

7-UP RELICS

from the Middle-Aged Dump

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It was an important year in American history, U.S. population was at almost 106 million. A depression was troubling the country. The first radio broadcast was made. The famous Volstead Act was put into effect over a presidential veto. With almost \$103 million invested, \$5,194 soft drink bottlers reported annual sales of just slightly more than \$135 million. The transition to crown caps and crown-finish soft drink bottles was virtually completed. Yes! 1920 was an important year; and during that year in the city of St. Louis, a 51-year-old businessman (destined to create the important soft-drink 7-Up) helped start The Howdy Company.

In January of 1920, Charles Leiper Grigg founded The Howdy Company with a former coal merchant named Edmund G. Ridgway. Grigg was born April 11, 1868 in Price's Branch, Missouri, where he eventually acquired and operated a general store. Around 1900, he moved to St. Louis and made a career of working for several dry goods firms, advertising agencies, and finally, a soda water bottling plant. Grigg always had ideas of how to do things "better." As a result of that trait, he lost more than a few jobs during his checkered career, including his last one with the soda water bottler. His new partner, Edmund Ridgway, had owned coal mines and was a coal merchant for a number of years. In 1919, after selling that business, he decided to throw in with Grigg. Jokingly, his reason was so he could "...wish for heat waves instead of cold weather."

The Howdy Company's first soft drink was predictably called "HOWDY" - it was a mostly-orange-with-a-"smack"-of-lemon drink in a six and one-half ounce bottle. In 1920, orange was the favorite

carbonated beverage fruit flavor, closely followed in the same category by lemon. There was something else different about Howdy: it fell into the category of "cloudy orange." Until around 1915, fruit-flavored soda pop was made with soluble flavors. Orange Crush (1916) was one of the first of the so-called cloudy orange drinks. They were called "cloudy" because they contained real fruit juice for flavor. Howdy was one of the next to qualify in the category.

In 1921, a third partner was added to The Howdy Company. Frank Y. Gladney, a 43-year-old St. Louis lawyer, liked what he saw in the way of financial potential while drawing up legal papers for the next company, and convinced Grigg and Ridgway to let him invest.

Not a great deal is known about the early years of The Howdy Company. Howdy, an orange-lemon beverage, was franchised and sold nationally, as determined by advertisements in the *National Bottlers' Gazette* and the



Charles Leiper Grigg, 1868-1940.

National Carbonator and Bottler. Bottles for Howdy were of plain glass during the early years. Those bottles were identified with paper labels, but by 1928, Howdy was being offered in a Howdy "Hi-Bottle." The six and one-half ounce bottle was unique in shape with "HOWDY" highly embossed in acoustic lettering.

In 1925, the *National Bottlers' Gazette* presented an ad announcing that C.L. Grigg had expanded his line as a result of a questionnaire sent to "6,300 bottlers." The new product was "HOWDY GINGER ALE" with the substitute of "A Friendly Tipple." Howdy Ginger Ale's paper label proclaimed it "neutralizes acidity."

Howdy itself was introduced

as national Prohibition (Volstead Act) became a fact of life in the U.S. Grigg and his partners promoted the beverage as a "thirst drink," contrasting that with a "chaser" - a drink to be used with alcoholic beverages. Howdy Ginger Ale's claim to neutralize acidity would in the next decade be reminiscent of many such claims for the soon-to-be-invented 7-Up.

Seven-Up Introduced

After experimenting with eleven different formulas, Grigg developed a soft drink which began its life with the less than catchy name "Bib-Label Lithiated Lemon-Lime Soda." By the time of the Stock Market Crash in October of 1929,

Here's Howdy Bottles Only

Thirst Drinks Are It

Sugar and fruit drinks bottled right are coming strong and, best of all, are bringing many people to drink bottled goods for the first time. These people are helping to spend the \$32.00 per capita that was formerly spent for liquor, and they don't like any drink that looks like, smells like, tastes like, nor acts like liquor.

Of all the fruit drinks, Orange drinks lead in popular favor—then comes lemon. Combining Orange and Lemon, Howdy appeals to the great mass of people who never could drink a "chaser" as a thirst drink. Howdy creates its own following, and when you create, you have no fear of any competition.

The Howdy Company
Granite Bldg. St. Louis, Mo.

Howdy advertisement from the June 5, 1920 issue of the *National Bottlers' Gazette*.

In one ear out the other

The nose also forgets

Taste is but temporary

The Eye way is permanent IDENTITY

No bottled drink has ever made real progress unless identified by a bottle or labels or both.

In the 5c line the bottle seems to be the only practical identity and if you will check up the successful 5c drinks, you will find the bottle the real means of identification.

No bottle has better identity than the Howdy Hi Bottle. The highly beamed lettering in acoustic stands out and registers on the eye positively.

The size of the bottle satisfies every one and it sells in the company of any big bottle.

Howdy—the natural orange flavor—is in a class to itself, and, with the Howdy bottle to identify, any bottler can sell all dealers.

1929 is just around the corner—ponder the Howdy proposition for 1929. Do a little experimenting now—satisfy yourself of the quality of Howdy.

Another advertisement from a 1929 *The Carbonator and Bottler National Journal*.



(Above and below) An ad from a 1932 Howdy advertising flyer for Howdy Coolers.
 (Left) Part of the 1928 "identity" ad. This illustration shows the highly embossed "acrostic" lettering. Acrostic refers to the arrangement of the letters whereby only one "A" is needed for both Howdies.

HOWDY COOLERS
Better Than Ever
\$7.00 Each

We sold this cooler during 1931 with but two complaints—one from lost or mislaid screws—the other a missing crown cap. This cooler has been improved with a much stronger frame work. The top plate is die formed, thus eliminating any cracks in the corners.

The chassis or frame proper is much heavier—die formed—very solid, and a beautiful design. The insulation on bottom, sides and ends is 1 1/4 inches thick and most carefully fitted.

Takes quart bottles or 96 small bottles. Roomy and with the close-fitted top to hold the cold. Double doors

permit you to open one at a time.

Shipped knocked down in corrugated containers—total weight, 90 pounds. Set up with a screw driver in just a few minutes.

The sides and ends carry the very attractive Howdy signs—three colors. There can be no change in this particular sign.

Orders should come through the Howdy Company as none but Howdy bottlers can have Howdy coolers this year. All coolers are shipped direct from Lima, Ohio, on a C.O.D. basis, unless check accompanies order.

THE HOWDY COMPANY
 4545 Olive Street St. Louis, Mo.

the new product had been renamed 7-Up. The "Seven" part of the name could have come as a result of the drink's seven-ounce bottle or the idea later used on bottle caps, "Seven times as good" or an early thought later manifested (1929) in the advertising promotion featuring the slogan, "Cure for the Seven Hangovers." The "Up" part of the name was most likely from the thought that the drink was one which "picked one up." "A Fresh up drink" became one of almost a dozen slogans used by The Howdy Company during the toddler years of 7-Up.

Grigg, Ridgeway and Gladney proceeded to merchandise in a most unusual fashion for the times. With soft drinks selling for 60-cents a case, or wholesale three cases for \$1.00 with no bottle deposit, they decided to sell 7-Up for two to five times the prevailing price: 80-cents a case with no quantity discounts! Their reason for the high price was simply that in a market which was traditionally an extremely low-margin one, they were determined to price their new product for "reasonable profit to the Company, bottler, and dealer." Put another way, "...80-cents says plainer than words that 7-Up is a better piece of goods. We don't want a bottler that hasn't the courage to get top prices." (The soft drink industry is as profitable as it is today, partially because of the 7-Up Company's pioneering

attitude: Good profit margin and volume sales.) That, with lemon-flavored drinks not being the most popular; and with over 600 other lemon brands on the market; and introducing a new product during the Depression; and medicinal claims (to be discussed further along); and promotion as a mixer with alcoholic beverages, makes one wonder how the Seven-Up Company and its flagship product survived to become the large firm that it is today.

Seven-Up Promotion

To compete with those 600 other lemon flavors, 7-Up was advertised as a "Super Lemon Drink" because it contained "two and one-quarter times the usual lemon extract." Strong stuff indeed!



ONE accumulates toxins in the blood as one ages. This is called hyper-acidity or acidosis. To restore alkalinity of the blood is necessary if one would find relief from acidosis. Food deficiency is the chief cause and this deficiency may be supplied by drinking—

Seven-Up Lithiated Lemon Soda
 It Keeps the Blood Alkaline

Visibly pure, a water clear drink, well carbonated and with a positive alkaline reaction—this is Seven-Up—the drink that is so much appreciated by the adult. Drinking, say, two glasses between supper and bedtime and one before breakfast for two or three days, will show such decided effects that you will continue without persuasion.

The only job is to persuade you to give this simple, pure Lithiated Lemon Soda one single trial. Your dealer can supply you, or telephone us and we will see that you are promptly served.

"I Don't Drink Acid Drinks as I Have Too Much Acid Now."

That is where you are wrong. Fruit acids turn alkaline when swallowed and tend to overcome this "too much" acid that you mention. Bread, meat and eggs don't taste acid, but they do turn acid after eating. The reaction is acid. On the other hand, acid drinks, or fruit acids turn alkaline by reaction.



Lithiated Means

The Lithia brings an alkaline reaction that tends to correct acidosis, and is highly desirable.

The flavors are natural — not artificial. The bottles are sterilized. The water is pure and made doubly safe by carbonation. Pure citric acid inverts the sugar, making a natural sugar acceptable to all. An ideal family drink of the purest ingredients.

Is Drink a Food

Drinks and food are in the same class, so give attention to your drinks.

A doctor writes:

“By keeping the blood stream thoroughly alkaline, one has probably the finest protection against disease. An alkaline blood stream means an abundance of energy, enthusiasm, a clear complexion, lustrous hair and shining eyes.”

Seven - Up Lithiated Lemon Soda is a beverage that you will like — that everybody likes, and it has a positive alkaline reaction that tells its own story after three days' use.



Burn that Adipose-

That's the way to slenderize.

7-Up is the spark that fires the body sugar that burns and melts away the fat.

So 7-Up Slenderizes.

Does 7-Up Sell in Cold Weather?

Some bottlers sell more 7-Up from October to May than during the hot season. One bottler sold 3100 cases in November. Now is the time to put on 7-Up.

Keep those good men doing something.

Labels do not come off in the cooler if you use Swift & Co.'s Hermatite cold water paste.

Write their nearest branch for sample.

From its inception, 7-Up was promoted as sort of a proprietary medicine. This was an interesting tactic for Grigg and his partners, since Coca-Cola, Moxie and other soft drinks had long since given up that promotional approach. As a “Lithiated Lemon Soda,” the drink contained lithium, which was supposed to be (but was not) good for gout, uremia, kidney stones and a few other things. Seven-Up was advertised as an “Anti-Acid” and as a product which “Settles the stomach.” “Keeps you alkaline” was another claim. Perhaps its most interesting medicinal slogan was, “For the stomach's sake,” which seems too close for coincidence to, “Drink no longer water but use a little wine *for thy stomach's sake* and thine often infirmities,” from First Epistle of Paul to Timothy in the New

Testament.

After the repeal of Prohibition, the beverage was heavily touted as *both* a good mixer for alcoholic beverages and as a hangover cure. In some cases, Grigg did it all in one statement, e.g. “7-Up is more than a mixer...it blends out the harsh features. Disperses hangovers. Takes the ‘ouch’ out of grouch.” Charles Grigg's son joined the firm in 1929 as the company's resident artist. Young Hamblett C. Grigg drew up the first promotion for 7-Up. It featured flapper boys and girls, and the slogan: “Cure for the Seven Hangovers.” (Some have speculated that the “seven” in “7-Up” comes from that promotional effort. Some say, no.)

Early Seven-Up Bottles

As was typical for the times, 7-Up



A Drink for Grown-Ups

Seven-Up is alkaline in its reaction and does neutralize acidity. Nearly every adult is troubled by acid blood. Every newspaper and magazine tells of acidity—what it does—how hang-overs are caused and as a result nearly adult is familiar with acidity—talks about acidity and is interested in something for acidity.

Let such people drink one bottle of Seven-Up and they proceed to talk about Seven-Up for acidity. The labels on the bottle tell the story, they add their own version.

For Grown-Ups

Seven-Up is for grown-ups. You get daddy's dollars instead of kiddie's nickels. The volume is good and as a result the profit is very interesting. The 7-ounce green bottle with the label is the bottle that sells best for dollar volume. Any plain bottle that takes a label will do, but remember we insist on top prices—never less than 75c a case for 24 7-ounce bottles, and the best bottlers get 80c a case. 80c says plainer than words that Seven-Up is a better piece of goods.

We don't want a bottler that hasn't the courage to get top prices. If he doesn't get top prices, he won't get anywhere. Lower prices will not sell a single extra case—nor will we permit any bottler to sell without labeling. The label is the best of all advertising and must be used.

One bottler has sold 9,000 cases at 80c since October 10th. Another bottler in a 4,000 town sold 5,000 cases in four months. Another in a very sparse populated section sold 3,000 cases in January and February. There is a market for Seven-Up in 7-ounce bottles, labeled, at 80c a case.

Cool in the Glass

The smartest service for Seven-Up is a glass with ice and these days ice is available nearly everywhere. The cafes, hotels, clubs, places of that kind invariably serve with a glass of ice, or “set-up” style as it is called. This means no pre-cooling to remove the label.

The market for 12-ounce goods is glutted with a hundred varieties. You can't get any volume in this market, unless you know how to buy your way through stewards, chefs, waiters and others.

The 24-ounce market is also glutted with low grade goods, selling at 50c to \$1.00 a dozen. The 7-ounce labeled bottle meets the approval of all classes, sells readily at 80c a case. This means the 7-ounce green bottle with a body label, and some use neck labels.

Body labels cost 17c per thousand, neck labels 8c per thousand. Printing body labels, 50c per thousand.

A Trial Order of Seven-Up

One gallon of Seven-Up, 50 gross of crowns, an assortment of store advertising with labels make a freight shipment. To this \$20.00 worth of Seven-Up, the two parts, you add \$20.00 worth of sugar, \$4.00 worth of citric acid solution and allow, say, \$2.00 for freight—total \$46.00 for 65 gallons of finished syrup or 70c a gallon.

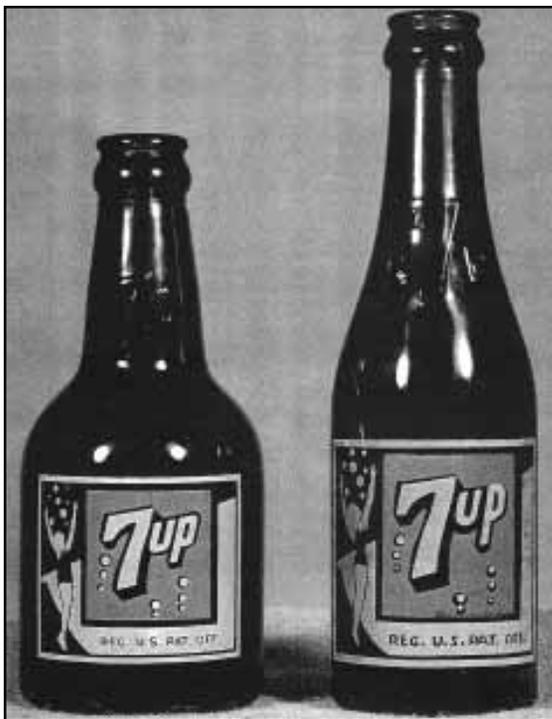
Sixty-five gallons of syrup makes 320 cases—2 dozen 7-ounce bottles. Syrup cost per case 15c. 320 cases at 80c—\$256.00, less \$46.00, leaves \$210.00 working margin above syrup cost. Something worth working for.

bottlers were asked to supply their own bottles. In that request, and the resulting variety of bottles, lies the inspiration for this article. By the late 1930s, the odd supply of 7-Up bottles had settled down to the standard “ho-hum” green seven-ounce version that popular archaeologists are beginning to save and cherish from digging in the middle-aged dumps. But for the first few years, 7-Up was being sold in a wide variety of bottles sporting claim and slogan-laden labels, all of which provides the stuff for interesting study.

By far, the most curious and valuable of the 7-Up bottles of the 1930s are the seven-ounce amber ones which came in both the traditional 7-Up shape and the stubby-beer-bottle shape. Thanks to David Mainz, a Carlinville, Illinois, collector who studies such matters, we now know that amber bottles were used in at least ten cities: Charleston, S.C.; Houston, Tex.; Nashville, Tenn.; Harlingen, Tex.; New Orleans, La.; Shreveport, La.; Dallas, Tex.; Knoxville, Tenn.; Johnson City, Tenn.; and San Diego, Calif.

Gradually, as clear glass embossed bottles with paper labels gave way to amber bottles with paper labels, advertising claims softened a little, “A cooler off” and “A fresher up” were typical brags. As amber paper-labeled bottles gave way to amber ACL bottles, promotional slogans became such as, “You like it. It likes you.”

For a long time, collector-archaeologists-historians have speculated about 7-Up bottles. Early ideas regarding the amber bottles were that they were ordered by mistake by bottlers not paying attention to home office instructions to use green bottles. It makes a good story, but is not accurate. Amber bottles can be identified by Owens-Illinois Glass Company mould markings as having been made in two basic amber styles (first traditional and then the stubby bottle) from 1936-1939; and maybe a bit earlier and later. That’s too long a period for a “mistake” to go unnoticed or uncorrected. Besides, the first advertisements for bottlers reflected some change in



AMBER 7-UP Bottles (7-ounce)								
CITY/STATE	TYPE		LABELING		YEAR			
	Standard	Stubby	Applied Color	Paper Label**	1936	1937	1938	1939
Charleston, SC		X		X		PL**		
Dallas, TX		X	X	X			PL**ACL*	PL**
Harlingen, TX		X		X		PL**		
Houston, TX		X	X		ACL*			
Johnson, City, TN		X		X	PL**			
Knoxville, TN		X	X	X		PL**	ACL*	
Nashville, TN		X	X	X		PL**ACL*	ACL*	
San Diego, CA	X		X	X	PL**ACL*			
Shreveport, LA		X	X	X	ACL*	PL**		
New Orleans, LA		X	X			ACL*		

* = Applied Color Label (ACL) ** = Paper label (PL)

philosophy regarding the kind of bottle to contain 7-Up: “...we do require green or brown bottles, labels and top prices.” Further instructions to bottlers serve to explain why amber bottles gave way to green ones: “The 7-ounce green bottle is the better bottle. It brings larger dollar volume.” So, it is that clear and colored glass bottles with embossments, paper labels and ACL all exist by design, not mistake.

Seven-Up Company Formed

The variety of 7-Up bottles was at its greatest in 1937, the year the Seven-Up Company was organized as successor to The Howdy Company. In 1939, just after the last 7-Up territory in the U.S. had been allocated, E.G. Ridgway died. A year later, in 1940, Charles Grigg died at age 72. H.C. Grigg, who had worked for his father since 1929, became president of the company. Howard E. Ridgway, Edmund’s son,



H.C. Grigg, President of the 7-Up Co. from 1940-1967.

because executive vice-president. And Frank Gladney, the only original partner, remained as secretary-treasurer, legal counsel and director until his death in 1961, at the age of 83. In 1938, Ben H. Wells, a son-in-law of Gladney, became an active participant in the business and eventually worked his way up to the presidency when H.G. Grigg became the chairman of the board. The firm continued to be family-managed and family-owned until 1967, when it went public, and in 1978, was purchased by Philip Morris, Inc., for \$450 million.

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