

SODA POP NOTES

“Get Chummy with Rummy”

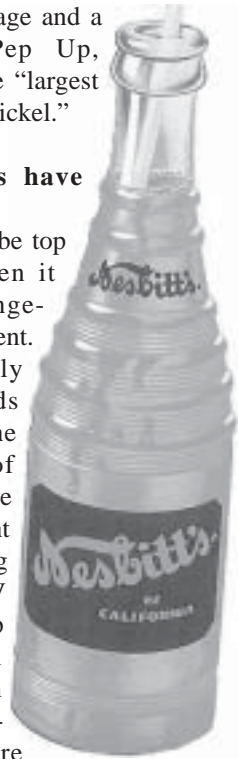
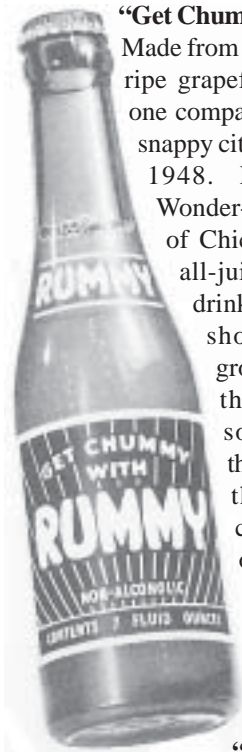
Made from the juice of golden, ripe grapefruit, Rummy was one company’s answer to the snappy citrus beverage era of 1948. Produced by the Wonder-Orange Company of Chicago, Illinois, this all-juice, non-alcoholic drink enjoyed a rather short life on the grocer’s shelf. While the slogan was somewhat catchy, there was little doubt that the name conjured up images of winos and drunkenness - not the perfect image for selling soda pop.

its Dragon Beverage and a drink called Pep Up, proclaimed as the “largest soda water for a nickel.”

“Happy Homes have Nesbitt’s”

Nesbitt’s used to be top of the pops when it came to orange-flavored refreshment. During the early 1950s, ads capitalized on the theme of entertainment - the kind that was right there in your living room on your TV screen. To keep the kids at bay, all a modern mom needed was a well-stocked Frigidaire

full of soda drinks and a Zenith console. Nesbitt’s was a franchised drink first bottled in 1924 by Nesbitt’s Fruit Products, Inc., of Los Angeles, California.



“Home of Pep Up”

The Dragon Bottling Company was established as a wholesale beverage manufacturer in 1915. Once located in San Antonio, Texas, it was famous for





Nu-Grape Soda

Nu-Grape followed the lead of the major soda makers and produced a number of dealer premiums. During the 1960s, many retail stores were adorned with cool clocks, reminding customers that it was time to down a cold bottle of Nu-Grape. Nu-Grape was born at the Kelly Brothers bottling plant in Atlanta, Georgia, in 1920. One year later, the Nu-Grape Company of America was formed to franchise bottlers and market Nu-Grape.



Kickapoo Joy Juice

Introduced in 1967 by the Monarch Company of Atlanta, Georgia, Kickapoo Joy Juice was one of those strange novelty flavors that saw only a limited regional success. The brand employed both Native American and prehistoric stereotypes Lonesome Polecat and Hairless Joe to sell the syrup as a valuable reminder of yesterday's funny flavors and the whimsy of pop.

Dr Pepper "candy-striped" containers

Dr Pepper experimented with a multi-color candy-stripe design for its bottles and cans at the end of the 1950s. Curious as it was, the slogan "frosty man, frosty" accompanied the familiar "10-2-4" on the new containers. Although this festive packaging was intended only for a limited test market and was short-lived, a companion St. Bernard mascot with the name "Frosty" won favor with young customers.



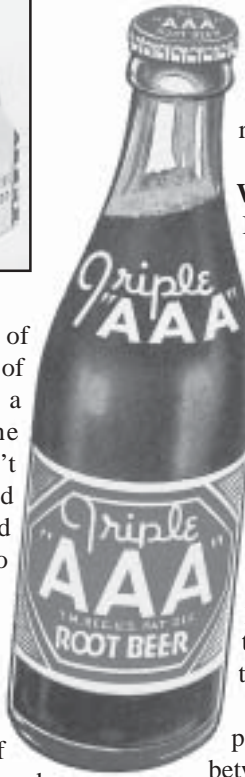


“Dodger Tastes Good”

Dodger was another one of those short-lived wonders of the soda pop world. For a brief period during the 1960s, people just couldn't get enough of Dodger, and then, just as quickly as it had appeared, it slipped into relative obscurity.

“Just Say Triple AAA”

The Triple AAA Company of Oklahoma City, Oklahoma, produced one of the competitors to Hires and A&W. Many of today's popular root beer soft drinks were born of the beer-making skills developed by North America's English settlers. Once mixed by the homemaker, these non-alcoholic beers were tasty beverages for the whole family to enjoy.



returnable types adopted by Dr Pepper in 1954. Three sizes were made available to a test market in St. Louis, Missouri: a 6 1/2- and 10-ounce cone-top and a 12-ounce regular-style can.

Whistling for Whistle

In 1919, Charles Lieper Grigg worked for a St. Louis, Missouri, manufacturing firm owned by “Vess” Jones. Grigg was the firm's top salesman and came up with a new orange drink he called Whistle. Imprinted with the slogan, “It's cloudy in the bottle,” Whistle rose to become the company's top seller. As a result, Grigg was promoted and assumed the number-two post at the company.

However, problems arose between him and Vess, causing Grigg to find his fame and fortune elsewhere (with the Howdy Company) in 1920. In 1928, he debuted a new lemon-lime drink that became Seven-Up.



Dr Pepper cans

In 1936, Clicquot Club was the first to use metal for packaging when it introduced the cone-top can. Other bottlers followed its lead and later incorporated a refined version of the design to package their own products. this trio of containers were non-

