

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



Bill Lockhart and Carol Serr at Leo's Restaurant, El Paso, Texas (2010) – recording a previously unknown bottle from the Victory Glass Works

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[Revised Edition – Originally Published Online in 2000]

Chapter 12b

Chapter 12b

Small Bottlers – 1918-1930s

Although not a perfect temporal fit in the sequence, the four firms featured in Chapter 12b are distinguished from most of the other small bottlers by two things. First, we have examples of their bottles. In all but one case, we have multiple examples. Second, they remained in business for several years. Again, with one exception, these firms succeeded until they were wiped out by the Great Depression. The exception, the Tri-State Beverage Co., was only in business for ca. five years, but the company instituted such a prolific advertising campaign that we have a larger graphic record of the drinks involved than we do for most of the major El Paso bottlers. These four firms (plus one brewery), therefore, are distinctive.

Texas Bottling Works (1918-1934)

History

The Texas Bottling Works was first listed in 1918 at 520 Park Dr., the same address used by National Bottling Works (see Chapter 12a) and was under the proprietorship of Francisco Gonzalez. Rafael Gonzalez, probably a brother of Francisco, had been a clerk with the Bryon Brothers when he became a member of the firm in 1918. The next year, Rafael joined the U.S. Army, leaving Francisco in charge (EPCD 1918-1919).

Francisco moved the company to 820 South El Paso Dr. in 1920. This move may have been the result of an investigation by the State of Texas in late 1919 or early 1920. In a March 1920 report (Hoffman 1920:10, 40), the Texas Dairy and Food Commissioner presented the results of the investigations of unsanitary conditions in soda bottling operations throughout the state.¹ Although most of the El Paso plants passed, the Texas Bottling Co. was listed as “illegal.” If the location at 520 Park was the “illegal” one, Carreon may have moved to avoid the stigma.

In 1923, Gonzalez advertised under his own name instead of Texas Bottling Works, a practice that appears periodically among the smaller bottlers. Although he listed the business at

¹ For more details about the problem, see the section on the Crown Bottling Works in Chapter 12a.

the El Paso Dr. address, he advertised himself as a “grocer” and “meat market” in addition to “bottling works.” The final owner, Carmen Morales, took charge in 1924 and again moved the company, this time to 438 Durango St. Morales first appeared in El Paso in 1915 in the feed business with Morales & Ponce but changed to the grocery business with M. Martinez-Hernandez in the firm of Martinez & Morales the following year.

In 1916, he joined in partnership with Mariano Morales, a resident of Ciudad Juárez, in the firm of Morales & Morales, grocers (at 617-619 S. El Paso and 515 S. Stanton) and remained in that business until he became a bottler. One of the bottles used by the firm is marked M.M. on the base, indicating that the partnership of Morales & Morales may have been the owners instead of just Carmen Morales.² Morales returned the plant to 820 South El Paso Dr. in 1927 and remained at that location until at least 1934, the final entry Texas Bottling Works. As with many others, Morales likely became a victim of the Great Depression (EPCD 1918-1934). See Table 12b-1 for a chronology of owners and locations for both National and Texas Bottling Works.

Table 12b-1 – Changes in Ownership and Location for the Texas Bottling Works

Company	Owner/Operator	Location	Dates
National Bottling Works	Carreon & Gonzalez*	520 Park Dr.	1915-1917
National Bottling Works	Francisco Gonzalez	520 Park Dr.	1917
Texas Bottling Works	Francisco & Rafael Gonzalez	520 Park Dr.	1918
Texas Bottling Works	Francisco Gonzalez	520 Park Dr.	1919
Texas Bottling Works	Francisco Gonzalez	820 S. El Paso Dr.	1920-1924
Texas Bottling Works	Carmen Morales**	438 Durango St.	1924-1927
Texas Bottling Works	Carmen Morales**	820 S. El Paso Dr.	1927-1934

* Francisco Carreon and Francisco Gonzalez

** Possibly in partnership with Mariano Morales

² It is even possible that Mariano Morales had taken control at some point.

Bottles and Artifacts

House Brand

Unlike the larger, national corporations, local bottlers like Texas Bottling Works rarely created a name for their beverages, using what the industry called their own “house brands.” Although a variety of flavors were offered to the public, they were only known by the name of the bottler. These semi-generic containers had a standard embossed design and the company name in small letters but virtually no other information. Although the Texas Bottling Works was an outgrowth of National Bottling Works, I have never found one of the older National bottles. The firm probably used a variety of bottles in its ca. 19 years of existence, but I have only found two – and I only know of a single example of each (Figure 12b-1).

Method of Manufacture: Machine

Color: Aqua

Size (in cm.): 19.5 (h); 5.9 (d)

Primary Labeling Style: Embossed

Finish: Crown

Capacity: 6.5 oz.

Overall Bottle Design: Cylindrical with embossed complex “honeycomb” design over body and shoulder - heel was labeling area

Front Description

Heel: Embossed - TEXAS BOTTLING WORKS 6½ FL. OZ.

Back Description

Heel: Bare

Base: Embossed - EL PASO / TEXAS

Manufacturer: Unknown

Dating: [1918-1924] Bottles of this type may have been used from the change of name to Texas Bottling Works in 1918 to the sale to Moralez in 1924. However, this type of specialty or proprietary bottle was not in common usage until the mid-1920s, although many of the bottles were designed during the early part of that decade. This bottle, therefore, was probably made during the latter part of the ca. 1918-1924 period. It is



Figure 12b-1 – House-brand bottle used by the Texas Bottling Works (Willie Terrazas collection)

highly probable that other bottles were used during the period, and most them likely were generic with paper labels – the norm for the entire 1918-1924 period.

Collection(s): Willie F. Terrazas collection.

The second bottle is very likely the newer of the two. The base has an unusual machine scar that is sunken into the glass so deeply that a thumbnail can easily be inserted and used to trace the circle. (Figure 12b-2)

Method of Manufacture: Machine

Color: Colorless (smokey)

Size (in cm.): 19.2 (h); 5.9 (diameter at top of ribs)

Primary Labeling Style: Embossed

Finish: Crown

Capacity: 6.5 oz.

Overall Bottle Design: Cylindrical with four embossed panels divided by raised ribs. Each panel is divided in half with a labeling area at the shoulder and heel. Similar panels lead from the shoulder labeling area to the neck.

Front Description

Shoulder: Embossed - TEXAS

Heel: Embossed - EL PASO, TEXAS.

Back Description

Shoulder: Embossed - BOTTLING WORKS

Heel: Embossed - 6½ FL. OZ. (6 is very crude and a large space exists between O and Z – Figure 12b-3)

Base: Embossed - M.M.

Manufacturer: Unknown

Dating: [1924-1934] Although the initials do not quite fit, the bottle must have been used between 1924 and 1934, when Carmen Morales was listed as the owner. Morales had formerly been in the grocery business with Mariano Morales in the firm of Morales and Morales. Although Carmen was listed as the



Figure 12b-2 – House-brand bottle used by the Texas Bottling Works



Figure 12b-3 – Crude 6 ½ FL. OZ. on heel of Texas Bottling Works bottle

owner in the city directories, he may have run the plant, and Morales and Morales (the M.M. on the base) may have been joint owners (Figure 12b-4).

The Union Bottling Works used identical bottles (although those were labeled in the panels rather than the shoulder/heel areas). The containers used by Union were made by Three Rivers Glass Co. between 1925 and 1937. Although there is no indication of the manufacturer on the Texas Bottling Works container, the characteristics of the bottle certainly fit into the time period.

Collection(s): Author's collection.



Figure 12b-4 – M.M. on base of Texas Bottling Works bottle – note deep groove in machine scar

Lone Star Bottling Works (1918-1934)

History

Founded in 1918 by Manuel Torres Saldaña (Figure 12b-5),³ the Lone Star Bottling works was soon purchased by Jose Urrutia. The business was located at 1831-33 Magoffin Ave. A short advertisement appeared with Urrutia's first listing in the 1918 City Directory, announcing the company as "bottlers of soda water and beer," although by 1920 (due to Prohibition) the ad only claimed the firm as "Bottlers of Soda Water." In 1920, Urrutia also advertised a new business, la Conejera, offering the public, "Dressed rabbits delivered." The rabbit business was conducted from Urrutia's home, but it only lasted until 1921 – apparently the bottling business was too prosperous to leave time for tending rabbits (EPCD 1918-1921).

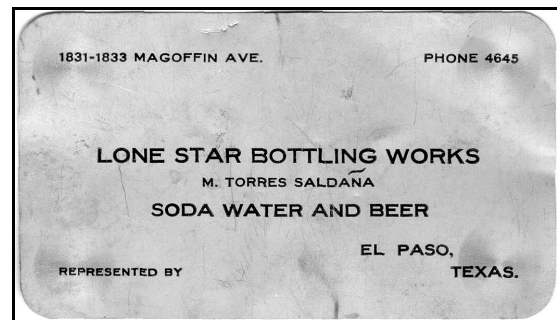


Figure 12b-5 – Business card for Lone Star Bottling Works Manuel Torres Saldaña (Courtesy of Enriqueta Torres Quihuis)

In 1923, Lone Star relocated to 123 North Raynor St., the lot right beside Urrutia's home. Across the street was a funeral home, also owned by the family. Around 1925, Urrutia hired

³ See the section on the Mexican Bottling Works in Chapter 12a. Torres Saldaña was the final owner of the earlier firm.

Willie F. Terrazas, a nine- or ten-year-old boy, to wash and cap bottles. The boy labored after school and on week ends, often working the same shifts as the adults – from 8:00 AM to 8:00 or 9:00 PM. Terrazas recalled capping the bottles by hand on an old machine that only sealed one bottle at a time. Along with loading and unloading the bottle washing machine, Terrazas inspected each bottle to make sure that none contained broken glass.

The job was dangerous because bottles frequently exploded during the filling and capping process, showering glass around the workers and occasionally into the empty bottles. Urrutia's two sons, Luis and José, helped operate the bottling plant and made deliveries in an old panel truck. The family renamed the business the Lone Star Bottling & Fuel Co. in 1930, but the firm was no longer listed after 1934 (Terrazas interview; EPCD 1922-1934). See Table 12b-2 for a chronology of owners and locations of the Lone Star Bottling Works. A second unrelated bottler, Lone Star Sparkling Beverages, emerged briefly in 1955.

All soda bottlers must devise a method for the disposal of broken bottles – an ongoing process. The most common methods have been discard in formal (and informal) dumps or burial within the bounds of the bottler's property. In at least one instance, Lone Star dumped its breakers at an informal but frequently used dump at Socorro, Texas.

Table 12b-2 – Changes in Ownership and Location for the Lone Star Bottling Works

Company	Owner/Operator	Location	Dates
Lone Star Bottling Works	Manuel Torres Saldaña	1831 Magoffin Ave.	1918
Lone Star Bottling Works	Jose Urrutia	1831 Magoffin Ave.	1918-1920
Lone Star Bottling Works	Jose Urrutia	123 North Raynor St.	1920-1930
Lone Star Bottling & Fuel Co.	Jose Urrutia	123 North Raynor St.	1934-1934

Bottles and Artifacts

Lone Star House Brand

When Lone Star disposed of its broken containers at a dump at Socorro, Texas (Figure 12b-6), at least one bottle was complete except for slight damage at the finish and base (Figure 12b-7) . The damage was great enough to prevent the bottle's reuse, but the discard preserved it as an example for this study. I have only heard of one other example.



Figure 12b-6 – Lone Star bottle dump at Socorro, Texas

Because the Great Depression was so devastating, even the largest bottlers had problems. Since money was tight, bottlers continued to use containers that they would normally have discarded. If a bottle would still seal and no cracks that caused leaks, it would still be reused – regardless of how bad it looked. As a result, few bottles remain from the period. It is probable that bottlers even scavenged their own dumps and reused older bottles that had been previously discarded. With the exception of the Victory Bottling Works (see below), very few bottles remain from this period.

Method of Manufacture: Machine

Color: Aqua

Size (in cm.): 19.2 (h); 5.8 (d)

Primary Labeling Style: Embossed

Finish: Crown

Capacity: 7 oz.

Overall Bottle Design: Cylindrical with four evenly-spaced embossed rings from heel to shoulder

Front Description

Neck/Shoulder: A single embossed, 5-point star

Body: Embossed - LONE STAR BOTTLING WORKS between the bottom and second rings

Heel: Embossed - EL PASO, TEXAS



Figure 12b-7 – Bottle from the Lone Star Bottling Works

Back Description

Neck/Shoulder: Bare

Body: Embossed - CONTENTS 7 FL. OZ. between the bottom and second rings

Heel: Bare

Base: Embossed - J.U. / H-B [connected] (J.U. is Jose Urrutia, owner)

Manufacturer: Unknown

Dating: [1918-1934] Since Lone Star was in business for ca. 16 years, the firm likely used more than one bottle style. It is possible that Torres Saldaña originally used bottles with paper labels, and

Urrutia probably continued that practice initially. The use of generic bottles with paper labels was the norm from ca. 1918 to the mid-1920s. The bottle described here was certainly ordered by Urrutia – as evidenced by his initials on the base. An example in the Ram Davila collection was made by the Three Rivers Glass Co.

The H-B was composed of a single vertical line attached to the center of the “B” – which could be either an “H” (using the left side of the “B” as the second upright line) or an attached “I.” At this time, I have no idea which glass house made the bottle – if, indeed, the mark is a manufacturer’s logo. The base, however, has another of those unusual machine scars that is so indented that you can insert a thumbnail into it (Figure 12b-8 – also see Texas Bottling Works above).

Collection(s): Freeway Trash Dump, Socorro, Texas; Ram Davila collection.



Figure 12b-8 – Base of Lone Star bottle with deep groove in machine scar

El Paso Brewing Assn. (1903-1921)

History

The El Paso Brewing Assn. incorporated on June 22, 1903. The new firm, however, was beset by difficulties from the onset and was unable to complete the building of the brewery until October 29, 1904. The difficulties continued. In February 1905, creditors brought suit on the firm, and the assets were put up at auction (Lockhart 2004).

John Phillip Dieter, a principal in the liquor dealership and soda bottling enterprise of Houke & Dieter, placed the winning bid of \$76,000 and entered into the brewing business. A shrewd businessman, Dieter formed a new corporation – El Paso Brewing Assn. (Successors) that purchased the assets for a considerably higher price. Dieter died in 1907, and R.W. Long became president (see discussion of the Long brothers in the Tri-State Beverage Co. section below). Business improved, and the new corporation was more successful (Lockhart 2004).


All went well until April 15, 1918, when a new Texas law went into effect that banned the sale or manufacture of alcoholic beverages within ten miles of a military reservation. Since the El Paso Brewery was within the limit, its alcoholic production was curtailed. However, the brewery began selling and probably bottling near-beer, a cereal beverage that looked and tasted like beer – but had a very small (less than 2%) volume of alcohol. After National Prohibition went into effect in January 1920, the El Paso Brewing Assn. gave up the idea of riding out state law. Having formed a new affiliated firm, the Tri-State Beverage Co., in 1919, the Brewing Assn. apparently closed its doors in 1921 (Lockhart 2004).

Bottles and Artifacts

Bravo

In June 1918, the El Paso Brewing Assn. advertised Bravo, a near-beer or cereal beverage in the El Paso Times. According to the ads, Bravo was “MANUFACTURED BY EL PASO BREWING ASS’N EL PASO, TEX.” (EPT 6/24/1918). Like most of the cereal beverages, the brew was probably bottled in typical amber export beer bottles with paper labels, although I have found no extant examples. An ad from Jefferson City, Missouri, supports this contention, showing a Bravo label on an apparently amber export beer bottle.

Here It Is—



B R A V O

The Drink Supreme

“MADE IN EL PASO”

BRAVO is a pure, cereal, non-intoxicating beverage which can be sold without a government license and in full accordance with national regulations governing army camps. BRAVO fills the need for a non-intoxicating drink. It quenches thirst, relieves fatigue and puts vim into work and pleasure. BRAVO is a drink for everybody.

**MADE IN
EL PASO**

**Order a Case
For Your Home**

**MADE IN
EL PASO**

**El Paso Brewing
Association**

PHONE 4800.

EL PASO, TEXAS.

Figure 12b-9 – El Paso ad for Bravo, a near-beer (*El Paso Times* 6/24/1918)

The Missouri ad, sent to me by Bob Kay, illustrated a beer bottle with the same Bravo label that appears in El Paso ads, but the lower part of the label noted that the brew was “MANUFACTURED BY CAPITAL BREWING CO. JEFFERSON CITY, MO.” This questions the statement that the brew was concocted locally. To add to the uncertainty, both El Paso Bravo ads I have found (EPT 6/24/1918; 9/28/1918) called Bravo “The Drink Supreme ‘MADE IN EL PASO’” (Figure 12b-9). Since “MADE IN EL PASO” is in quotation marks in the El Paso ad, it may indicate that the El Paso Brewing Assn. imported kegs of the brew and bottled it at the El Paso Brewery. This is further supported by “Sold Coast to Coast” on the Jefferson City ad (Figure 12b-10).



Figure 12b-11 – Sign for Bravo (Rick Chavez collection)

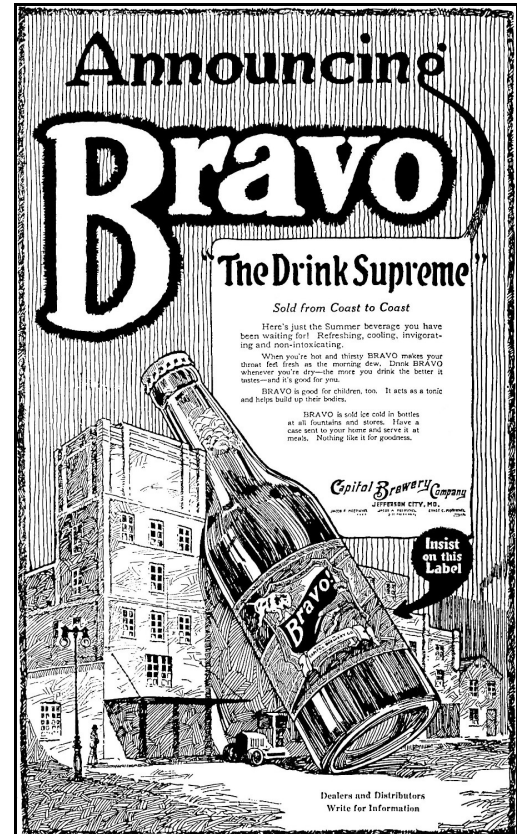


Figure 12b-10 – Ad for Bravo from Jefferson City, Missouri (Courtesy of Bob Kay)

A steel sign advertising Bravo has survived in the Rick Chavez collection. The sign depicted the

paper label worn by the Bravo container – in color. A blue rectangle formed the background for the label with a yellow strip extending diagonally upward from left to right. Centered on the background was a green-outlined white shield with a toreador dressed in traditional green garments waving a large red cape that diagonally covered the center of the shield. On the cape, white letters proclaimed “Bravo! / The Drink Supreme.” A snorting, brown and black bull charged down at the cape from the upper left corner of the shield. A small scroll superimposed across the lower edge of the shield showed the drink as being MANUFACTURED BY / EL PASO BREWING ASS'N / EL PASO, TEX. (Figure 12b-11).

Although there is no question that the El Paso Brewing Assn. offered Bravo almost immediately after the advent of effective prohibition in mid-1918, the end of the brew is much less certain. Bravo was probably retained in 1919 and at least part of 1920. At some point, probably during 1920, certainly by early 1921, the firm offered Budweiser and no longer advertised Bravo.

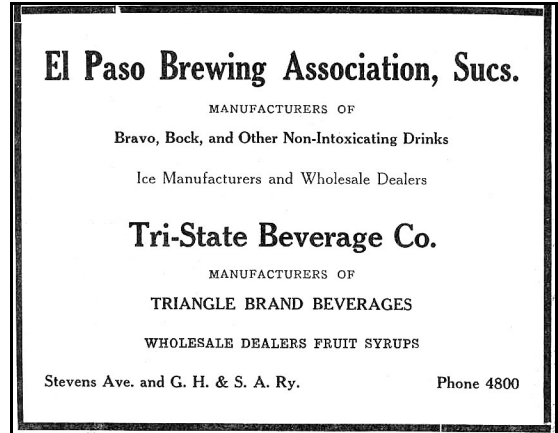


Figure 12b-12 – El Paso Brewing Assn. ad for “Bravo, Bock, and Other Non-Intoxicating Drinks” (1920 El Paso City Directory)

Bock

Bock, presumably a near-beer, was only advertised in the 1919 city directory (Figure 12b-12). I have never discovered a newspaper ad for the product. This may have been the bock-style near-beer briefly offered in 1919 by the Jacob Schmidt Brewing Co. of Milwaukee, Wisconsin (Hoverson 2007:289). The brew only appears to have been offered for a short time – which would explain the lack of any later El Paso ads.

Budweiser

In 1920, Anheuser-Busch converted Budweiser, its former beer into a near-beer or cereal beverage – even though the firm was already brewing another near-beer, called Bevo (see Chapter 12a for El Paso distributors of Bevo). The El Paso Brewing Assn. advertised Budweiser in its 1921 city directory ad. Tri-State picked up Budweiser in early 1921, apparently, upon the demise of the parent company.

Tri-State Beverage Company (1919-1924)

History

Tri-State Beverage Co. came into existence, probably in early to mid-1919, as an auxiliary of the El Paso Brewing Assn.⁴ On April 15, 1918, a new Texas law went into effect

⁴ The only ads I have found for Tri-State began in mid-1919. The only ads I have found for 1918 are for Bravo, a drink offered by the El Paso Brewing Assn. – not Tri-State.

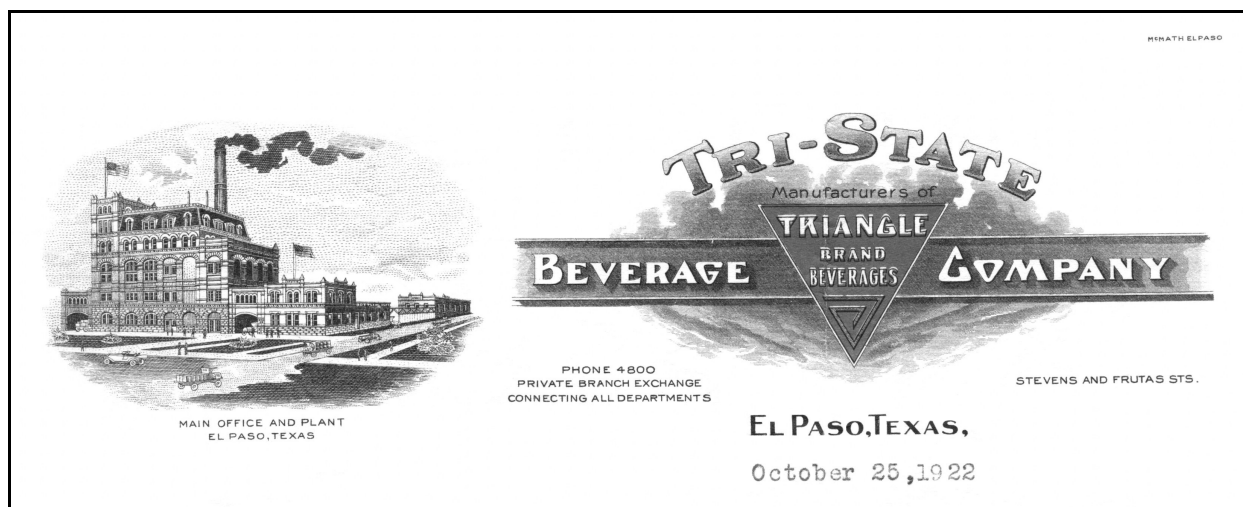


Figure 12b-13 – Tri-State Beverage Co. 1922 letterhead, showing a woodcut of the El Paso Brewery

that banned the sale or manufacture of alcoholic beverages within ten miles of a military reservation. El Paso was small enough at that time where the entire town was effectively thrown into a state of Prohibition by the law. Tri-State was formed in hopes of maintaining the existence of the brewery. A 1922 letterhead shows that Tri-State was located at the brewery, itself, during its short existence (Figure 12b-13).

R. Walter Long (sometimes erroneously listed as Walker) was the president, and his brother William H. Long was secretary-treasurer of Tri-State Beverages from 1918 through 1923. Local liquor dealers had formed the association in 1898 and built a brewery in 1904 at the corner of what is now Latta and Frutas Streets. The brewery generated 11,000 barrels of “Golden Pride” beer and an uncounted number of bottles of “Southern Bud.”

When the new Texas law was enacted in 1918, the El Paso Brewing Assn. found that it catered to a demand that it could no longer legally fill. In an attempt to remain solvent, the Association bottled soft drinks at the old brewery’s bottling house while moving most of its brewing equipment across the Rio Grande to Ciudad Juárez. El Paso ads during the latter half of 1919 show that Tri-State opened a branch in Tucson, Arizona, although there was no mention of that office the next year. After an initial advertising frenzy, however, the company virtually ceased newspaper promotion.

The Tri-State subsidiary faded into oblivion when it was placed into receivership with Fred G. Lemley as receiver in 1923. However, an *El Paso Herald* article (1/29/1924) shows that

the company was still in business until at least the end of January 1924. The *Herald* noted that “burglars who entered the building of the Tri-State Beverages company Monday night made off with soft drink extracts valued at \$75. Police are searching for the men.” Since the subsidiary was no longer listed in the 1924 city directory, it probably closed shortly after the break in.

The Long brothers, themselves, were interesting characters. Ralph Walter Long was one of many individuals around the turn of the century who was initially known by his first name and middle initial but later (after 1909 in Long’s case) chose to be recognized by a first initial and middle name. He arrived at El Paso sometime prior to 1898 and became a bookkeeper in the Burton-Lingo Company, a job he held until 1908. He became manager of the firm the following year, along with assuming the position of president of the “El Paso Brewery Assn., Successors.”

In 1910, R. Walter had dropped his association with Burton-Lingo but added the presidency of Rio Grande Lumber Co. while managing El Paso Sash & Door Co. The following year, Rio Grande Lumber Co. became Long Lumber Co., and R. Walter added the title of general manager of the brewery and manager of Tri-state Beverage Co. to his already impressive listing. Although he dropped his connection with El Paso Sash & Door in 1911, he continued in his other positions until the dissolution of the El Paso Brewing Assn. in 1921 (EPCD 1898-99-1923).

William H. Long arrived in El Paso in 1888 and busied himself with the real estate business. By 1898, he was president and treasurer of the El Paso Abstract & Loan Co. and vice president and treasurer of El Paso Cigar Manufacturing Co. on South Kansas Street. He retained his association with both companies until 1903 when he dropped his connection with El Paso Abstract & Loan and became secretary and treasurer of El Paso Cigar.

By 1904, he was proprietor of the El Paso Cigar Manufacturing Co. In addition, he became a real estate dealer in 1906 but dropped the cigar business in 1909 to become secretary and treasurer for El Paso Brewery Assn., Successors. William remained secretary and treasurer of the brewery until Prohibition finally ensured its demise after 1920 and continued, along with his brother, Walter, for another year in Long Lumber. After 1923, both Longs faded from the record (EPCD 1888-1923).

Bottles and Artifacts

The Tri-State Beverage Co. began advertising in 1919. The company advertised Triangle Brand, the firm's house brand, at least as early as August 11, 1919. One of the earliest non-house drinks advertised by Tri-State was Javo, bottled coffee (apparently carbonated), offered by at least August 9, 1919. Other brands advertised in 1919 included Dr. Swett's Root Beer, Delaware Punch, Parfay, and Triple "X" Ginger-Ale.

The firm advertised Orange Crush beginning on June 1, 1920, and Tri-State may have been the first bottler in Texas to franchise Orange Crush. According to the Handbook of Texas (Dunagan 2002), there were only 33 franchises within the state in 1922 (30 - Coca-Cola and 3 - Whistle). By 1924, three Orange Crush franchises were listed. It is possible, of course, that Dunagan's source merely missed the franchise in El Paso – still a pretty remote city in 1922 (Angus & Harris, 144, 146; EPCD 1919-1923; EPH 6/1/1920 4:6).

Lemon Crush was also part of the 1920 ad campaign. Also included in 1920 was Weinhard's R-Porter, a raspberry drink. In 1921, the firm added Budweiser (near-beer). By 1922, Tri-State had virtually ceased advertising, although it did place one ad to advise the public that it had just received a carload of Falstaff – also a near-beer.

Triangle Brand Beverages

Triangle Brand beverages were bottled during the entire life of Tri-State Beverage Co. The original 1919 ads were simple, with the firm's inverted triangle logo prominently displayed. A typical ad noted that "TRIANGLE Beverages are truly the Summer Beverage! Wholesome! Absolutely Pure! And Delicious! At all fountains. Demand the genuine—it comes in bottles" (EPT 6/11/1919). The ads mentioned in passing Tri-State's franchised brands – Javo, Parfay, and Dr. Swett's Root Beer (Figure 12b-14).



Figure 12b-14 – Triangle Brand Beverages ad (*El Paso Times* 8/11/1919)



Figure 12b-15 – Triangle Brand Beverages ad (*El Paso Times* 6/21/1920)

By 1920, the ads showed considerable variation, including drawings of women, families, and, always, a bubbling glass of the drink. By this time, the firm noted such flavors as strawberry, raspberry, grape, cherry, cream, soda water, sarsaparilla, and ginger ale, although the ginger ale. The ads also listed franchised brands – Delaware Punch, Orange Crush, and Lemon Crush (Figure 12b-15).

By 1921, Tri-State ads featured Orange Crush or Lemon Crush as the main drink and did not even mention the Triangle Brand. However, the ads continued to list ginger ale, strawberry, Delaware Punch, raspberry, and cream sarsaparilla. Triangle Brand drinks came in embossed bottles that may have included paper labels for each flavor, or the firm may have only identified the flavor on the caps (Figure 12b-16). See Table 12b-3 for a chronology of Triangle Brand bottles.

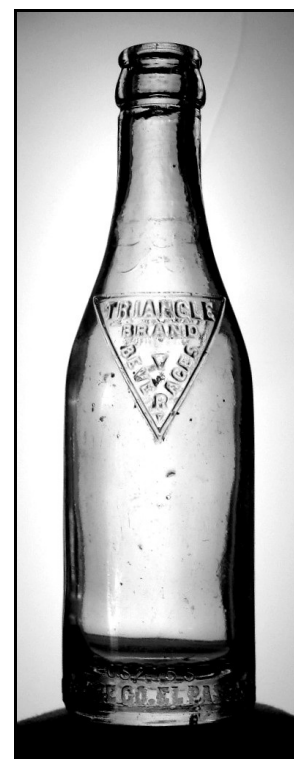


Figure 12b-16 – Triangle Brand bottle

Method of Manufacture: Machine

Color: Aqua

Size (in cm.): 20.5 (h); 5.9 (d)

Primary Labeling Style: Embossed

Finish: Crown

Capacity: 7 oz.

Overall Bottle Design: Cylindrical

Front Description

Shoulder: Embossed - TRIANGLE / BRAND / BEVERAGES within an inverted triangle with a smaller, solid inverted triangle in the center of the logo. The word “beverages” is broken at the letter “r” to form two sides of the inverted triangle. A tiny inverted triangle rests below the “r.”

Body: Bare, possibly to hold a paper label

Heel: Embossed - PROPERTY OF TRI-STATE

Back Description

Shoulder: Same as front

Body: Bare

Heel: Embossed - OS 215 S / BEVERAGE CO. EL PASO, TEX. (Figure 12b-17)

Base: Embossed - a single equilateral triangle

Manufacturer: Graham Glass Co.

Dating: [1919-1924] Bottles of this type were probably used during the entire tenure of Tri-State from 1919 to 1924. However, this bottle was made in 1919. The code sequence “OS 215 S” translates to: “O” = the Okmulgee plant of the Graham Glass Co.; “S” = something like “soda”; “215” is the model or proprietary number of the bottle style; and “S” (to the right) = 1919 (See Lockhart 2004 or Lockhart & Miller 2007 for a discussion about Graham Glass Co. date codes). This particular bottle is interesting in that it does not have the volume information required by law. This may have been a rush order by Graham, but the oversight was corrected in a reorder that same year (see the second variation below).

Collection(s): Rick Chavez Collection; author’s collection.



Figure 12b-17 – Front heel with no volume mark; back heel with OS215S

Variations:

1. Described above
2. A second bottle was also made in 1919 at the Okmulgee plant. The bottle is identical to the one described above, except that “7 FLU. OZS.” has been added above “PROPERTY OF TRI-STATE” on the front heel (Figure 12b-18). The “S” in “OS 215 S” was set further to the right of the number than in the previous bottle. Some of these have no number in the equilateral base triangle, but some have the numeral 3. This probably indicates that there were at least three molds made in the Okmulgee set for this bottle.



Figure 12b-18 – 7 FLU. OZS. on the front heel of the second 1919 bottle

3. Tri-State changed glass houses in 1920. The new bottles were smaller (6.5 oz) and made of glass that had a blue aqua tint. Because they were slightly smaller, the bottles measured 20.3 cm. in height and 5.8-5.9 cm. in diameter. The front heel was now embossed “MIN. CONTENTS 6½ FL. OZ. /

PROPERTY OF TRI-STATE” (Figure 12b-19) with “BEVERAGE CO. EL PASO, TEX.” on the back heel.

Just below “BEVERAGE” was a tiny “20 S 1” – the code sequence for 1920, Streator plant of the American Bottle Co., and mold number 1. Since the American Bottle embossed its mold codes on the heel, there are no numbers in the triangles on these bottles.

4. In 1921, Tri-State returned to the Graham Glass Co. for its bottles, but, during this year only, Graham had transferred much (possibly all) of its soda bottle production to Chacotah, Oklahoma. The bottles were now embossed “CONTENTS 7 FLU. OZS. / PROPERTY OF TRI-STATE” on the front heel and “CH243S G 21 / BEVERAGE CO. EL PASO, TEX.” on the back heel (Figure 12b-20). The Chacotah plant did not use the same model number on this bottle, instead choosing 243. This “S” – in the case of Chacotah bottles only – indicated the bottle type (probably something like soda or standard). From 1920 on, Graham added “G” (for Graham) and a two-digit date code. Thus, the “21” equals 1921. The base of my example has a 4 in the triangle, suggesting that the mold set had at least four molds.

5. I also recorded a code of “OS 215 S / 21,” but the bottle is not in my collection, and I have not been able to locate an example for this book. This may be a mis-recording, or there may have been a second order in 1921. If this was a reorder, the Okmulgee plant reused the 1919 (S date code) molds and added the “21” date code. This was a common practice with Graham.

6. The final bottle was made at Graham’s Evansville, Illinois, plant. As in the very first bottle, the volume information was lacking, and there was no manufacturer’s code on the heel. The base, however, was embossed with a “1” in triangle (suggesting more molds in the set) with



Figure 12b-19 – MIN. CONTENTS 6½ FL. OZ. on the front heel of the 1920 bottle



Figure 12b-20 – CONTENTS 7 FLU. OZS. on front and CH243S G 21 on back of 1921 bottle

“1024E” embossed below one of the sides (Figure 12b-21). The number is the model code, and the “E” indicates the Evansville plant. In very indistinct numerals a “22” or “23” was embossed below the model code. The number is very likely a “22” indicating 1922. By 1923, sales had apparently plummeted – if advertising can be used to judge – so the plant likely did not order bottles during its final full year.



Figure 12b-21 – 1024E on the base of the 1922 bottle

Table 12b-3 – Variations in Triangle Brand Bottles

Date	Front Heel	Back Heel	Base	Mfg.
1919	PROPERTY OF TRI-STATE	OS 215 S BEVERAGE CO. EL PASO, TEX.	Δ	Graham
1919	7 FLU. OZS. PROPERTY OF TRI-STATE	OS 215 S BEVERAGE CO. EL PASO, TEX.	Δ	Graham
1920	MIN CONTENTS 6½ FL OZS PROPERTY OF TRI-STATE	BEVERAGE CO. EL PASO, TEX. 20 S 1	Δ	Amer. Bot.
1921	CONTENTS 7 FLU. OZS. PROPERTY OF TRI-STATE	CH243S G 21* BEVERAGE CO. EL PASO, TEX.	Δ	Graham
1922	PROPERTY OF TRI-STATE	BEVERAGE CO. EL PASO, TEX.	Δ 1024E 22	Graham

* I recorded a bottle embossed “OS 215 S / 21” above the back heel label, but I am unable to confirm the marking, and I do not know what other distinguishing marks – if any – were on the bottle. The front was probably embossed “CONTENTS 7 FLU OZS.

Javo

According to the *El Paso Times* (6/12/1919), Javo contained “Coffee—real, honest-to-goodness coffee—along with lots of other good things, [that] gives JAVO a bracing effect and a delicious flavor that you simply CAN’T forget. Try JAVO with your meals in place of coffee—it’s GREAT.” It would be interesting to know what the “other good things” were. The Southern Beverage Co. of Galveston, Texas, produced Javo.

As a result of Texas Prohibition, the Galveston Brewing Co. reorganized as the Southern Beverage Co. in 1918. The firm replaced its brewing equipment and began bottling XXX (or Triple X) soft drinks, with ginger ale and root beer as the main flavors. At some point the XXX brand became Triple XXX. Southern Beverage continued to grow, increasing its number of franchises and products. In 1927, the firm again reorganized as the Triple XXX Co. (Wikipedia 2011).



Figure 12b-22 – Javo ad (*El Paso Times* 8/21/1919)

Javo was available “at fountains or in bottles.” A second ad bragged, “If we used up all the space in this paper, we couldn’t begin to tell you how bracingly delicious JAVO is, nor how utterly delightful its real, coffee flavor makes it. You’ve GOT to try it YOURSELF to find that out” (EPT 6/9/1919). One of the later ads (EPT 8/21/1919) depicted a bottle and a glass with bubbles, indicating that Javo was, indeed, carbonated (Figure 12b-22). By mid-September, however, Tri-State had discontinued all Javo ads.

The depicted bottle is almost certainly *not* representative of the actual containers used for Javo. The bottle shown was embossed, and I have never found an embossed bottle on eBay or

anywhere else. It is likely that Tri-State sold Javo in generic bottles with paper labels or in its own Triangle Brand bottles.

Dr. Swett's Root Beer

Dr. George W. Swett actually invented his root beer formula when he was eleven years old. Early in life, he showed a propensity for gathering and understanding herbs in the woods and fields and began experimenting with drink formulas. Although the timing is uncertain, Swett probably began selling his root beer in ceramic bottles prior to 1892. Although the use of stoneware bottles ceased (probably in the early 1920s), the firm remained in business until 1952 (Yates 2010:38-41).

These bottles are quite unusual in that they are the only ceramic beverage bottles known to have carried the name of an El Paso firm (Figure 12b-23). Ceramic bottles were much more common in the 1720-1880 period, although they were still in use in England in the 1920s. None of the finishes on ceramic bottles illustrated or photographed by Graci are even close in design to the ones found on Dr. Swett's bottles, although a Latter's Home Brewed Ginger Beer bottle shown by Bowman is similar (Bowman 1967:37; Graci 1995:92 102; Martinelli 1974:9).

Yates (2010:38) described the process of making the bottles:

These were made by casting each half (top and bottom) in clay; then, after drying, the top and bottom halves would be joined together by placing them in a ceramic fixture and pouring clay slip around the neck of the bottle. This would allow the joint to be formed that held the bottle together. All of the bottles made this way have a ring mark around the neck, indicating how high the slip was.

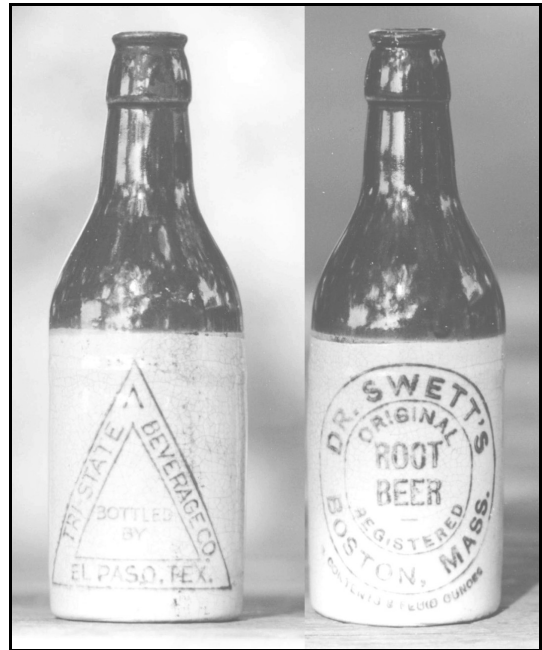


Figure 12b-23 – Dr. Swett's Root Beer bottle (Courtesy of Jim Cullen)

On bottles made this late, a rubber stamp was used to transfer the ink to the bottle. Yates (2010:38) described the final steps:

The interior of each bottle would then be filled with chocolate brown Albany slip. After drying for a day, the exterior would be sprayed with a buff colored Bristol glaze. After drying, the top would be dipped in a dark color Bristol glaze, giving each bottle the characteristic two-tone finish. They would then be fired in the kiln for seven days, making it a total of twelve days to make each bottle.

Dr. Swett's was mentioned in the August Triangle Brand advertisement in El Paso newspapers in August and September 1919, but the exact dates of its sale are unknown (Figure 12b-24). One ad, specifically for Dr. Swett's (EPT 8/9/1919) called the product "so good so satisfying, so indescribably palate-tickling that every sip fills you with delight! It puts pep in your step, too, and roses in the cheeks of the little folks. Made from Nature's pure roots and herbs, according to the old original Dr. Swett's recipe – a favorite with the thirsty for more than fifty years. Keep a few bottles on ice, always. Serve it with meals – and in between-times. Sold at the fount – and in bottles everywhere."

Method of Manufacture: Ceramic

Color: White (lower half) and Brown (upper half)

Size (in cm.): 19.0-19.6 (h); 6.2 (d)

Primary Labeling Style: Under-Glaze Ink Stamp (black); the bottle was marked with a rubber inepad stamp before being dipped in glaze. The glaze became transparent after firing, allowing the mark to be easily visible (Tod 1988:98).

Finish: Two part; even though the top looks like an elongated crown finish, it was almost certainly used with a Lightning-style stopper or a cork.

Capacity: 8 oz.

Overall Bottle Design: Cylindrical

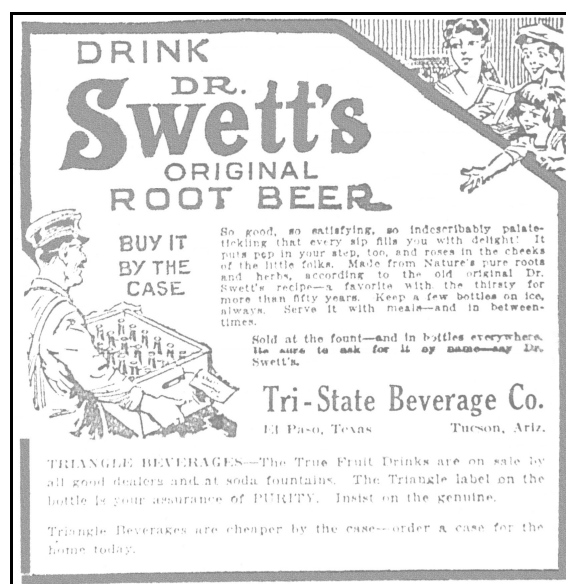


Figure 12b-24 – Dr. Swett's Root Beer ad (*El Paso Times* 8/9/1919)

Front Description

Body: Black Ink - circle within a circle. Inner circle: ORIGINAL (arch) / ROOT / BEER (both horizontal) / REGISTERED (inverted arch). Outer Circle: DR. SWETT'S (arch) / BOSTON, MASS. (inverted arch). Below circle: CONTENTS 8 FLUID OUNCES.

Back Description

Body: Black Ink - triangle within a triangle. Inner triangle: BOTTLED / BY. Outer Triangle: TRI-STATE (left side) / [inverted V] (apex) / BEVERAGE CO. (right side) / EL PASO, TEX. (base).

Base: Bare

Manufacturer: Unknown

Dating: [1919] This drink was only advertised in El Paso in 1919. Neither this nor any other type of root beer was advertised by Tri-State in any other year.

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

Delaware Punch

I have not discovered a complete history of Delaware Punch. Alex Parker, the grandson of the inventor of Delaware Punch, posted an apparently anonymous article from Lloyds Magazine (ca. 1923) that told some of the early story of the drink. Thomas E. Lyons, called a “practical chemist” in the article, invented Delaware Punch in 1913. He and his partner, J.C. Rice, formed the Delaware Punch Co. of America, a corporation based in San Antonio, Texas, with Lyons as the president and Rice as secretary and treasurer, to market the drink.

The first word in the name came from the Delaware grape, the primary ingredient of the drink. According to the article, “as prohibition was more or less in the air with every prospect of soon becoming a reality it was agreed that some word suggestive of “kick” or “punch” was necessary to complete the name.” Lyons and Rice chose wisely. I doubt that a drink called “Delaware Kick” would have gotten very far.

At the time of the article (ca. 1923), Delaware Punch was being offered by more than 600 bottlers in 31 states. The anonymous author claimed that Delaware Punch was “the most successful institution of its kind in the world, and, with one exception, the largest.” Although the article did not name the “largest” competitor, it could only have been Coca-Cola.

The trademark for the drink was the words “Delaware Punch” below the drawing of a punch bowl, and this was either embossed or in ACL on the bottles. The trademark was registered on July 9, 1918, for a “non-alcoholic maltless beverages sold as soft drinks and extracts and syrups for making the same.” The company claimed a first use of the logo in 1914 (Odell 2004).

I have found little else about the drink. Delaware Punch was offered in all of the major towns in New Mexico during the first half of the 20th century, but it was only advertised in El Paso for a brief period of time by Tri-State. The drink is still available today in a very limited venue.



Figure 12b-25 – Delaware Punch ad (*El Paso Times* 8/16/1919)

As far as I have discovered, Tri-State only featured Delaware Punch as the main drink in a single ad during August 1919 – although the drink was listed in other ads for Tri-State as late as 1921. The 1919 ad claimed that the drink was “made by the manufacturers of Triangle Brand Beverages.” The ad further noted that the drink was “made from those rare Delaware Grapes. As PURE as it is good. Comes in bottles and at all good fountains. Not a carbonated drink” (Figure 12b-25). Later ads only mentioned the name – with no additional copy.

Parfay

The Parfay Co., Louisville, Kentucky, probably opened in late 1912 or early 1913. The firm received Trademark No, 68,369 on March 11, 1913, for the script logo “Parfay” – “a Non-Alcoholic Tonic Beverage and Syrup for Miking the Same.” The company claimed a first use on February 1, 1913. The 1913 Webster’s Dictionary defines parfay as meaning “by my faith; verily.” A collectors’ website notes Parfay sodas in ACL bottles as late as 1938.

There are literally more than a dozen Parfay bottles described and/or illustrated on the internet – almost all different. Apparently, the Parfay Co. allowed its franchises to create any bottle they wished to hold Parfay. Tri-State never gave the brand its own ad. It was, however, mentioned in the Triangle Brand ads in 1919 (see Figure 12b-14).

Triple "X" Ginger Ale

Tri-State also offered Triple "X" Ginger Ale in the later 1919 Javo ads (e.g., EPT 8/21/1919 – see Figure 12b-22). The ad calls the drink “the Aristocrat of them All” and claims the beverage was “made with finest Jamaica Ginger and Pure Fruit Flavors.” Like Javo, Tripple X was no longer advertised after mid-September. The company continued to bottle ginger ale under the Triangle brand until at least 1920. Triple "X" Ginger Ale was one of the main products offered by the Southern Beverage Co. (see the discussion under Javo above).



Figure 12b-27 – Lemon Crush ad (*El Paso Times* 6/30/1921)

Orange Crush and Lemon Crush

Tri-State distributed Ward's Orange Crush and Lemon Crush. Their ads for Orange Crush in the *El Paso Herald* began by at least June 1, 1920, and showed crown-capped bottles with diamond-shaped paper labels (Figure 12b-26). A 1920 ad noted that Orange Crush was “a carbonated beverage flavored with oil of orange and citric acid artificially colored . . . Orange-Crush contains no orange juice” (EPT 6/1/1920). Labels on Lemon Crush bottles were similar except for the name (Lemon Crush). Tri-State advertised both Orange and Lemon crush until 1921 – and included Lime Crush during 1921 ads only – (Figures 12b-27 & 12b-28) and probably carried the drinks until the firm ceased operations.

It is instructive that the first 1921 ad illustrated the embossed bottle patented in



Figure 12b-26 – Lemon Crush ad (*El Paso Times* 7/8/1920)

1920. It is almost certain that the first bottles offered by Tri-State were generic with paper labels, but the firm switched to the embossed bottles soon after they became available. See Chapter 5c (Empire Bottling Works) for a chronological dating guide to Orange Crush. I have found no colorless Orange Crush bottles embossed with the Tri-State name, but the company may have used bottles with no local designation. The Empire Bottling Works almost certainly attained the Orange Crush franchise about the time Tri-State ceased operations.

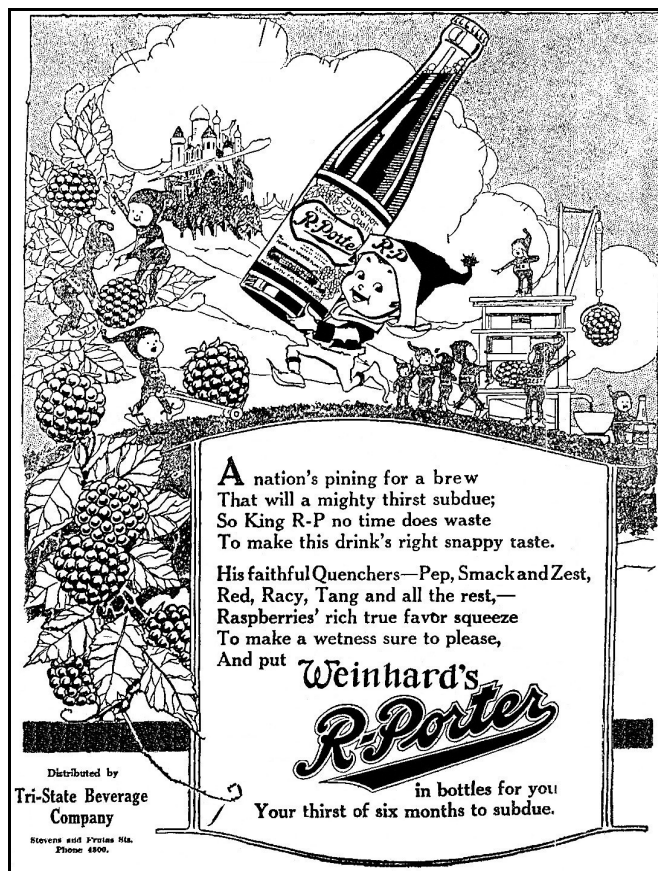



Figure 12b-29 – R-Porter ad (*El Paso Times* 7/22/1920)

It Always Scores!

At the game, in the home, at the soda fountain, on picnic trips - in fact everywhere - you will find that the approved beverage is

ORANGE CRUSH

Pure and sparkling in its icy-cold deliciousness, it "hits the spot" whenever it is served.



The inimitable ORANGE flavor of Orange-Crush makes it the favorite drink of all who like oranges. It has a mildly stimulating effect which acts as a tonic to tired bodies and frayed nerves.

Orange-Crush is the ideal hot weather drink.

Order a case sent to your home today. We will deliver it promptly.

For July Fourth

The increasing demand for these beverages testifies to their satisfying qualities. As the holiday requirements will be heavy, we suggest that you forestall delay in delivery by placing your order now.

Other Flavors You Will Be Glad to Know

Lime Crush	Lemon Crush
Ginger Ale	Strawberry
Delaware Punch	Raspberry
Cream Sarsaparilla	

Budweiser by the Case

Tri-State Beverage Company

"Order It by the Case" Phone 4800

Figure 12b-28 – Orange Crush ad (*El Paso Times* 7/1/1921)

Weinhard's R-Porter

Tri-State also distributed a drink called Weinhard's R-Porter, a raspberry beverage that it only advertised in 1920 (Figure 12b-29). The drink was sold in colorless, generic crown-capped bottles with rectangular paper labels. The copy on one ad included some absolutely horrid poetry (EPT 7/22/1920 3:5).

In order to survive Prohibition, Weinhard's Brewery, Portland, Oregon, created several drinks, including R-Porter,

a strawberry soda (LaMar n.d.). Apparently, strawberry R-Porter was the only one picked up by Tri-State. This should not be confused with Robert Porter, local Las Cruces wine maker. Porter had the No. 1 liquor license in New Mexico after the repeal of Prohibition (Voiers interview). The similarity of names is pure coincidence. R-Porter apparently vanished after Prohibition, and Robert Porter's wines were apparently local in distribution after Repeal.

Budweiser

As noted above, the El Paso Brewing Assn. advertised Budweiser in its 1921 city directory ad. Tri-State advertised Budweiser in its mid-1921 Orange Crush ads and may have picked up the brew upon the demise of the parent organization. Tri-State apparently only offered the brew for about a year (see Figure 12b-28).

Falstaff

I have discovered almost nothing about Falstaff near-beer. The fairly early brew was apparently just called Falstaff, and Tri-State seems to have replaced Budweiser with Falstaff at some point by mid-1922 (Figure 12b-30). The 1922 ads are the only ones I have found, so Tri-State may have only offered the brew in that year – although it seems likely that the brand would have been continued until Tri-State ceased operations in late 1923 or early 1924.



Figure 12b-30 – Falstaff near-beer ad (*El Paso Times* 6/18/1922)

Victory Bottling Works (1923-1931)

History

The El Paso City Directory for 1923 lists E.M. Seggerson and Mauro Quevedo as the people responsible for Victory Bottling Works at 316 East Ninth St. Although Seggerson was a newcomer to El Paso, Quevedo had been in residence since at least 1915, when he was a partner in the grocery firm of Quevedo & (Ramon) Vega. Quevedo joined Seggerson in forming Victory in 1923 but continued to maintain his grocery business – a wise choice (EPCD 1915-1923).

Alejandro Marquez had been a bottler for the Texas Bottling Works in 1919 and a driver for them in 1920. He may have continued to work there until he joined the Victory Bottling Works team as a helper in 1923. His experience at the Texas Bottling Works had apparently made him valuable enough that Quevedo accepted him as a partner. Although the reason is unclear, Victory was unlisted in 1924, but Quevedo & Marquez (bottlers) appeared in the directory at the Ninth Street address. In 1925, the name, Victory, reappeared, and the firm advertised itself as “bottlers of fine beverages” who carried “all kinds of bottled goods” (EPCD 1920-26).

Marquez took control of the establishment in 1927 but was only successful for a few years. He was followed in 1931 by Benjamin E. Armijo. Armijo described his business as “real estate, rentals, collections, notary public.” Not a bottler, Armijo (almost certainly a receiver) had arrived to perform the last rites for the ailing business, another probably casualty of the Great Depression (EPCD 1920-1931). See Table 12b-4 for a chronology of owners.

Table 12b-4 – Changes in Ownership of the Victory Bottling Works

Owner	Date
E.M. Seggerson and Mauro Quevedo	1923-1924
Quevedo & Marquez (Mauro Quevedo and Alejandro Marquez)	1924-1927
Alejandro Marquez	1927-1931
Benjamin E. Armijo (receiver)	1931

Bottles and Artifacts

House Brand

Like Lone Star and other early bottlers, Victory failed to create a name for its products, although the company bottled a variety of flavors. These house brands, therefore, were all sold in the same machine-made bottles. Although Victory was only in business for eleven years, the firm produced at least two styles of containers with four variations of the second style.

The first bottle, almost certainly ordered at the start of the firm by Seggerson & Quevedo, followed the older style where a round plate identified the bottler (Figure 12b-31). It appears that Quevedo was the actual bottler, as his initials (M.Q.) were embossed on the base. It was not unusual for the “silent” partner – the one who financed the operation – to be anonymous in the actual operations.

Method of Manufacture: Machine

Color: Aqua

Size (in cm.): 19.9 (h); 5.9 (d)

Primary Labeling Style: Embossed

Finish: Crown

Capacity: 6.5 oz.

Overall Bottle Design: Cylindrical with a circular ring at the heel and two circular rings at the shoulder with eight vertical lines connecting them - plate mold at center

Front Description

Body: Embossed (plate) - VICTORY BOTTLING (arch) / WORKS (horizontal) / EL PASO, TEXAS. (inverted arch)

Back Description

Shoulder: Embossed - 6½ in one rectangle of the circular ring and FL. OZS. in another

Body: Bare

Base: Embossed - M.Q. (initials of Mauro Quevedo)

Manufacturer: Unknown

Dating: [1923-ca. 1924] Although Victory was in business from 1923 to 1931, the firm used a total of four bottle styles. This style was the earliest and was probably not used until the bottles wore out – although Quevedo reordered again, probably about the time he took Marques as a partner in 1924.

Collection(s): David Cole collection.



Figure 12b-31 – First bottle used by the Victory Glass Works (David Cole collection)

The later styles were of the fancier, propriety type. These came in at least four variations, although I have only seen a single example of what is probably the first one (Figure 12b-32). Three variations retained the “M.Q.” initials (Mauro Quevedo) described above. These three

were almost certainly used during the Quevedo & Marques period (1924-1927). The final bottle in the series was embossed “A.M.” on the base, the initials of Alejandro Marques, the owner from 1927 until the firm closed in 1931. For a chronology of bottle variations, see Table 12b-5.

Method of Manufacture: Machine

Color: Aqua

Size (in cm.): 19.4 (h); 5.7 (d)

Primary Labeling Style: Embossed

Finish: Crown

Capacity: 6.5 oz.

Overall Bottle Design: Cylindrical with six embossed ornate vertical panels around the body. The panels terminated in a thick ring that circumscribed the body just above the heel with a second, similar ring located below the shoulder within the vertical panels.

Front Description

Shoulder: Embossed with a narrow ring around neck/shoulder

Body: 6½ FLD. / OZ. [in two of the six panels]

Heel: Embossed - VICTORY BOTTLING WORKS (Figure 12b-33)

Back Description

Shoulder: See front

Body: See front

Heel: Embossed - EL PASO, TEXAS

Base: Embossed - M.Q. (large letters) – initials of Mauro Quevedo, one of the owners (Figure 12b-34)

Manufacturer: Unknown

Dating: [1924] Quevedo likely ordered this style when Seggerson left and Marquez became a partner. Like their predecessors, these bottles were certainly used until they wore out

Collection(s): Willie Terrazas collection.



Figure 12b-32 – Victory’s first six-panel bottle (Willie Terrazas collection)



Figure 12b-34 – Base of six-panel bottle (Willie Terrazas collection)



Figure 12b-33 – Heel of six-panel bottle with company name (Willie Terrazas collection)

Variations:

1. Described above.
2. The second variation was designed on the same plan as the first one (Figure 12b-35). The most notable difference is that each individual panel was embossed VICTORY BOTTLING WORKS / EL PASO, TEXAS (Figure 12b-36). These panels were unusual in that the message was read holding the bottle with the finish to the right. The more typical configuration was read with the finish to the left. Since the panels were each embossed, the volume information migrated to the heel: 6½ FL. OZ. The base was still embossed with the large M.Q. These bottles had no discernable manufacturer's marks. These were almost certainly the initial bottles ordered after Seggersson left the firm and Marquez became a partner.



Figure 12b-36 – Closeup of one panel on second bottle



Figure 12b-35 – Second six-panel Victory bottle

3. The third variation had several other changes. At the top of the panels (shoulder area), four equally-spaced five-point stars replaced the horizontal ring. In addition, the area of each panel was embossed with an orange peel surface and the words Victory / Bottling / Works / El Paso / Texas / Phone M2590 were spaced one entry per panel.⁵ These panels were read in the more traditional manner, holding the bottle with the finish to the left. The base was embossed MQ in smaller letters with no punctuation. These were almost certainly the last bottles ordered during the 1924-1927 period when Quevedo & Marquez operated the firm.

⁵ Note that the third variation looks like Figures 12b-37 and 12b-38 – except that the third variation is aqua, where the fourth one is colorless.

4. The final variation was virtually identical to the preceding one, except that the bottle was colorless, where the first three were all aqua in color (Figures 12b-37 & 12b-38). The bottle also had slightly different dimensions, measuring 19.6 cm. in height and 5.7 cm. in diameter. Although one side of the heel was still embossed 6½ FL. OZ., the other had the 3 RIVERS {star} manufacturer's mark, used by the Three Rivers Glass Company (1922-1937). A slightly larger version of the bottle was illustrated in Smith (1989:51). The bottle was embossed A.M., the initials of Alejandro Marquez, the final owner (Figure 12b-39). Marquez operated the firm from 1927 until it went into receivership in 1931. The three latter variations were from the Lawrence Angus collection; John Gross collection; Mike Morrison collection; and the author's collection.



Figure 12b-37 – Final Victory bottle



Figure 12b-38 – Closeup of one panel on the final bottle



Figure 12b-39 – Base of the final bottle with A.M. initials

Table 12b-5 – Variations in Victory Bottling Works Bottles

Shoulder	Plate	Heel	Base	Color	Dates
segmented double ring*	round (1)	bare	M.Q. (l)	Amb	1923-1924
single ring	rectangle (6)**	TEXAS BW	M.Q. (l)	Amb	1924-?
single ring	rectangle (6)†	6½ FL. OZ.	M.Q. (l)	Amb	1925-?
two stars	rectangle (6)††	6½ FL. OZ.	MQ (s)	Amb	1926-?
two stars	rectangle (6)††	6½ FL. OZ.	A.M. (l)	Cl	1927-1931

* 6½ FL. OZ. in segmented double ring at shoulder

** 6½ FLD. OZ. in two plates over company name

† Embossed VICTORY BOTTLING WORKS / EL PASO, TEXAS in each of the six panels

†† Embossed Victory / Bottling / Works / El Paso / Texas / Phone M2590 with one entry in each panel

Shells

I have a rectangular wooden shell (case) used by Victory Bottling Works that is made of wood and has three longitudinal and six horizontal dividers to form 24 square openings for individual soda bottles. The outer boards are reinforced by thin steel strips wrapping around both ends and held on by nails. The base is constructed of three boards 0.9 cm. in thickness. Boards on the two sides are also 0.9 cm. in thickness, but the end boards are thicker (2.3 cm.). Handles are cut into each end board with inside dimensions of 7.5 x 3.0 cm. Outside dimensions of the shell are 46.6 x 30.0 x 10 cm. (although measurements vary slightly due to wear and warps in the wood).

Only one side has the stenciled black lettering: VICTORY BOTTLING WKS. / 316 E. 9TH. ST. PH M2598 (Figure 12b-40). Both ends have a stylized “V” burned into the wood to the left of the cutout handles. The “V” is in a style similar to the embossed “V” in the script “Victory” on the last two bottles used by the firm (Figure 12b-41).

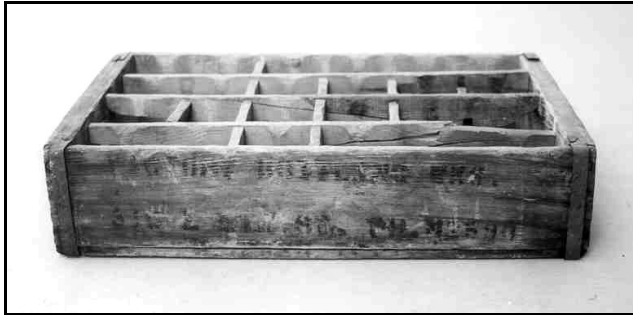


Figure 12b-40 – Side view of Victory case



Figure 12b-41 – Corner view of Victory case

