# Bottles on the Border:

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



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Chapter 7c

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# Pepsi-Cola Bottling Co. of El Paso

Pepsi-Cola Bottling Co. of El Paso (1955-present)

# History

As one of nine beverage bottling companies in El Paso, the newly-renamed Pepsi-Cola Bottling Co. had plenty of competition (Figure 7-45). The company had eight routes serving the city and, in 1954, had installed a "pallet system with fork lift operation for increasing capacity" (EPT 4/25/1954 E11:2). The plant had a capacity to produce 300,000 cases of Pepsi a year, a total of 7,200,000 bottles of soda. The company employed between twenty and forty-nine people in 1958 (Directory of El Paso Manufacturers 1958, El Paso Chamber of Commerce).



Figure 7-45 – Marshall and Dale Condon beside a Pepsi truck (Courtesy of the Condon family)



Figure 7-46 – Ad for products at the Raynolds St. location

The company relocated to a new split-level building at 401 Raynolds St. in 1960 to keep up with increased business (Figure 7-46). In the early 1960s, the Condons relinquished their fountain syrup business to Duffy's Draft Beverage Co.; prior to that time, all premix (already mixed flavor syrup) was distributed by the Pepsi-Cola Co. In October 1993, Duffy's went out of business and Pepsi resumed the distribution of premix. The parent company introduced Patio flavors in 1963, in an attempt to standardize the non-cola drinks distributed by its franchises.

In 1967, the corporate balance of El Paso Pepsi shifted, with Dale Condon moving to the secretarytreasurer position and Ann Condon becoming vicepresident. The family was saddened when Dale died the next year, moving James L. Larabel to the position of vice-president with Marshall's widow, Julia Condon, as secretary-treasurer. Julia had been born on June 30, 1917, and married Marshall at the age of thirty. Her parents had been friends of the Sweeneys, so the pairing was a natural one. Throughout the marriage, Julia played an ever more active part in the business. Once again, a widow was successfully at the helm of an El Paso soda bottling business – the second in the Sweeney/Condon firm (Anonymous 1985:19; Condon interview; EPCD 1961-1969; 1980 clipping).

Pepsi began using plastic containers in the 1970s, knelling the beginning of the end of an era – glass bottles began to be replaced. The El Paso franchise discontinued its bottling system in 1980. Production had been geared to returnable containers since the early days of Martin Sweeney's one-man operation, but the market had shifted to an emphasis on non-returnable glass bottles, plastic containers, and cans. The cost of remechanizing the plant was prohibitive, so



Figure 7-47 – The Condon family in 1995, Julia at left

the company decided to buy packaged products from larger plants at Casa Grande, Tucson, and Phoenix, Arizona. Marshall Condon admitted that "these large factories can actually sell it cheaper than we can bottle it ourselves" (1980 clipping).

Despite the discontinuance of the bottling operation, the plant continued to employ forty people, almost as many as before, and maintained fifteen route trucks. At the 10th Annual Awards Night Presentation in Hollywood, California, Pepsi-Cola USA President Roger Enrico presented Marshall Condon with a plaque honoring his fifty years of service to Pepsi-Cola, 1935-1985 (Anonymous 1985:19).

Although the rest of the management structure remained essentially the same, Julia Condon became Chief Executive Officer in 1989 and retained that position until 1997 (Figure 7-47). Under her leadership the company moved to a new facility at 10841 Pelicano Dr. on May 31, 1994 (Figure 7-48). In the late 1990s, Pepsi-Cola was the second most popular soft drink in the city, only being outsold by Coca-Cola. At that time, nationally, only sixteen-ounce Pepsi-Cola bottles were manufactured from glass; all other sizes were made from plastic or aluminum.

The El Paso franchise only carried plastic and canned beverages (Condon interview; EPCD 1989-1995; 1980 clipping).

El Paso's Pepsi-Cola Bottling Company had remained *very* family oriented. Not only was the company family owned, many of the employees were composed of family groups. Manny



Figure 7-48 – The Pepsi plant at Pelicano.

Talamontes and his brothers, for example, played with Marshall and Dale Condon as children and worked for the company for most of their lives (although Manny was employed for a time by Seven-Up). Until its sale on April 11, 1997, to the parent franchiser, PepsiCo, the company was the oldest continuously owned and operated family Pepsi-Cola franchise in the United States. With that sale, the era of the family-owned soft drink bottling plants in El Paso came end (Condon interview).

#### **Bottles and Artifacts**

In my first book (Lockhart 2000), I presented a comprehensive dating guide for Pepsi-Cola bottles. Since then, I have updated those guides on three occasions. First, I created a Pepsi guide specifically for El Paso bottles (Lockhart 2004i) in *The Artifact*, the journal of the El Paso Archaeological Society. This was a major revision of the 2000 guide and was aimed at both national changes and local El Paso bottles.

Next, I produced two articles for collector use. These were published in a little-known magazine called the *Soda Fizz* (Lockhart 2006a; 2006b). These were national in scope and went into more depth than my previous works. Finally, I put together the most complete look at Pepsi-Cola bottles in a book on the soda bottling industry in Deming, New Mexico (Lockhart 2009), and I will refer to the final work in this book. I have not tried to reproduce the Pepsi study in this work, although I will concentrate on the El Paso bottles below.

#### Pepsi-Cola Bottles

Although the drink was invented in the 1890s and named Pepsi-Cola in 1898, the brand was slow to catch on outside the South. Despite the localized influence, a Pepsi franchise opened in Safford, Arizona, in 1910, and one appeared in Socorro, New Mexico, in 1925. Both of these,

however, were nullified, when the Pepsi-Cola Corp. went out of business. When the firm reorganized and sent Bud Jones and others into the field in 1931, the Socorro plant revived the drink and others quickly followed suit, including the El Paso plant in 1935 (Lockhart 2005:21; Rawlinson 1976:24)

#### Non-Standardized Paper Label Bottle

When Woodlawn obtained the Pepsi-Cola franchise in 1935, it was still one of the very early bottlers in the West to do so. All Pepsi bottles used paper labels to identify the product by that time. Although many Pepsi franchises used generic bottles (the exact types of generic containers described in the paper-label section about Vess Dry above), Woodlawn used a bottle embossed "Pepsi-Cola" on the shoulder (Figures 7-49 & 7-50).

Method of Manufacture: Machine

Color: Aqua

**Size (in cm.):** 24.7 (h) (includes cap); 6.7 (d)

Primary Labeling Style: Paper

Finish: Crown Capacity: 12 oz.

Overall Bottle Design: Cylindrical with embossed orange peel surface at shoulder and neck, leaving a

smooth labeling area at neck/shoulder

#### **Front Description**

Neck/Shoulder: Bare area for paper label

Shoulder: Embossed - PEPSI:COLA / REG. set in

embossed orange peel background **Body:** Bare area for paper label

**Back Description** Neck/Shoulder: Bare Shoulder: Same as front

**Body:** Bare

Base: Embossed - WOODLAWN BTG. CO. EL

PASO, TEX.

Manufacturer: Unknown

**Dating:** [1935-ca. 1940] Bottles of this type were used by Pepsi as early as 1934 and were probably the initial bottles ordered by Woodlawn in



Figure 7-49 – Pepsi by Woodlawn

Figure 7-50 – An bottle style first used early Woolawn Pepsi bottle with remnants of the paper label (Robert Bejarano collection)

1935. The style was used until ca. 1940, but, because of reduced sales during the Great Depression, Woodlawn likely only ordered these once. The firm probably used generic bottles with paper labels until the first standardized bottles became available in 1940 (Lockhart 2009:116, 121). **Collection(s):** Javier Villa collection; Robert Bejarano collection.

# Generic Paper Label Bottle

Because the early stage of Pepsi at Woodlawn occurred during the Great Depression, the firm probably only ordered the embossed Pepsi bottle once and otherwise used generic bottles. A ad in the *El Paso Times* (5/17/1938) illustrated a generic bottle with a paper label. Although the label in the ad has been frequently illustrated as being used by Pepsi, I have been unable to locate a real example. Although the label is similar to ones actually used at the time, it was created for the ad (Figure 7-51).

# Standardized Paper Label Bottle

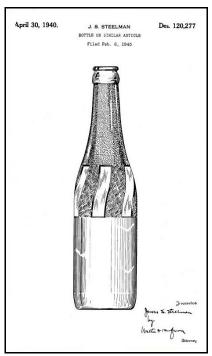


Figure 7-52 – Steelman's patent for the "wave" Pepsi bottle



Figure 7-51– Generic Pepsi bottle in ad (*El Paso Times* 5/17/1938)

Steelman and patented on April 30, 1940, became the standard bottle for Pepsi at some point (Figure 7-52). Because of the shape of the shoulder embossing, this was often called the "wave" bottle. It is certain that all Pepsi franchises did not adopt the bottle immediately, although most had done so by 1944 (Lockhart 2009:121-122). I have yet to find one of these bottles with any indicators that they were used in El Paso – although it is virtually certain that Woodlawn adopted the bottle and used it prior to the availability of ACL containers. Pepsi required date codes on its containers beginning at some point during 1940, so, even though the paper label rarely survives, any of these

The bottle designed by James S.

bottles will be easy to date.



Figure 7-53 – Doubledot Pepsi Logo

Pepsi "Wave" Bottles with ACL Labels

Beginning in 1945, the Pepsi company began to use the same standardized "wave" bottles with ACL labels. These came in two color variations: red and white or red, white and blue. Any franchise could choose which of the two to use or order some of both. The logo used is called the "double-dot" logo by collectors because the divider between "Pepsi" and "Cola" looks like a colon (Figure 7-53). The double-dot logo was used on bottles with "Pepsi-Cola" in the "wave" on the shoulder until 1948 (Lockhart 2009:122-123). Unfortunately, I have not found any El Paso bottles from this period, although, again, they are

almost certain to exist.



Figure 7-54 – Dash Pepsi logo

#### Pepsi "Wave" Bottles with "2 FULL GLASSES"

In 1948, Pepsi changed the neck/shoulder logo to be in line with its national ad campaign. In a white oval ACL background, the new logo had "2 FULL / GLASSES" in red. The original logo, like the body label, continued the double-dot separator (Lockhart 2009:124-125). I have not found an El Paso bottle with any of the double-dot logos.

In 1950, the company changed logos and replaced the colon (double dot) with a dash

(Figure 7-54). The 2 Full Glasses, however, remained on the neck/shoulder. Both logos were used during 1950, and the dash logo with 2 Full Glasses remained in use in 1951 (Figure 7-55). The three-color option was discontinued in 1950 (Lockhart 2009:125). The dash logo and 2 Full Glasses was used by Woodlawn).



Figure 7-55 – 2 Full Glass neck logo

Method of Manufacture: Machine

Color: Colorless

**Size (in cm.):** 24.5 (h); 6.3 (d)

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

**Finish:** Crown **Capacity:** 12 oz.

Overall Bottle Design: Cylindrical

**Front Description** 

Neck: An ACL white oval, outlined by a white line with, 2 FULL / GLASSES in red

**Shoulder:** Embossed with PEPSI COLA in a vertical receding wave pattern interspersed with a basketweave design

**Body:** A central colorless oval was outlined by a red line with red outside corners. A white scroll stretched across the colorless oval background from the left slightly upward to the right. Within the scroll was the PEPSI-COLA logo with REG. U. S. PAT. OFF. in fine print below the "C" underline, all in red. The upper colorless area contained the word, SPARKLING. The lower colorless area contained the contents information, 12 FL. OZ.

# **Back Description**

Neck: White ACL - PEPSI surrounded by an outlined oval

**Shoulder:** See front

**Body:** White ACL - FRANCHISED BOTTLER: / PEPSI-COLA BOTTLING CO. / EL PASO,

TEX.

**Base:** DES. PAT. 120,277 / 2 J-in-a-keystone / 126-A 12 / 4 51

**Manufacturer:** Knox Bottle Company (1932-1953)

**Dating:** 1950-1951 As noted above, the dash logo, plus 2 Full Glasses was only used during 1950 and 1951. Since the El Paso example is dated 1951, the company may have used the double-dot style until then. The lack of El Paso Pepsi bottles being sold through the normal collector sources suggests that Woodlawn continued to use bottles until they completely wore out throughout the 1940s.

**Collection(s):** Pat Morris collection.

#### Smaller Pepsi Bottles

A ten-ounce bottle was available in 1946 but was probably not used in El Paso. In 1948, Pepsi adopted an eight-ounce bottle to complete with Coca-Cola in machines. The Pepsi bottle held more than the Coke container but fit into the same type of machines and cost the same nickel. The smaller bottles never had the 2 Full Glasses neck logos. Even though the use would have been logical, I have not found any eight-ounce bottles from El Paso (Lockhart 2009:125-126).

#### Later ACL "Wave" Bottles

In 1952, Pepsi returned to the "Pepsi-Cola" shoulder label, with the dash logo on both shoulder and body. Twelve-ounce bottles in this configuration were used by the El Paso franchise during the entire period (Figures 7-56 & 7-57), until the "wave" bottle was replaced by the "swirl" bottle in 1958 (Lockhart 2009:125-1126). The swirl bottle marked the end of individual locations on Pepsi-Cola bottles.

Method of Manufacture: Machine

Color: Colorless

**Size (in cm.):** 24.5 (h); 6.3 (d)

Primary Labeling Style: White and Red ACL

**Finish:** Crown **Capacity:** 12 oz.

Overall Bottle Design: Cylindrical

**Front Description** 

Neck: An ACL white scroll, outlined by a white line with, Pepsi-Cola in

red

**Shoulder:** Embossed with PEPSI COLA in a vertical receding wave pattern interspersed with a basketweave design

**Body:** A central colorless oval was outlined by a red line with red outside corners. A white scroll stretched across the colorless oval background from the left slightly upward to the right. Within the scroll was the PEPSI-COLA logo with REG. U.S. PAT. OFF. in fine print below the "C" underline, all in red. The upper colorless area contained the word, SPARKLING. The lower colorless area contained the contents information, 12 FL. OZ.

#### **Back Description**

**Neck:** White ACL - PEPSI surrounded by an outlined oval [same but red]

Shoulder: See front

**Body:** White ACL - FRANCHISED BOTTLER / PEPSI-COLA BOTTLING CO. / EL PASO, TEX.

**Base:** Embossed - des. pat. 120,277 (downward arch) / 14A-53 / 15 I-in-an-oval-superimposed-on-a-diamond / Duraglas (script) /

G 951 / 7

**Manufacturer:** Owens Illinois Glass Company (1929-1954) **Dating:** [1952-1958] Twelve-ounce bottles of this type were



Figure 7-56 – Dash logo ACL Pepsi bottle – El Paso



Figure 7-57 – El Paso dashlogo Pepsi bottle – reverse

used from 1952 to 1958. Bottles made in 1958 basemarks of "15A 58 / 15 I-in-an-oval 5 / Duraglas (script) / G 955."

**Collection(s):** Willie F. Terrazas collection; Robert Bejarano collection; author's collection.

# Later Pepsi Bottles

Although later Pepsi bottles are beyond the scope of this study, they are addressed in my Deming, New Mexico, soda industry book (Lockhart 2009, Part 3) and summarized in Table 7-1. From the swirl bottle, adopted by the Pepsi-Cola home company in 1958, there have been no further attempts to identify local bottlers on Pepsi products. The swirl bottle was probably used in El Paso by no later than 1960 (Figure 7-58). Since the El Paso franchise ordered wave bottles *in* 1958, the firm probably used those until they wore out before shifting to the newer, swirl style.



Figure 7-58 – Pepsi "swirl" bottle

**Table 7-1** – Changes in ACL Pepsi-Cola Bottles (from Lockhart 2009:125)

Dates	Bottle Changes*		
1943-1944?	12-ounce "wave" bottles – FOUNTAIN SYRUP		
1944-1958	12-ounce "wave" bottles – regular Pepsi-Cola		
1943-1950	Red, white, and blue logo		
1943-1958	Red and white logo		
1944-1950	Double-Dot (colon) logo		
1946-1958	10-ounce "wave" bottles		
1948-1958	8-ounce "wave" bottles		
1950-1951	Hybrid logo; split tail on "C" but dash instead of double dot		
1950-present	Dash logo		
1944-1948	PEPSI:COLA neck label		
1948-1950	2 FULL / GLASSES neck label; PEPSI:COLA logo		
1950-1951	2 FULL / GLASSES neck label; PEPSI-COLA logo		
1951-1958	PEPSI-COLA neck label		
1958- ca. 1977	"Swirl" bottles with oval logo		
ca. 1973-ca. 1987	"Swirl" bottles with "bookend" logo – square "E"		
ca. 1987-1991	"Swirl" bottles with "bookend" logo – rounded "E"		
ca. 1991-2000s?	"Swirl" bottles with "ball" logo		

<sup>\* : =</sup> Double Dot logo; - = Dash logo

#### Mountain Dew

Mountain Dew, a lemon-lime drink, was introduced in the "hillbilly" bottle by Tri-City Beverage Bottling Company, Johnson City, Tennessee, in 1954, although credit for the actual invention and original home of the drink is disputed (cf. Singhania 2000;[11-13]). The original bottles, in eight-and-three-quarters- and twenty-eight-ounce sizes, were labeled, CHARLIE AND JIM. By 1958, four distributors were bottling Mountain Dew, and Tri-City produced a twenty-four-ounce bottle. Signatures from the parent company changed in 1958 (by

CHARLIE AND BILL), 1962 (same signature in a nine-ounce package), and also in 1962 to, by CHARLIE, JIM AND BILL. By that time, Mountain Dew franchises were becoming more common (Bridgforth 1996:[21-22]).

When franchisers (including Woodlawn) began personalizing Mountain Dew bottles, they introduced their names with various prefaces including: BOTTLED BY, CAPPED BY, FILLED BY, PUT UP BY, and SOLD BY. Names that followed were originally first names of bottlers (including as many as eight names), but some included city/state designations, names of counties and company names (cf. Ayers 2001:127-145 for numerous examples of Mountain Dew variations).

Bridgforth (2001:50) listed seven different points of variation in the original Mountain Dew bottle: neck/shoulder logo, the preface or prefix (e.g. FILLED BY), names (e.g. PETE AND REPEAT), the contents of the framed section on the bottle front, location of the volume information, back style, and information in the ingredients section on the back. He also listed 14 different manufacturer's marks found on Mountain Dew bases (2001:53-55).

**Table 7-2** - Style Changes in Mountain Dew Bottles (Bridgforth, personal communication)

Style	Notable Differences	Dates
Hartman	hillbilly with rifle, full moon, "surprised" pig	1948-1965*
Pepsi Hillbilly	hillbilly with rifle, no moon, featureless pig – also non-returnable bottles	1965-1969**
Yahoo	simplified logo, no hillbilly or pig, lines above and below logo; Yahoo! above logo – all returnable	1969-1973†
Sunshine	same logo but no lines and no Yahoo	1973-1991
Cool Mountain	still same logo but a distinct border around it	1991-1998
Extreme	stylized letters and abbreviated neck logo	1998-present

<sup>\*</sup> A few franchises continued this style until 1968.

<sup>\*\*</sup> As above, a few franchises held out until 1971.

<sup>†</sup> The logos was trademarked in 1966 but did not appear on bottles until 1969.

On September 2, 1964, PepsiCo purchased the Tip Corporation, then owner of the Mountain Dew label, formula, and franchises, then operated the company as a subsidiary (for a more complete history of Mountain Dew, cf. Bridgforth 2001). A new label appeared briefly in 1968. This one was similar to the initial offering except that the words, MOUNTAIN / DEW now occupied two lines, and the "signatures" were gone from the body front label. This ten-ounce package was apparently only offered for one year (Bates et al 1996a:M-16; Bridgeforth 1997a:[22, 26-27]; 1997b:[11]).

I have only found one Mountain Dew bottle that could be traced to El Paso. This was made in the original "hillbilly" style with "FILLED BY / MARSHALL AND DALE" in white ACL on the front (Figures 7-59 & 7-60). The bottle was apparently only ordered once.

**Method of Manufacture:** Machine

**Color:** Forest Green

**Size (in cm.):** 24.5 (h); 6.0 (d)

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

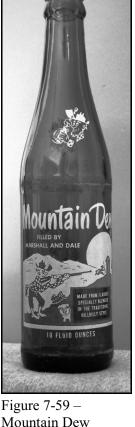
Finish: Crown Capacity: 10 oz.

Overall Bottle Design: Cylindrical

**Front Description** 

**Neck/Shoulder**: A white ACL line drawing of a hillbilly man holding a jug that has just shot its cork through the man's wide-brimmed hat

**Body:** A white view of mountains and a full moon highlighted a red hillbilly pointing a rifle at another hillbilly who was running toward an outhouse in the background. A worried-looking pig watched the action. Above the scene in large letters were the words, Mountain Dew. Just below but above the mountains was the message, FILLED BY / MARSHALL AND DALE. A rectangle inserted into the mountain scene proclaimed, MADE FROM FLAVORS / SPECIALLY BLENDED / IN THE TRADITIONAL / HILLBILLY STYLE. Below the scene was the contents message, 10 FLUID OUNCES.



Mountain Dew "Hillbilly" bottle

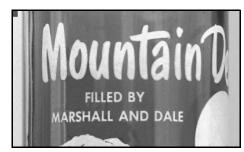


Figure 7-60 – "FILLED BY / MARSHALL AND DALE" – the only identified El Paso Mountain Dew bottle

# **Back Description**

Neck/Shoulder: Same as front

**Body:** White ACL - It'll tickle / your innards / LESS THAN 1/10 OF 1% BENZOATE OF

SODA / AND U. S. CERTIFIED COLOR ADDED.

**Base:** Embossed - 16 I-in-an-oval 65 / 16

Manufacturer: Owens Illinois Glass Company (1954-present)

**Dating:** [1965] The block lettering "FILLED BY MARSHALL AND DALE" indicates that bottles of this type were used after 1962. When Pepsi (the parent company) took over the Mountain Dew franchise business, a slightly altered style with no personalization was in use from 1965-1967. Although I have only seen ten-ounce bottles in El Paso, these bottles appeared nationally in seven-, eight-, ten-, and (occasionally) twelve-ounce packages (Bates et al 1996a:M-12-16; Bridgeforth 1997c:[19-21]).

The only El Paso examples I have seen were made in 1965, and other sources I have found only list the FILLED BY MARSHALL AND DALE variant as made in that year (Ayers 2001:154; Bridgforth 2001:supplement; Zafft & Tromp 2001;32-33). Although the empirical sample is small, it is likely that the El Paso company only bought one load of personalized bottles and filled generic, hillbilly-style bottles from that point on. This hypothesis is supported by the fact personalization was discontinued from 1965 to 1967.

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

#### **Evervess**

In 1946, Pepsi distributed a sparkling water called Evervess, Pepsi's first non-cola beverage (Stoddard 2003:15). I have not found any evidence that Woodlawn carried the product, but it *was* nationally available. Evervess was packaged in the standardized 1939 bottle with a blue and white paper label (see Pepsi section above). The paper label depicted snowy mountains above the word "EVERVESS" in snow-capped lettering. The next line read "SPARKLING WATER." The exact dates of usage are unknown (Bates et al 1992b:4, E5; Stoddard 1991:151). Ayers (2001:114), however, shows Evervess bottles ranging from 1946-1955 in both paper label and ACL versions with variations, mostly in neck/shoulder labels.

# Patio Flavors

The Patio flavors were a fairly recent (and short-lived) addition to the Pepsi line. They were first offered in 1963 (Stoddard 2003:20). These bottles were used from the early to mid-1960s to the late 1970s and came in at least five color variations and various sizes and overall configurations (Figure 7-61). For a representative sample, see Ayers (2001:115-117). Note that these bottles were produced well after the end of local markings, so they do not include city/state designations.



Figure 7-61 – Patio flavor bottle (Lawrence Angus)