had a downwardly pointing arrowhead at the top with “NET / CONTENTS” to the left and “12 FL. OUNCES” on the right. Below was “Arrowhead / Champagne /



Figure 40 – Kwas ad (*Los Angeles Times* 11/6/1917)



Figure 42 – Orange bottle (eBay)



Figure 43 – Orange label (eBay)



Figure 45 – Base (eBay)

type / Orange” in cursive, followed by two lines of ingredients then “ARROWHEAD SPRINGS BEVERAGE CO. / LOS ANGELES, U.S.A.” (Figures 42 & 43).

A second example was made of “black” glass and was embossed “ARROWHEAD” on both sides of the neck-shoulder area (Figure 44). The base was embossed “ARROWHEAD BEVERAGE CO. LOS ANGELES, CAL. (in a circle around the base) with a large downwardly pointed arrowhead in the center above “REGISTERED” in an inverted arch (Figure 45). The bottle undoubtedly originally sported a paper label.

Arrowhead Beverages

An ACL specialty bottle had nine embossed ribs encircling the shoulder above the labeling area with “ARROWHEAD (slight arch) / PURITY {downwardly pointed arrowhead} QUALITY / BEVERAGES (all horizontal)” in black ACL on a white background (Figure 46). The base was embossed “Circle-LM 699 / MIN. CONT. / 6 FL. OZ. / 5” – the logo of the Latchford-Marble Glass Co. (Figure 47). Although the logo was used between 1939 and 1957, the firm never seems to have used date codes – even on returnable bottles (except beer bottles, where the federal government required the date). These bottles probably held a variety of fruit flavors, identified on



Figure 47 Circle-LM logo (eBay)

the crown cap – a ploy used by several bottlers to avoid having so many different actual bottle shapes and/or labels to deal with.



Figure 44 – Blackglass bottle (eBay)



Figure 46– Arrowhead Beverages (eBay)

Double-Seven

A relative late comer, Double-Seven was a rather blatant takeoff on Seven-Up – same color of bottle, red and white ACL label with bubbles, almost identical ingredients, and the use of “Seven” in the name. It is surprising that we found no lawsuit.

The bottle was marked “Double / Seven” (cursive) in white ACL on both front and reverse shoulders, with a rectangular, white-outlined red label on the front body. Inside the red rectangle was a white ball with “Double / Seven (both cursive)” inside along with five red-outlined bubbles and the ® symbol (plus several white bubbles at the corners and sides of the red rectangle).

The back was all white ACL: “YOU WILL AGREE / Double / Seven / IS THE FINEST OF / UP TYPE DRINKS / ‘It agrees with you.’ (cursive) / FLAVOR FROM LEMON AND / LIMES. CITRIC ACID AND

/ SODIUM CITRATE
ADDED / BOTTLED BY /
ARROWHEAD BEVERAGE CO. / LOS
ANGELES, CALIF. / NET. CONT. 10 FL. OZ.”
The base was embossed “23 {Owens-Illinois
symbol) 53 / 4 / 10 FL. OZ. / Duraglas (cursive) /
2560-G” (Figure 48).



Figure 48 – Double-Seven bottle (eBay)



Figure 49 – Double-Seven base & cap (eBay)

Discussion and Conclusions

In this section, we have discovered a much richer assortment of containers than just the five-gallon water bottles – although those larger containers were certainly the mainstay of the companies. It is fairly certain that examples of other variations of some of these bottles will eventually surface. Although we discovered several other brands of soda that were bottle by Arrowhead, we have only included those that actually bore the Arrowhead name.

Sources

Nestlé Waters North America, Inc.

n.d. “Arrowhead Los Angeles Factory Celebrates 100 Years.”

<https://www.nestle-watersna.com/nestle-water-news/arrowhead-los-angeles-100yrs>