

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



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Chapter 10c



## Chapter 10c

### Canada Dry and the Seven-Up Royal Crown Bottling Co.

In 1970, the Royal Crown Bottling Co. merged with the Seven-Up Bottling Co. of El Paso to join forces against the two giants of the industry, Coke (Magnolia Coca-Cola Co.) and Pepsi (Woodlawn Bottling Co.), who were engulfing the sales market. The growing company bought out the Canada Dry Bottling Co. that had been in business since 1948. The triple company was in turn swallowed by a newcomer to El Paso, Kalil Bottling Co. of Tucson, Arizona, the firm that continues to distribute products from all three sources in 2010.

#### Canada Dry Bottling Co. (1948-1974)

#### History

##### Early Distributors

Although the distributor was not listed, Canada Dry products were sold in El Paso at least as early as 1931 when Canada Dry Ginger Ale was advertised in the *El Paso Times*. The ad, placed by the parent company, noted a reduction in the recommended price from 25¢ to 19¢ per bottle (Figure 10c-1). At that time, the drink was marketed “sectionally” (probably regionally) (EPT 4/2/1931 2:3; Periodical Publishers Assoc. 1934:21).

It is possible that William Hull who listed himself as “Wholesale distributor of Beer, Ginger Ale, and Cigars” distributed Canada Dry as early as 1917 (EPCD 1917), although no other direct references to a dealership were made for almost three decades. During 1946 and 1947, the Hurd & Butler Sales Co., an El Paso beer distributor, advertised Canada Dry products.

**A NEW**  
*low price*

FOR THE CHAMPAGNE OF GINGER ALES

Beginning today, Canada Dry announces a reduction of twenty per cent! Now, more than ever, this fine old ginger ale is a value far above the price.

The recommended price is now reduced from 25 cents to **19¢**

Slightly higher in some places for extra delivery or other special services. But in all cases, now 6 to 10 cents cheaper than before.

It is only nine years since the first two carloads of Canada Dry were sold in New York City. As the news of its wonderful flavor spread from city to city, the demand for it increased—until today, wherever people gather for enjoyment, you almost always find them drinking Canada Dry. Steadily, each year, it has grown in popularity.

Now an even greater value

It is this large and constantly increasing preference for Canada Dry which—in spite of the many extra processes necessary to give it its distinguishing excellence—now makes possible a material reduction in price. Today—at its new

low price—The Champagne of Ginger Ales is one of the most economical ginger ales you can buy.

5 to 10 cents lower

As in the past, the new low price of Canada Dry will vary. Sometimes, particularly at night, or when it is iced or delivered, it may be slightly more because of the extra service. But in all cases, you will find that a bottle of Canada Dry is now 5 to 10 cents cheaper than before.

Take advantage of this outstanding value, and let the rest of Canada Dry add more and more to your enjoyment. Drink The Champagne of Ginger Ales.

TO DEALERS: The new low price of Canada Dry is effective today. However, to prevent loss on your present stock, Canada Dry has announced a special reimbursement plan. Get in touch with your jobber immediately for complete details.

Figure 10c-1 – Canada Dry Ad (*El Paso Times* 4/2/1931)

## The Canada Dry Bottling Co.

In 1948, the Canada Dry Bottling Co. opened its doors at 2031 E. Yandell Blvd. under the leadership of Eugene J. Liggett, president of the corporation. John D. Camp replaced Liggett the following year but was himself replaced by William D. Mayfield in 1952. Mayfield retained the presidency through the 1950s when the newspapers reported the industry boom (EPCD 1942-1952).

By 1953, the company employed twelve people and served the New Mexico communities of Las Cruces and Alamogordo, as well as El Paso County, Texas. Canada Dry offered twenty-three different beverages and, the following year, became the first El Paso bottler to “paletize” its operation. In 1954, the company also expanded its territory to include Silver City and Truth or Consequences, New Mexico. Born December 24, 1896, Mayfield died in March 1957, and his wife, Irene, continued to run the company for the rest of the year (EPCD 1953-1958; EPT 4/5/1953 B13:4; 4/25/1954 E11:2; EPHP 4/24/1954 39:1; Social Security Death Register).

John D. Scott had been wanting to go into business for himself and heard about Canada Dry. Mayfield’s widow wanted to sell the company, so Scott attempted to get a loan. He was unsuccessful and discussed the situation with his wife, Paula. Paula mentioned the situation to her sister, Marie Ann. Marie Ann, in turn, discussed the idea with her husband, Bob (Robert J.) Galentin. Intrigued with the idea, Galentin had a creative solution. He contacted Scott, and the two became partners. Together, they were able to secure a loan and bought the company from Mayfield’s widow about January 1958 (Lynch interview).

A native of El Paso, John David Scott was born on April 15, 1929, the son of Louis A. Scott, a noted El Paso lawyer, and his wife, Lillian. Scott went to college then joined the Air Force. While in the Air Force, he married Paula Theresa Miles in 1952. His patriotic duty complete, Scott returned to El Paso in 1954 and joined the Aetna Life Insurance Co. of Hartford, Connecticut. Two years later, he became a salesman for Hicks-Hayward (Lynch interview).<sup>1</sup>

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<sup>1</sup> The city directories continued to list Scott with Hicks-Hayward during his first few years with Canada Dry, although Paula Scott Lynch remembers that he made a clean break with the company.

Galentin, also a native of El Paso, was born on October 8, 1914. He had begun his working life as an usher at the Plaza Theater in 1933. He began his career with Standard Oil Co. in 1937 as a messenger before working his way up the occupational ladder in the accounting department and finally becoming a division head of the Standard Oil Pipeline. He married Marie Ann Miles in 1939. After his retirement from Standard Oil, Galentin decided to try his hand at bottling with Scott (EPCD1933-1958; Lynch interview; Social Security Death Register).

Although neither of the new owners had any previous bottling experience, they felt that the future of Canada Dry looked promising in El Paso. The two entrepreneurs incorporated in 1958 with Galentin as president and Scott as vice president (Figure 10c-2). Initially, they retained Mayfield's manager, but problems ensued, and his position was terminated. On their own, the two men learned just how much hard work was involved in the bottling business (EPCD 1958; Lynch interview). The building on Yandell Blvd. had never been adequate for the volume of drinks produced by Galentin and Scott, but they remained in the crowded plant for eighteen years, finally relocating to larger quarters at 4751 Durazno Ave. in 1972 (EPCD 1958-1972; Galentin interview).



Figure 10c-2 – John D. Scott (left) and Robert J. Galentin in 1958 (Courtesy of Paula Scott Lynch)

Scott had a heart attack at the age of 45 in 1974, and was forced to stop working for the rest of the summer. Galentin called Paula Scott and enlisted her help in making out the payroll, even though Paula had no prior experience in the business. She not only became involved, she remained a part of the business structure (although often only part time) for as long as her husband remained in business (Lynch interview).

Galentin, 60 years old at the time, became tired of the hard work. He sold his interest to Scott in late 1974 and retired. He lived to the ripe old age of 85 before his death on May 13, 1999. Scott, too, was becoming discouraged with the financial returns from bottling Canada Dry and let his franchise lapse in favor of the Randles (EPCD 1958-1972; Galentin interview; Lynch interview; Social Security Death Register). See the section on Wes-Tex below for the rest of the story.

## Bottles and Artifacts

Canada Dry bottled an incredible variety of flavors including ginger ale, sparkling water, Hi-Spot, collins mixer, lime rickey, Spur Cola, black cherry, cream soda, Hi-Grape, root beer, grapefruit, Tru-Fruit Black Cherry, Tru-Fruit Orange, Tru-Fruit Raspberry, Tru-Vanilla Cream, strawberry, Tonic Water, Vichy Water, Bitter Lemon, Wink, and Quinine Water (Quinac), all franchised through Canada Dry Corporation, New York City. According to Bates (2000), “Eighty seven varieties of the painted label bottles have been cataloged, dating from the early 1940’s to the 1980’s.”

As noted above, ginger ale and, possibly, the other mixers, were carried by Hurd & Butler in 1946 and continued to be distributed throughout the existence of the Canada Dry Bottling Co. Hi Spot and Spur Cola first appeared in 1948, and the rest were mentioned in newspaper articles in 1953-1956 (Riley 1958:286-287; EPTD 1946-1955; EPT 4/5/1953 B13:4; 4/25/1954; EPHP 4/24/1954 39:1; 4/28/1956 F12:1). These various beverages probably continued to be produced throughout the existence of Canada Dry and by the Seven-Up Royal Crown Bottling Co. from 1978 until 1986, when Kalil added Canada Dry products to its ads. Because of the large variety of other products offered by the firm, Kalil may only have distributed the Canada Dry mixers (EPTD 1978-1986).

### Canada Dry Mixers and Flavors

P.D. Saylor and Associates purchased Canada Dry in 1923 and operated the company in the United States as Canada Dry Ginger Ale, Inc. (Riley 1958:264). As noted above, however, bottles from the firm probably did not reach El Paso until the early 1930s.

### Paper Labels

The earliest Canada Dry bottles found locally precede the actual establishment of the Canada Dry Bottling Co. in El Paso. An ad in the *El Paso Times* placed Canada Dry Ginger Ale as a sales item in El Paso by at least 1931. The ad pictured a dark-colored bottle (probably forest green) with both shoulder and body paper labels. The shoulder label had a shield with THE / CHAMPAGNE / OF / GINGER ALES to the left and BOTTLED / IN THE / U.S.A. on the right. Although most of the body label was illegible in the ad, the larger letters stated CANADA DRY

(slight arch) / PALE GINGER ALE / CANADA DRY GINGER ALE / NEW YORK  
backgrounded by a map of Canada. The crown cap and upper neck were foil wrapped (see Figure 10c-1).

The ad suggested that Canada Dry Ginger Ale was only recently introduced to El Paso when it said:

It is only nine years since the first two carloads of Canada Dry were sold in New York City. As the news of its wonderful flavor spread from city to city, the demand for it increased—until today, wherever people gather for enjoyment, you almost always find them drinking Canada Dry. Steadily, each year, it has grown in popularity (EPT 4/2/1931 2:3).

Although Canada Dry bottles with paper labels certainly appeared in El Paso by at least 1931, labels on the various products showed notable variation (Figure 10c-3). Bottles were made of both green and colorless glass, green probably indicating ginger ale. Some were embossed CANADA DRY around the neck, and some had variations of CANADA DRY embossed around the heel. Other bottles were generic, and most were made in 12-ounce or quart sizes.



Figure 10c-3 – Two paper-label variations of Canada Dry bottles

#### ACL Ginger Ale Bottles

ACL bottles followed those containing paper labels. A 1947 article illustrated the “new Canada Dry bottles with fused-in color labeling which eventually will do away with the old-style paper labels” (Hillman 1947:146). This suggests that ACL bottles were phased in at that point, but most franchises probably continued to use paper labels until their supplies of the labels and/or generic bottles ran out (Figure 10c-4).

ACL Canada Dry bottles were originally generic in form, using the same seven-ounce container originally made for Seven-Up.<sup>2</sup> These were made in at least two variations that differed only in the locations where ginger was derived. These can be broadly classified as early (Figure 10c-5) and late, but I have not seen a large enough sample to refine the chronology.

**Method of Manufacture:** Machine

**Color:** Forest Green

**Size (in cm.):** 20.2 (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 shield (without the background of Canada) and crown with CANADA / DRY in red letters below a white bar. The words, THE / CHAMPAGNE appeared to the left of the shield with OF / GINGER ALES to the right.

**Body:** A larger white ACL shield (with the map of Canada as a background) and crown with a red CANADA / DRY

#### **Back Description**

**Neck:/Shoulder:** A white ACL bar

**Body:** White ACL - CANADA DRY / Pale Dry (script) / GINGER ALE / SCIENTIFICALLY TREATED CARBONATED / WATER, SUGAR, JAMAICA GINGER, FLAVOR- / ING, CITRIC ACID, CARAMEL COLOR. (3 dots in triangular form) / (red ACL) CONTENTS 7 FLUID



Figure 10c-4 – Four variations of Canada Dry ACL bottles (second bottle is a variation from Albuquerque, NM)



Figure 10c-5 – 1951 Canada Dry ginger ale bottle

<sup>2</sup> The Owens-Illinois model number, G-94, was embossed on the heels or bases of bottles used by Seven-Up, Canada Dry, Empire Products Corp., and numerous other bottling firms.



OZS. / MANUFACTURED AND BOTTLED BY /  
CANADA DRY BOTTLING CO. / EL PASO, TEXAS

**Base:** Embossed - G-94 / Duraglass (script) / 3 I-in-an-oval-  
superimposed-on-a-diamond 51 / 31 (the “5” in “51” appears  
to be stamped on top of another number)<sup>3</sup> (Figure 10c-6)

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

**Dating:** [late 1940s to ca. 1960] These dates reflect the  
period when all variations of this bottle were used. The first  
ACL bottles were made in 1947, and the one described here  
was made four years later. The style with the white bar on  
the neck/shoulder was probably the earliest and was used  
until at least 1951, possibly as late as the mid-1950s.

**Collection(s):** Andy Nicholson Collection, author’s collection.



Figure 10c-6 – Base of 1951 ginger  
ale bottle – note underlined “3”

#### *Variations:*

1. See above.
2. In this variation (on the same type of bottle), the white  
bar vanished from the neck/shoulder, the neck shoulder  
shield rose higher and acquired the map of Canada, and a  
single, prominent inverted chevron was placed beneath  
the shield. On the body label, the CANADA / DRY  
remained in red, but the letters became bolder, a chevron  
was placed above the shield, with an inverted chevron  
below it. The back neck/shoulder acquired the shield but  
not chevrons.

The upper portion of the back label changed to  
“CANADA / DRY / THE ORIGINAL PALE DRY /  
GINGER ALE” with the list of ingredients changed to  
“SCIENTIFICALLY TREATED CARBONATED /  
WATER, SUGAR, SELECT IMPORTED / GINGERS,



Figure 10c-7 – 1960 Canada Dry ginger  
ale bottle

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<sup>3</sup> It is interesting that the “3” is underlined – just like the 1949 Seven-Up bottle noted in  
Chapter 10b.

FLAVORING, CITRIC ACID, / CAMEL COLOR.” Below the ingredients, red letters announced: “CONTENTS 7 FL. OZS. / MANUFACTURED AND BOTTLED BY / CANADA DRY BOTTLING CO. / EL PASO, TEXAS” (Figure 10c-7).

The base was embossed G94 / Duraglass (script) / 9 I-in-an-oval 60 / 7. These bottles were probably used from the mid-1950s to the mid-1960s, although these dates should be used with caution. My only two examples are dated 1960. In both cases, the “60” is embossed on top of “59,” showing that the same baseplate was used in both years (Figure 10c-8).



Figure 10c-8 – Base of 1960 ginger ale bottle – note obvious overstamp of “60” on “59”

### Later Ginger Ale Bottles

The bottle that followed in the mid-1960s changed shape to a gentle upward taper from the heel to the top of the body expanding to a bulbous shoulder that again tapered to the finish. The shoulder logo lost THE CHAMPAGNE OF GINGER ALES, and the body logo had shrunk to fit the smaller area created by the taper. The back differed only slightly from the front, mostly with the inclusion of ingredients and THE CHAMPAGNE / OF GINGER ALES below the body logo (Figure 10c-9). As with other franchisers, Canada Dry had by this time discontinued the individual identification of local bottlers. The only example I have was made by the Liberty Glass Co. in 1965.

### Hi-Spot

Hi-Spot was one of the flavors bottled in El Paso (Figure 10c-10). The drink was probably available from the beginning of ACL use by Canada Dry (1947) until the major change of bottle shape in the mid-1960s.



Figure 10c-9 – 1965 Canada Dry ginger ale bottle

**Method of Manufacture:** Machine

**Color:** Emerald Green

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

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

**Finish:** Crown

**Capacity:** 7 oz.

**Overall Bottle Design:** Cylindrical

**Front Description**

**Neck/Shoulder:** White shield and crown with a circular stenciled area in the center, bearing the designation, Hi- / spot, in yellow. The words, DELIGHTFUL / BEVERAGE appear to the right of the shield, with EXCELLENT / AS A MIXER to the left

**Body:** A larger shield and crown with ® at the shield's lower tip and CANADA DRY stenciled into the upper shield area but no lettering to right or left

**Back Description**

**Neck/Shoulder:** Bare

**Body:** A CITRATED AND LITHIATED LEMON SODA / CONTAINING CARBONATED WATER, SUGAR, / CITRIC ACID, FLAVOR DERIVED FROM / CITRUS FRUIT OILS, LITHIUM AND / SODIUM CITRATES. FORMULA DEVELOPED / BY THE CANADA DRY LABORATORIES / CONTENTS 7 FLUID OZS. / MANUFACTURED AND BOTTLED BY / CANADA DRY BOTTLING CO. / EL PASO, TEXAS

**Base:** Embossed - G-94 / Duraglas in script (script) / 3 I-in-an-oval-superimposed-on-a-diamond 48 / 48

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

**Dating:** [1948-mid-1950s] Bottles of this type may have been used in El Paso during the earliest days of Canada Dry's tenure in the city, 1948 to the mid-1950s. This example was one of the earliest bottles used by the company.

**Collection(s):** Mike Morrison collection; Author's Collection.



Figure 10c 10 – Canada Dry Hi-spot Cola bottle

## Club Soda

Although Club Soda bottles without city/bottler designations are fairly common, I have only found a two examples identifiable as from El Paso (Figure 10c-11).

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** unknown

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

**Finish:** Crown

**Capacity:** 7 oz.

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

### Front Description

**Neck/Shoulder:** White shield and crown with CLUB / SODA in blue ACL, with PIN-POINT / CARBONATION to the left and EXCLUSIVE / FORMULA to the right (both sides in a slight upward slant toward the shield).

**Body:** A larger white shield and crown with SPARKLING in an unevenly outlined oval above CANADA / DRY / WATER (blue ACL)

### Back Description

**Neck/Shoulder:** Same as front

**Body:** White ACL - CANADA DRY / WATER / A SPECIAL FORMULA DEVELOPED BY / THE CANADA DRY LABORATORIES / CONTAINS SCIENTIFICALLY PURIFIED / WATER, MINERAL SALTS (SODIUM / CITRATE AND SODIUM BICARBONATE) / AND CARBONIC GAS / CONTENTS 7 FLUID OZS. / MANUFACTURED AND BOTTLED BY / CANADA DRY BOTTLING CO. / EL PASO, TEXAS

**Heel:** Bare

**Base:** Embossed - G-2579 / Duraglas (script) / 15 I-in-an-oval-superimposed-on-an-elongated-diamond 49 / 1



Figure 10c-11 – Canada Dry Club Soda bottle

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

**Dating:** [1948-mid-1950s] Bottles of this type may have been used in El Paso during the earliest days of Canada Dry's tenure in the city, 1948 to the mid-1950s or later. This example had the "9" in the "49" date code embossed over an "8" – indicating that the same baseplate was used a year earlier.

**Collection(s):** Mike Morrison collection; Author's collection.

*Variations:*

1. See above.
2. A bottle in the Mike Morrison collection is identical, except for a white bar above the shield on the neck/shoulder. Unfortunately, I did not record the date when I looked at his collection ca. 1994.
3. A larger (28-oz.) bottle is part of the UTEP collection. It is essentially the same as the smaller bottle, except for a white ACL band above the neck/shoulder shield and "CONTENTS 1 PT 12 FL. OZ" replacing the smaller number on the back label. The base was embossed "G-2580 / Duraglas (script) / 15 I-in-an-oval-superimposed-on-an-elongated-diamond 50 / 2." Like the smaller bottles, these were probably used at El Paso from 1948 to the mid-1950s.

Spur Cola

Canada Dry advertised Spur Cola soon after the franchise opened at El Paso in 1948. Although the ads called the beverage Spur Cola, the only example I have seen from El Paso only had Spur *Cola* on the back label (Figure 10c-12).

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 20.5 (h); 5.7-5.8 (d)

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

**Finish:** Crown

**Capacity:** 6 oz.

**Overall Bottle Design:** Cylindrical with fine stippling from heel to neck

**Front Description**

**Neck/Shoulder:** White ACL Spur.

**Body:** A solid white shield and crown with CANADA / DRY (stenciled) / Spur / REG. U.S. PAT. OFF. (both in red ACL)

**Back Description**

**Neck/Shoulder:** Bare

**Body:** Spur / A COLA BEVERAGE (white ACL) / CONTENTS 6 FL. OZS. / MANUFACTURED AND BOTTLED BY / SPUR BOTTLING COMPANY / EL PASO, TEXAS (red ACL)

**Heel:** Bare

**Base:** Embossed - 15 I-in-an-oval-superimposed-on-a-diamond 47 / 8 / G - 2043

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

**Dating:** [1948-mid-1950s] Bottles of this type may were certainly used in El Paso during the earliest days of Canada Dry's tenure in the city, 1948 to the mid-1950s or later. This bottle was made in 1947, but the ACL was certainly added the following year. Since most Canada Dry bottles contained seven-ounces, this six-ounce variation is unusual and has a different model number from the ubiquitous G-94 (Figure 10c-13).

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



Figure 10c-12 – Canada Dry Spur bottle



Figure 10c-13 – 6-oz. (left) and 7- oz. comparison

**Other Canada Dry**

Canada also offered a variety of generic bottles in El Paso that may have described the mixer type on the cap. These include the only ten-ounce Canada Dry containers that I have found with El Paso place designations (Figure 10c-14). I have not discovered or created a dating scheme for later Canada Dry bottles, although the bottles followed the same shape change in the mid-1960s described in the ginger ale section above.

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 23.2 (h); 6.3 (d)

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

**Finish:** Crown

**Capacity:** 10 oz.

**Overall Bottle Design:** Cylindrical with fine stippling from heel to neck

**Front Description**

**Neck/Shoulder:** White shield and crown with WORLD FAMOUS in red ACL below two white ACL bands. An indistinct word that may have been WHOLESOME appeared in white ACL to the left with DELICIOUS to the right.

**Body:** A larger white shield and crown with CANADA / DRY (red ACL) / Beverages (red script) and CONTENTS 10 FL. OZ. below the shield

**Back Description**

**Neck/Shoulder:** Two white ACL bars

**Body:** Bare

**Heel:** White ACL - MANUFACTURED AND BOTTLED BY / CANADA DRY BOTTLING CO. / EL PASO, TEXAS

**Base:** Embossed - 15 I-in-an-oval-superimposed-on-a-diamond 49 / 4 / G - 2702

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

**Dating:** [1948-mid-1950s] Bottles of this type may have been used in El Paso during the earliest days of Canada Dry's tenure in the city, 1948 to the mid-1950s or later.

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



Figure 10c-14 – 10-oz. Canada Dry Beverage bottle

Canada Dry Shell

The shell or case in Figure 10c-15 measures 41 cm. in length, 30 cm. in width, and is 12.8 cm. deep (with slight variations caused by wear and warping of the wood). Side and base boards are ca. 1.0 cm. thick, but the end boards are thicker (ca. 2.0 cm.). The boards are joined by a 1.5

cm. steel band attached by nails. Internal dividers (ca. 0.8 cm. thick) partition the inner space into 12 square compartments to hold quart-sized bottles. Each end has a ca. 9.0 x 2.5 cm. oval handle cut into its upper end.<sup>4</sup>

Each side is labeled CANADA DRY (green) / RETURN BOTTLES FOR DEPOSIT (red), and each end is labeled PROPERTY OF CANADA DRY / EL PASO, TEXAS (green). The inside of each side board is labeled with a logo on the left that consists of a stenciled star on a circular green background with a coniferous tree in the center (also green). Below the logo is TEMPLE MFG. CO. / FT. WORTH, TEX. / 5 - 54 (green). Extending the rest of the length of the board is “CANADA DRY” in red-outlined letters.



Figure 10c-15 – Canada Dry shell

Quart (actually 28-ounce) bottles were used during the first few years that Canada Dry was distributed by the Seven-Up Bottling Co. and were almost certainly used by the Canada Dry Bottling Co. prior to that.

### Canada Dry Cans

In 1951, Canada Dry introduced Spur Cola in a cone-top or crown-cap can. The big advantage of this type of can was that it could be filled using existing bottling equipment rather than a complete retooling of the line that was required for flat-top cans. Soon after, the company released its other flavors and mixers for use in similar cans (Bates 2000a). Although it is currently unknown whether El Paso’s Canada Dry Bottling Co. offered cans, but it would certainly have been within their capacity to have done so as well as within the right time period. The can manufacturers discontinued cone-tops in the mid-1950s (Maxwell 1993:101).

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<sup>4</sup> When the author worked as a route salesman for the Washington, DC, franchise of the Pepsi-Cola company, we called the empty wooden boxes “shells” – and the ones full of “product” (the term for bottled drinks) were called “cases.”



After the use of cone-top cans ended, Canada Dry introduced at least 32 different styles of flat-top or punch-top cans, followed by 69 variations of tab-top cans including commemorative and sports sets (Bates 2000a). I have found no record of flat-top can use by the Seven-Up Royal Crown Bottling Co. after it acquired the franchise in 1974, although the possibility exists that the company bought cans from other dealers. By 1984, when Kalil Bottling Co. bought the existing company, it imported cans from its Tucson plant.

#### Wes-Tex Custom Bottlers, Inc. (1974-1978)

##### History

Although discouraged with the money he was making with Canada Dry, Scott was not disheartened with bottling. To remain in the industry, he formed Wes-Tex Custom Bottlers, Inc., a bottler without a brand, in 1974. The company remained at 4751 Durazno Ave. with Scott as president. The new corporation bottled products for other dealers who wanted to retail soft drinks in El Paso without the accompanying headaches involved in packaging. Retail outlets, such as Safeway, were joining in the competition against the established bottlers but had neither the desire nor the facilities to produce the company product. Wes-Tex provided the means (EPCD 1973-1977; Galentin interview).

What made Wes-Tex so effective was the ability to bottle larger sizes. Sixteen-ounce bottles became popular in the early 1960s, and the need for larger sizes increased. Since Canada Dry had routinely bottled quart sizes, the larger bottles were no problem for Scott's apparatus. Along with the Safeway contract, this larger size ability also brought in the bottling account from Pepsi-Cola. The Condon family, owners of the El Paso Pepsi franchise (See Chapter 6a and 6b), found it easier to subcontract the bottling of the larger product than to augment their existing machinery. Wes-Tex continued as a custom bottler until late 1978 or early 1979, when Scott finally tired of the business. He had an opportunity to sell the Durazno property (worth quite a bit by then) and took advantage of it. Scott died in October 1981 (EPCD 1978; Galentin interview; Lynch interview; Social Security Death Register).

## Seven-Up Royal Crown Bottling Co. (1970-1986)

### History

Al Randle, Jr., had a dream; he wanted to expand the company. At the age of thirty-two, he was more and more involved with the business and had his eye on Royal Crown Cola. Royal Crown offered two major opportunities: 1) a cola drink to compete with Coke and Pepsi; and 2) Diet Rite Cola, the fastest-selling diet soft drink on the market. Although the Nehi-Royal Crown parent company had been willing to run the El Paso operation for the past four years in order to “keep the territory from drying up,” competition from Coke and Pepsi kept sales volume low (Randle interview; EPCD 1965-1969).

To Randle, however, Royal Crown sales added to Seven-Up sales equaled a vastly improved business. He negotiated with the RC representative and reached a price that was acceptable to both parties. The Seven-Up Royal Crown Bottling Co. was born. As part of the agreement, the Randles took over trucks, building lease, franchise, bottles – everything. The company moved into its new, more spacious location at 7328 Boeing Dr. (EPCD 1970; Randle interview) (Figure 10c-16).



Figure 10c-16 – Seven-Up Royal Crown plant at Boeing Dr.

Within ten days after the Randles bought the Royal Crown franchise, disaster struck. The Food and Drug Administration banned cyclamates, the basis of Diet Rite Cola.<sup>5</sup> The #1 diet soda in America was withdrawn from the market. The new franchise owners were not even allowed to sell off existing stock; they had to pick it up off of the shelves of the stores.

Al Randle, Jr., remembered that they “poured out *gallons* of it.” The smell of cyclamates permeated the plant for weeks. The timing had been really bad; obtaining Diet Rite Cola had

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<sup>5</sup> Cyclamates, approved by the FDA in 1949, were officially banned on Saturday, October 18, 1969 (Vaughn 1995a:34).

been one of the major assets that led to the buying of the franchise. In time, or course, new sweeteners were found, Diet Rite returned to the market, and the Seven-Up Royal Crown Bottling Co. prospered (Randle interview).

About that time, Randle hired Charlie Sterns as a full-time mechanic to keep his trucks in top operating condition. Prior to that time, the trucks had been sent to the service station where Sterns was the mechanic, but the station closed down leaving Sterns jobless and Seven-Up without a



Figure 10c-17 – Seven-Up Employees, ca. 1974 - Seated (left to right): Al Randle, Pete Echaniz, Leonard Bullard, and Frank Heredia; Standing (first row): Angel Ortega, Raul Echaniz, Willy Rodriguez, Art Licon, Pablo Reyes?, unknown; Back Row: unknown except for Joe Semental at far right (Photo courtesy of Pete Echaniz; identification of personnel by Al Randle, Jr.)

Figure 10c-18 – Seven-Up Royal Crown ad (El Paso City Directory, 1974)

section of the operation practically self-sufficient (Figures 10c-17, 10c-18, & 10c-19) (Randle interview).

The younger Randle next heard that John D. Scott was becoming discouraged with Canada Dry and was ready to give up his franchise. Randle approached Scott who said that he was, indeed, tired of the product. It sold well only during Christmas, and business had never notably improved during the time he had owned the franchise (Randle interview).

mechanic. The solution suited both parties perfectly. Raul Echaniz, an employee since 1948 and brother of the plant manager, had demonstrated a talent for sign painting and had produced perfect, hand-painted company logos for the trucks. The addition of Sterns made the vehicular



Figure 10c-19 – Al Randle, Sr., and Pete Echaniz, ca. 1976 (Courtesy of Pete Echaniz)

To Randle, however, it could be profitable in conjunction with other sales; Royal Crown-Seven-Up salesmen were already making the stops, so it would be well worth their while to take in extra cases. Randle told Scott, "I'd like to get it." A Canada Dry representative flew to El Paso and met Randle for lunch. Randle recalled, "We hit it off great." Canada Dry needed a franchise operator; Randle wanted the extra business (Randle interview).

The plant obtained from Royal Crown four years earlier had sufficient space, and there was no conflict of interest between Canada Dry mixers and the company's regular soft drinks. Even better, Canada Dry allowed Randle to take over the existing franchise; in effect, he got the franchise free. It was a rapid-fire changeover. Randle moved almost everything to the Boeing Dr. plant on Wednesday, had a sales meeting Friday, and started production on Monday (Randle interview).

Quart bottles had recently become increasingly popular. Randle asked the Canada Dry representative for a hundred racks to display the quart sizes. The following week, Canada Dry delivered the rows of beautiful racks with imitation wooden shelves. The company began installing the shelves in El Paso supermarkets almost immediately, and sales soared. Along with Canada Dry mixers, Randle's salesmen were stocking quarts of Royal Crown and Seven-Up (Randle interview).

Then the dream began to dissolve. Allie Randle died in 1976 at the age of seventy-four after a series of strokes that lasted five years and left him badly incapacitated. The senior Randle left a bitter disappointment for his son. A few years before his death, he ordered his company lawyer write a codicil to his will. Over the last four years of his life, Randle repeatedly refused to accept the lawyer's revisions, but he finally signed. Upon the senior Randle's death, the will was found to be virtually undecipherable (EPCD 1976; Randle interview; Social Security Death Index).

Two lawyers examined the will and presented the younger Randle with their experienced opinions – the son had been disinherited. Although the younger Randle already owned twenty-two-and-a-half shares of stock in the corporation, Sarah Randle inherited the other sixty-five-and-a-half shares of Randle's estate and the position of president of the company. Echaniz (a two percent shareholder) remained as general manager (Figures 10c-20 & 10c-21), and Al Randle, Jr., became vice president. Al Randle, Jr., contested the will, claiming that his father had



Figure 10c-20 – Pete Echaniz, ca. 1980 (Courtesy of Pete Echaniz)

always intended that the business should go to him. Because no one was willing to testify in his behalf, he was defeated (EPCD 1977-1981; Randle interview).



Figure 10c-21 – Business card from Pete Echaniz (Courtesy of Pete Echaniz)

The younger Randle was about to receive another shock. His mother, Sarah, had been told, possibly by the company accountant, that another Great Depression was due to occur in the near future. Like many people who survived the Depression of 1930s, Sarah retained strong memories and deep emotional scars from the ordeal. Fearing that the business would become worthless, she decided to sell, encouraged by her lawyer and accountant. Although Randle argued with his mother, she was determined to follow through on the sale (Randle interview).

Seeing that she could not be dissuaded, Randle petitioned to buy the corporation himself. Randle said later that he was told he could expect no special favors and would have to “bid like everybody else.” The requirements for the bids were ten percent down payment with the balance payable over a ten-year period at ten percent interest. Randle placed a bid for his mother’s sixty-seven-and-a-half percent and waited. On the acceptance date, Sarah Randle announced that she, along with her lawyer and accountant, had accepted the bid of Donald W. Anderson and William Kastrin (Randle interview).

Upon hearing the amount of the winning bid, Randle complained that his bid for his mother’s stock was actually higher than Anderson’s offer. In response, he was told that his mother, along with her advisors, had decided that his offer must be in cash. Although Randle continued to complain, it was to no avail. The company lawyer proffered Randle an offer for his minority stock from Anderson's backers. When Randle asked the identity of the backers, the lawyer told him that Anderson was backed by a corporation, but the stockholders were unknown. Randle flatly refused (Randle interview).

Although Randle received anonymous threats and warnings, he sued his mother in her own interest and as executrix of the estate of his father, Allie Lee Randle. A hearing was set for

January 30, 1978, with Al Randle, Jr., citing the Securities Act of 1933 and the Securities Exchange Act of 1934. In response, he was fired on December 17 (1977), right before Christmas. Randle was told, unofficially, that he was up against politically and financially powerful individuals, and, if he refused to sell his stock, he would end up with nothing (Randle interview).

The warning was prophetic. Randle's first lawyer was inept, his second one only a slight improvement (Randle interview; EPHP 12/21/1977). A long, drawn-out court battle ensued that lasted almost three years and culminated in a judgement against Randle. His minority stock in Seven-Up Royal Crown, sequestered for collateral to ensure the payment of legal fees, was now placed for sale. Only one entity was interested in minority stock in the disputed company, so Randle's worst enemy was rewarded with a double triumph. As an added insult, Randle discovered that *all* assets of the company were sold, including \$100,000 in the bank. That meant that the purchasing company was able to make the down payment with money from the company it had bought (Randle interview).

In 1982, the battle ended. Sarah Randle sold the company to Donald W. Anderson and retired from business life. Pete A. Echaniz was retained until the court battle ended and the sale was finalized, then was forced to retire after forty years of bottling Seven-Up. Echaniz received neither pension nor retirement benefits (EPCD 1982-1985; Echaniz interview). Sarah, born in 1909, died in 1985, leaving one final tragedy for Al Randle, Jr. In a sad *déjà vu*, Randle was again virtually written out of his mother's will. His share of her estate was limited only to a bedroom suite (Randle interview; Social Security Death Index).



Figure 10c-22 – Seven-Up Royal Crown ad (El Paso City Directory, 1983)

The public never became aware of Randle's personal tragedy. Advertisements continued (Figure 10c-22), and the workings of the plant went on almost unabated. Deborah C. Kastrin replaced Anderson as president of the corporation in 1986 and was at the helm when the company was sold to Kalil Bottling Co. the following year (EPCD 1986-1987).

## Bottles and Artifacts

### Frostie Root Beer

George Rackensperger began bottling Frostie Root Beer in a garage that formerly housed a police wagon in Cantonsville, Maryland, in 1939. By 1947, Rackensperger was franchising Frostie nationally (Hopson 2000a). By the time the El Paso franchise adopted the product, city/state designations were a thing of the past; thus, no bottles can be positively identified for the El Paso plant.

Frostie Root Beer first appeared in the Seven-Up Royal Crown advertisement in 1970 and was probably not used by the earlier firm. Although Frostie no longer featured in the ads after 1972, it may have continued to be a sales item for the company until a later date (EPTD 1970-1978). The bottle in Figure 10c-23 has a 1967 date code. This is probably the style used by the new, merged company.

Kalil Bottling Co. (1984-present)

### History

El Paso's newest soft drink manufacturer is the Kalil Bottling Co., a subsidiary of the Kalil Bottling Co. of Tucson, Arizona. The El Paso branch opened in 1984 at 900 Kastrin St. with Bob Rosasco as the local sales manager. Kalil began its tenure in El Paso by purchasing the Nehi-Royal Crown franchise from the Seven-Up Royal Crown Bottling Co. and added to its diversity by obtaining Dad's Root Beer and Big Red from the Magnolia Coca-Cola Bottling Co. in 1985, along with franchises for Gatorade, Delaware Punch, Vernors, Texas Light, Bubble Up, and Yoo Hoo Chocolate.

Two years later, Kalil bought out the rest of the Seven-Up franchise, moving into the old Seven-Up Royal Crown plant at 7328 Boeing Dr. With the sale of Seven-Up, only three bottlers (Kalil, Magnolia Coca-Cola Bottling Co., and Pepsi-Cola Bottling Co.) remained in El Paso.



Figure 10c-23 – Frostie Root Beer bottle, 1937

Eddie Gonzalez replaced Rosasco in 1993 and remained the branch manager in 1996. Kalil imports its soft drinks from the parent company in Tucson, rather than bottling in El Paso (EPCD 1984-1996; EPTD, 1984-85-1987-88).

#### Bottles and Artifacts

As noted above, Kalil introduced several new varieties into the area. Oddly, Hires Root Beer, manufactured by 1876, and Vernor's Ginger Ale, created in 1880, were apparently unknown in El Paso prior to their introduction by Kalil. Many of these brands are not and never were offered in returnable bottles. Some brands did not appear on the market until after the beginning of the era of tin (thinly rolled steel) cans, aluminum cans, nonreturnable glass bottles, and plastic containers.