

## Appendix F – Faust Brand Beer and Sodas

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The study of Seven-Up has led us into several different “rabbit holes” – information not directly pertinent to the actual history of the firm – but of interest peripherally. The discovery of the early publicity/advertising photos that showed the very early Seven-Up paper labels *on bottles intended for a different product* have led us on a search for that original product – Faust Brand sodas – and why those bottles were used for Seven-Up. In addition, we have traced the Faust beverages (beer, soda, coffee, etc.) and the eventual connections.

The name “Faust” on the bottles had two origins – both connected – a double entendre of sorts. The oldest, of course, was the Faust of literature who made a pact with the Devil – portrayed in many old German legends, plays, and writings. This Faust and Mephistopheles, the devil of the pact and legend, appeared on logos and trademarks used by the other Faust – Tony Faust and his sons – as well as Anheuser-Busch.

### The Earliest Seven-Up Bottle Photos

Located in St. Louis, the Missouri Historical Society included two historical photos of Seven-Up bottles on its webpage, taken by Isaac Sievers in June of 1931 (Missouri Historical Society 2023). The first of these showed a sign (described in Chapter 2) with four bottles

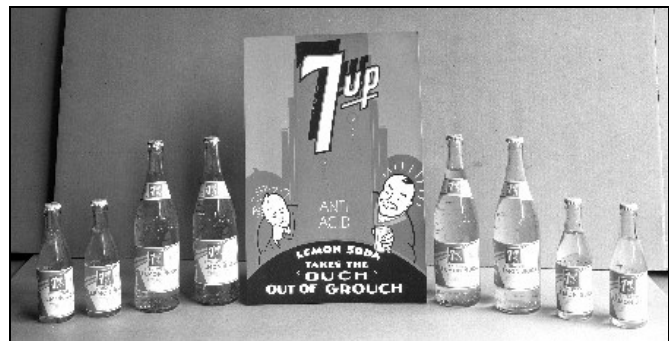


Figure 1 – June 1931 Photo (Missouri Historical Society 2023)



Figure 2 – Faust embossing (Missouri Historical Society 2023)

on each side of it – two 23-ounce

(closest) and two 7-ounce – a total of eight bottles (Figure 1). All of the bottles had the earliest paper labels used by the Howdy Co. for Seven-Up bottles (see Chapter 2 for more on labels), but only the larger sizes had a shoulder label as well. The 23-ounce bottles had embossing that did not fit with the Seven-Up labels. Across the shoulder was “Faust

Brand (cursive) / REG.” above a picture of the character Faust (Figure 2). On the front heel was “HOWDY BOTTLING CO. / MIN. CTS. 23 FL. OZ.” with “ST. LOUIS, MO.” on the reverse. The smaller bottles had “STR” (seen through the bottle in mirror image, magnified by the liquid contents), probably “STRAWBERRY” – a common flavor of the day (Figure 3).



Figure 3 – STR (Missouri Historical Society 2023)

The second photo also centered around an advertising sign, but this one had colored bottles (almost certainly green, although the photo was in black-and-white). All of these were the 23-ounce size, again with the earliest Seven-Up paper labels plus shoulder labels (Figure 4). However, these bottles were generic – no embossing on the sides. Although we found an example later (see below), also Howdy Bottling Co., we had no way to determine the basal embossing from the photo.

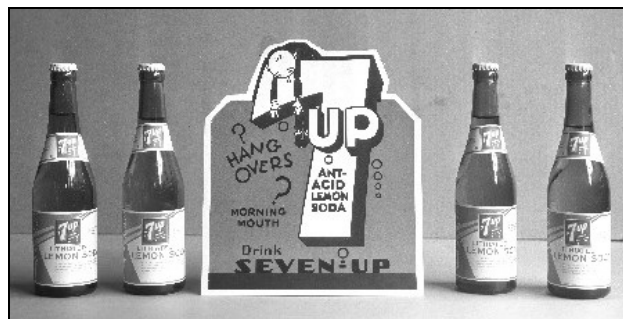


Figure 4 – June 1931 (Missouri Historical Society 2023)

## Tony Faust

Anthony R. “Tony” Faust, himself somewhat of a St. Louis legend, opened his Faust Restaurant and Fulton Market in 1871 at Broadway and Elm (Figure 5). The downstairs restaurant and bar was a regular watering hole for such notables as Adolphus Busch, and the lady’s restaurant upstairs was renowned for its high-quality food. Busch would make (and win) \$100 wagers that he could identify wines by taste alone. The basement was reserved for storage, including a massive wine cellar. To one side, the Fulton Market was famed for its oysters (Faust’s own brand) as well as other delicacies – including its own canning operation for the oysters and other seafood, shipped in from the West Coast. When Tony Faust died in 1906,



Figure 5 – Faust’s Restaurant (Northern Illinois University Digital Library)

his son, Tony, Jr., operated the place until his death in 1914 under the name of Faust & Sons Oyster & Restaurant Co. Other relatives (notably Edward Faust, one of Tony's sons) ran the operation until its closure in 1916. The historic building was razed in 1933 (North St. Louis Businessmen's Association 1925; *St. Louis Post-Dispatch* 11/1/1933).

After the restaurant closed, Edward Faust operated Faust's Fulton Market at 922 N. Broadway until his death in 1936. In addition, Tony Faust Sons, Inc., "formed to engage in the general business of dealing in foodstuffs, wines, and liquors," incorporated with a capital of \$2,000. The firm went bankrupt in 1935, ending the various Faust businesses (*St. Louis Globe-Democrat* 12/22/1933; *St. Louis Post-Dispatch* 8/10/1933; 7/28/1935; *St. Louis Star & Times* 7/6/1936).

## **The Anheuser-Busch Connection – Faust Beer**

There was a strong connection between the Faust family and the Anheuser-Busch Brewing Co. Adolphus Busch was a fast friend of Tony Faust, and Edward A. Faust, one of Tony's sons, was a First Vice President for Anheuser-Busch until 1914, married to one of Adolphus Busch's daughters (*St. Louis Post-Dispatch* 7/6/1936). Beginning in 1885, Anheuser-Busch brewed Faust's Pale Lager for "Faust's famous gilded-age Oyster House," but the brew was discontinued in 1920 due to Prohibition. However, the brand was resumed after the Repeal of the 18<sup>th</sup> Amendment in 1933 and survived until the restrictions during World War II. Oddly, Anheuser-Busch revived Faust's – along with a few other long-defunct beers – in 1996 (North St. Louis Businessmen's Association 1925; *St. Louis Post-Dispatch* 5/2/1996). Anheuser-Busch may have reintroduced the 1933 variation at the request of the Faust descendants who operated Faust's Fulton Market, but the brewery must have continued the brand on its own after Faust's 1935 bankruptcy.

## **And Faust Brand Sodas**

We have discovered little about the Faust Brand soda bottles that were used for the original publication photos for Seven-Up. In 1908, the Blanke-Baer Chemical Co. (St. Louis) applied for a trademark for a depiction of Mephistopheles to be used on paper labels for Faust Ginger Ale. Blanke-Baer sold both the ginger ale extract and the labels. During the 1910-1920

period, H.A. Woerman offered a Faust Brand Soda in a typical soda bottle of the time with a round plate mold on the front embossed “FAUST BRAND (arch) / SODA / CONT’S. 5½ FLU. OZ. / ST. LOUIS, MO. (all horizontal) / H.A. WOERMAN (inverted arch)” (Figure 6). A second bottle was almost identical but larger with “REGISTERED” in an arch at the shoulder. The front round plate was embossed “FAUST BRAND (arch) / SODA / MIN. CONTS. 23 FLD. OZ. / ST. LOUIS, MO. (all horizontal) / H.A. WOERMAN (inverted arch)” (see Figure 6).



Figure 6 – Woerman’s Faust Brand bottles (eBay)



Figure 7 – Faust 23-oz (eBay)

About 1928, the Faust descendants apparently upgraded the Faust Brand soda bottles to the Specialty style (also called Deco or Proprietary). These were the ones used by the Howdy Bottling Co. of St. Louis for the first Seven-Up advertising photo shoot. The bottles had an embossed drawing of Faust (rather than Mephistopheles) under “Faust Brand / REG.” Below the picture was “SODA” with “HOWDY BOTTLING CO. / MIN. CTS. 23 FL. OZ.” on the front heel and “ST. LOUIS, MO.” on the reverse heel (Figure 7).

The bases bore the N-in-a-rounded-rectangle logo of the Obear-Nester Glass Co. and a single-digit number (Figure 8). Unfortunately, Obear-Nester did not use date codes.

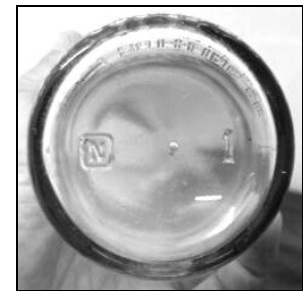


Figure 8 – 23-oz base (eBay)

The front of an earlier variation of the 23-ounce size had the word “FAUST” both vertically and horizontally in a cross shape centered on the “U” with “REG.” below the bottom “T” – and “LITIATED WHITE [SODA]” in an arch above the top “F.” The quality of the photo was too poor to make out the lettering on the heel. The bottle had an orange-peel texture on the surface. These probably were made for Howdy between 1928 and 1931 (Figure 9).



Figure 9 – Faust 23-oz (eBay)

The early 7-ounce colorless bottles were embossed “HOWDY BOTTLING CO. (arch) / 9 <0> 1 / ST. LOUIS / MO. (all horizontal)” on the base – the mark of the Owens-Illinois Glass Co., made at Factory No. 9



Figure 11 – 7-oz base (eBay)

(Streator, Illinois) in 1931 (Figures 10 & 11). These also had the crossed FAUST with “REG.” below the bottom “T” but in an oval. These, too, had the orange-peel texture and likely were made during the 1928-1931 period. The 7-ounce bottles in the photo, however, were different, with the letters “STR . . .” magnified by the liquid – probably

“STRAWBERRY” with the remaining letters concealed by the paper label (see Figure 3). The Faust Brand had disappeared by 1936 (see Discussion and Conclusions section below).



Figure 10 – Faust 7-oz (eBay)

The bottle in the other advertising photo was green in color, generic, and 23 ounces – except for the size, much closer to forest green bottles that became the norm for Seven-Up (see Figure 4). The base was embossed “FAUST BEVERAGES HOWDY BOT. CO. (arch) / 9 <(0)> 3 / 7up (underlined “up,” both slanted) / LEMON / 23 FL. OZ. / 1 (all horizontal) / ST. LOUIS, MO. (inverted arch)” (Figure 12). The embossing makes it clear that these bottles were intended for use with *both* Faust beverages *and* Seven-Up. Since our example was made in 1933, the 23-ounce size continued at least that long – very likely until 1935 when we know that the large size shifted to 1 pint, 8 ounces (24 ounces).



Figure 12 – Faust-7-Up base (eBay)

### Bottle Caps

The 1931 advertising photos also show views of many of the crown caps. The dominant crown – found on all four of the green bottles, all four of the smaller colorless bottles, and one of the larger colorless ones – was the cap used on the initial national sale bottles in 1930. Although these details were not all visible in the photo, the crown had the Tilted “up” logo in the upper right section, with the number, letters, and triangle filled with dot stippling. A double vertical

line separated a stippled section to the left, while two horizontal lines created a box for “LITHIATED / LEMON SODA” then “Seven times / as good” on the bottom (Figure 13 – and see Figure 9 in Chapter 2 as well as the related discussion about the Tilted “up” logo).

While other caps we have seen had an “A” (Armstrong Cork Co.) or “WHS” (William Hutchinson & Son) on the skirts, the crowns in the photos had “NP” – the initials for the New Process Cork Co. of New York (Figure 14). Crown Cork & Seal purchased New Process in December of 1927. See the discussion in Chapter 2 for more about the issues with dating these caps.

The crowns on the remaining three larger colorless bottles were quite different (Figure 15). All three had a ring of color (probably red) around the top, separating the skirt from the enameled top area. Two of the crowns had the word “LEMON” in an inverted arch below a figure, surrounded by words rendered illegible by the and focus. These figures could have been the Faust character. The final cap was different still, with a figure to one side but nothing legible.

Our searches only produced a single Faust cap, unfortunately one for beer rather than soft drinks. The skirt was a gold color with a red ring around the top surrounding a red drawing of Faust with the word “Faust” to its right and below the drawn epee. To the left of the knee was a word, possibly “Genuine” and “REG. U.S. PAT. OFF.” to the right. Below the figure was “ANHEUSER-BUSCH / INC. / ST. LOUIS, MO. U.S.A” (Figure 16). This was the 1933 trademark (see Figure 26 and discussion below) with a claimed use since 1884. However, the 1886 trademark (actually first used in 1884) was *very* different, showing no drawing of Faust, instead having the word “Faust” in an upwardly slanted outline. The figure with drawn epee probably was only used a few years earlier on near-beer – our only actual example (see Figure 25 below).



Figure 13 – Tilted “up” cap (Missouri Historical Society 2023; eBay)



Figure 14 – NP mark (Missouri Historical Society 2023)



Figure 15 – Other Crowns (Missouri Historical Society 2023)



Figure 16 – Faust beer crown (eBay)

## Faust Trademarks and Beer Labels

At least three businesses applied for trademarks for Faust brands. The oldest appeared in the 1886, the most recent in 1981. As noted above, Anheuser-Busch brewed the beer during three separate periods, although a label shows that Faust was offered as a near-beer during at least some of Prohibition.

### The “Faust” Beer – 1886

According to the *Official Gazette* (U.S. Patent Office) of April 20, 1886, the Anheuser-Busch Brewing Assn. applied for a trademark consisting of “the words ‘The “Faust” Beer’ displayed upon an obliquely-inclined banner” on March 27, 1886. Anheuser-Busch claimed the mark was “used since January 1884.” No illustrations. The firm received Trademark No. 20,130 on April 20, 1886.

We have located an ad and two labels, both showing the “obliquely-inclined banner” (Figures 17 & 18). The ad was in the Washington DC city directory for 1887, showing a shield with “THE ‘FAUST’ BEER” in an upward slant. Above the slanted lettering were the words “SPECIAL / BREWING” and the Anheuser-Busch A-and-eagle logo. The label included all three of those same characteristics, indicating that it was used sometime during that same ca. 1884-1890 period, although the same label certainly could have been used until the turn of the century or later.

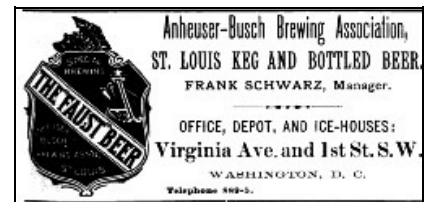


Figure 17 – Faust beer ad (Wash. DC directory 1887)

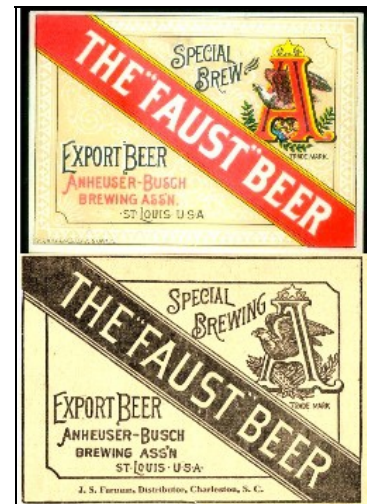


Figure 18 – Faust beer labels (eBay)

### Faust (cursive) – 1905

The Anheuser-Busch Brewing Assn. registered “the word ‘Faust’” on November 14, 1905 (Trademark No. 47,573). Even though this was a genuine trademark in the 1905 *Official Gazette*, there was no first use date or other information (Figure 19).

## FAUST and a figure – 1905

The Anheuser-Busch Brewing Assn. registered “the word

‘Faust’ and a representation of the character known as ‘Faust’” on November

14, 1905 (Trademark No. 47,574). As above, this genuine trademark in the

*Official Gazette* offered no first use date or other information (Figure 20). We were able to locate a single beer label that clearly indicated where the brew was intended to be sold. In black-and-white, the label had the

Anheuser-Busch Eagle-and-A above the Faust drawing

described and shown in the *Gazette*. Below was “ANHEUSER-BUSCH BREWING ASS’N. / BOTTLED ESPECIALLY FOR / Faust & Sons Oyster & Restaurant Co. / ST. LOUIS, MO. (surrounded by flourishes) / FAMILIES SUPPLIED AT THE FULTON MARKET.” (Figure 21).

## FAUST’S OWN – 1906

On July 3, 1905, the Anheuser-Busch Brewing Assn. applied for a trademark for “the words ‘FAUST’S OWN’ on the pictorial representation of the head of the character knows as ‘Faust,’ the said pictorial representation being located within a circular border upon which the words “FAUST’S OWN” appear” (Figure 22). Although listed under the “Beer” category, the brief entry in the *Western Brewer* of March 1906 failed to list a “first use” date. The patent office registered Trademark No. 50,895 on April 3, 1906.

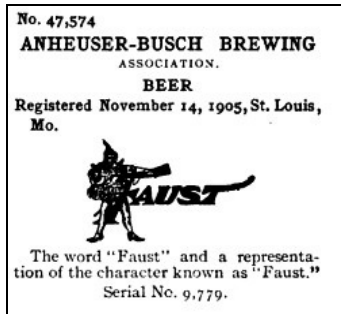


Figure 20 – Faust trademark (*Official Gazette* 1905)

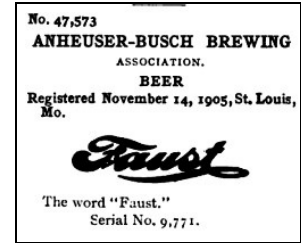


Figure 19 – Faust trademark (*Official Gazette* 1905)

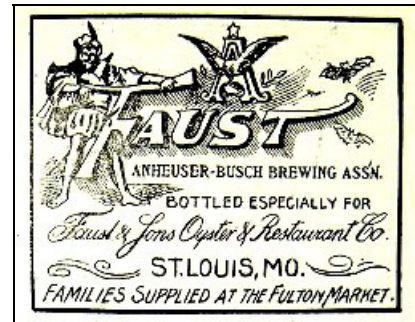


Figure 21 – Faust beer label (eBay)

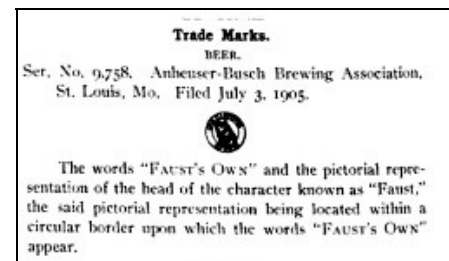


Figure 22 – Faust’s Own trademark (*Western Brewer* 1906)



## Faust Ginger Ale – 1907

In 1907, the Blanke-Baer Chemical Co. (St. Louis) applied for a trademark for a depiction of the character Faust to be used on paper labels for Faust Ginger Ale. Mephistopheles appeared on the left with a ginger ale bottle in his hand with “GOOD ALL THE / WAY DOWN” to the right of the bottle. Below the words was “FAUST (upward slant) / GINGER / ALE (both horizontal in fancy font)” (Figure 23). The mark was classified as CLASS 45 – BEVERAGES, NON-ALCOHOLIC in the *Official Gazette* for November 19, 1907. We have not found an actual trademark document for this logo, and the application probably was rejected because of the similarity to the Anheuser-Busch trademark of 1905.



Figure 23 – Faust Ginger Ale (*Official Gazette* 1907)

## Faust above a drawing of Faust – 1910

On May 27, 1910, Harry A. Woerman had applied for the word “Faust” above a drawing of Faust, Serial No. 49,972, published for opposition on May 2, 1911, in the *Official Gazette* (U.S. Patent Office). The actual *Gazette* list included a total of 63 items that would bear the logo, claiming a use since November of 1909 (Figure 24). The application also was published in at least two other sources. On May 13, 1911, the *California Fruit Grower* announced Harry A. Woerman’s application for the word “Faust” above “a representation of Faust.” The mark had been used “on canned fruits, vegetables, condensed milk, soups, oysters, shrimps, clams, lobsters, sauerkraut, hominy, baked beans, strained tomatoes, preserved, evaporated and dried fruits; spices, coffee, extracts, and all kinds of fancy groceries” – an in-between list plus the inclusion of the drawing.



Figure 24 – Woerman Faust (*Official Gazette* 1911)

The June 1, 1911, issue of *American Miller* announced that Harry A. Woerman had applied for the word “Faust” on May 27, 1910, for “rolled oats, rice, and other foods” – leaving out the drawing and most of the list of goods. The application almost certainly failed because the drawing was very similar one of the Anheuser-Busch trademarks (see above).

### Prohibition Era Label

A label posted on eBay showed Faust in a red outfit, rapier drawn with the word “FAUST.” To the right of the head was “MIN. CONTENTS 12 FL. OZ.” with “DOES NOT CONTAIN ½ OF 1% / OF ALCOHOL BY VOLUME” in the upper right corner. Below was

“ANHEUSER-BUSCH, Inc. / ST. LOUIS, MO., U.S.A. /

U.S. PERMIT MO.-1-22” (Figure 25). The permit number and extremely low alcoholic content indicates a “near beer” of the Prohibition period.



Figure 25 – Faust label (eBay)

### Faust above a drawing of Faust – 1933

On January 3, 1933, Anheuser-Busch, Inc. applied for a mark for “FAUST” above a drawing of Faust (with drawn rapier), receiving Trademark No. 306,930 on October 3 of the same year (Figure 26). The trademark was “lined for red” to be used on “a MALT BEVERAGE WITH NOT MORE THAN THE LEGAL ALCOHOL CONTENT” and was “applied or affixed to the goods by attaching labels to the bottles containing the beverage.” The drawing was virtually identical with the prohibition label discussed above.



Figure 26 – Faust sword trademark

The document further noted that “Faust was first used as a trade-mark by the applicant’s predecessor [Anheuser-Busch Brewing Assoc.] in business in January 1884; and, in combination with the design herein shown, beginning October 23, 1903.” Although the document claimed the first use of “Faust” in 1884 (almost certainly correct – see above), this specific drawing would not have seen use prior to 1920 – the beginning of Prohibition. The document also listed four other trademarks (all discussed above) owned by the company.

### Tony Faust Coffee – 1934

According to the *Official Gazette* for May 1, 1934, Tony Faust’s Sons, Inc., applied for a trademark for the words “Tony Faust Coffee” and a drawing of Mephistopheles along with an

upwardly slanted word “Faust” on January 29, 1934 – adding, “The word ‘Coffee’ is disclaimed apart from the mark. The drawing is lined in red. For Coffee” (Figure 27). The firm claimed a “use since Dec. 20, 1933.”

### **Faust (underlined by hops) – 1981**

The *Official Gazette* for September 28, 1982, noted that Anheuser-Busch, Inc., applied for the word “Faust” underlined by hops on September 25, 1981, claiming it was the “owner of U.S. REG. No. 306,530. For Beer” (Figure 28). “First use Jan. 1884.” The first use date, of course, referred to the trademark noted at the beginning of this section.

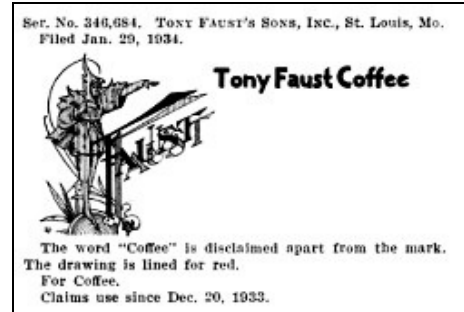


Figure 27 – Tony Faust Coffee (*Official Gazette* 1934)



Figure 28 – Faust & Hops (*Official Gazette* 1982)

## **Discussion and Conclusions**

Tony Faust’s restaurant was a dramatic hit in St. Louis – so much so that Tony capitalize on the similarity between his surname and legend of Faust to create his own brands. Of interest to this study were the brands that referred to beer and soft drinks. Since the beer connection is easier to understand, we will deal with that first, looking at trademarks next and saving the soda solutions for last.

### **Faust Beer**

Since Adolphus Bush was a heavy drinker and a regular denizen of Faust’s restaurant, it is easy to understand why Tony Faust turned to Anheuser-Busch when he decided to offer his own beer brand, apparently in 1884, the year of first use claimed by Anheuser-Busch in its March 27, 1886, application for a trademark for “the words ‘The “Faust” Beer’ displayed upon an obliquely-inclined banner.” Of course, it is also possible that Busch suggested the idea to Faust. Labels with that logo appeared on typical beer bottles until about the turn of the century.

The next trademark, registered to Anheuser-Busch on November 14, 1905, depicted the Faust of legend. Those labels continued until the onset of Prohibition in 1920, when they were

replaced by Faust with drawn rapier on near-beer. After the Repeal in 1933, the brand returned, remaining (possibly with the sword label) until the World War II restrictions of 1942. We have not discovered whether sales of the brew were limited to the restaurant and stores of Tony Faust and his descendants, but the continuation after the Faust bankruptcy in 1935 suggests a wider range of vending. When the brand resurfaced in 1996, it was almost certainly a ploy from Anheuser-Busch.

### **Faust Brand Sodas**

As noted above, the Faust Ginger Ale labels offered by the Blanke-Baer Chemical Co. in 1907 could have been used on any bottle including the ones with the circular plates for Faust Brand filled by H.A. Woerman. Both the labels and the bottles could have been used anytime during the ca. 1900-1928 period, and these could have led to the early (probably first) specialty bottle photos that showed Seven-Up labels on the colorless and green bottles (see Figures 1 & 4).

The colorless Specialty bottles (also called Deco or Proprietary bottles) went through two stages of development in the 23-ounce size but only one in the 7-ounce bottles. The earliest stage, created between 1928 and 1930 had the word “FAUST” both vertically and horizontally in a cross shape on the front (see text above for details), and our of the 7-ounce bottles had an Owens-Illinois date code for 1930. These bottles were textured with a orange-peel surface.

By June 15, 1931, when Isaac Sievers took the publicity/advertising photos for the Howdy Co., the colorless bottles had changed dramatically. They now had “Faust Brand” above a depiction of the Faust character on the front – at least in the case of the 23-ounce bottles. The 7-ounce bottles were embossed with the letters “STR” showing behind the paper labels, probably for the word “STRAWBERRY.”

The final Faust bottle, also shown in the Sievers 1931 photos, was green in color with no embossing on the sides of the bottle. The only marking was on the base (not visible in the Sievers photo). However, the base of a 23-ounce example we located was embossed “FAUST BEVERAGES HOWDY BOT. CO.” *plus* the 7-Up logo with an Owens-Illinois date code for 1933. As noted above, Faust declared bankruptcy in 1935, ushering in the green bottles with only “7up” on the bases.

## Tying Up the Threads

By the time the reader has worked through the accumulation of evidence presented above, the purpose for this appendix has almost certainly become obscured. We have attempted to discover the connection between the Howdy Bottling Co. and Faust Brand Sodas and why the Faust Brand bottles – with the Howdy Bottling Co. name embossed above the heel (or on the base in the case of the green bottles) – should have been used for the first publicity photos for paper-labeled Seven-Up bottles.

The story begins with Tony Faust and his famous restaurant – and almost equally famous oyster house and Fulton Market. At some point, almost certainly lost in the ravages of time, Tony Faust began marketing his own brand of goods. By 1884, Faust's old friend, Adolphus Busch bottled the beer, almost certainly initially for sale in the restaurant, later in the market, and eventually nationally. At some point, currently unknown, Faust extended the brand name to include various forms of seafood, numerous other food items, coffee, and sodas. By at least 1908, Faust had his own brand of ginger ale (produced by the Blanke-Baer Chemical Co.), with food-related items by at least 1910 (from Harry A. Woerman).

Although Anheuser-Busch probably created the 1884 beer label design (trademarked by Anheuser-Busch), we have reason to believe that Tony Faust created the later designs (at least the ones used during the period immediately after 1900 because the same designs showed up in the patent office by Anheuser-Busch *and* H.A. Woerman. However, Faust allowed his suppliers – including Blanke-Baer, Anheuser-Busch, and H.A. Woerman – to use the designs. Later, in 1934, Tony Faust's Sons, Inc., applied for a trademark for Tony Faust Coffee.

So, we know that Anheuser-Busch was making Faust Beer by 1884, and H.A. Woerman was a general supplier for the Fulton Market by the turn of the century. At some point, Woerman opened a bottling plant, at 11<sup>th</sup> and Papin Streets, offering ginger ale, root beer, grape soda, lemon soda, pineapple soda, strawberry soda, cherry soda, and orange soda – some (maybe even all) of which went to Tony Faust (*Beverage Journal* 1928:72; State of Missouri 1925).

Woerman was an interesting character. He began as a pickle grower and opened a pickle factory and outlet in St. Louis – probably morphing into his supply business for Tony Faust. On

July 22, 1926, federal agents and local police raided the pickle factory and “found material also for pickling the pickle eaters” – a bootleg liquor operation in a shed behind the pickle factory. The police arrested “four Italians,” but the foreman of the factory said that the firm had “rented the shed to persons he did not know.” The men relied on the odor from the pickle factory to cover up the brewing operation in the alley, but the agents confiscated the 150-gallon still, empty alcohol cans, and “19,000 gallons of whiskey mash” (*St. Louis Star and Times* 7/23/1926).

By June of 1928, the newly incorporated Howdy Bottling Co. purchased Woerman’s plant at 831 S. 11<sup>th</sup> St. The new firm had a capital of \$5,000 with Edward L. Taylor as president. Using Woerman’s 2,500 sq. ft. operation, Howdy picked up the Faust Brand soda business in addition to the Howdy franchise – and the newly offered Seven-Up. But, changes kept popping up. Howdy quickly outgrew Woerman’s space and moved to 2337 Russell Blvd. in late November of 1933. By December, the firm was calling itself the Howdy 7-Up Bottling Co., and it had become the 7-Up Bottling Co. by September of 1935 (*St. Louis Globe-Democrat* 11/26/1933; 9/22/1935; *St. Louis Post-Dispatch* 12/7/1933).

Although we still do not know exactly why the Howdy Bottling Co. chose Faust Brand bottles for the Seven-Up photos, the reason may be simple. Both Howdy and Faust Brand along with a brand called Taylor all were bottled in the highly embossed specialty bottles (Figure 29; also see Figure 4). The shapes of the bottles and the very strong embossing almost certainly eliminated the Howdy, Taylor, and smaller Faust bottles because the labels would not adhere well to those surfaces. The larger Faust Brand bottles (23-ounce) and the Strawberry soda bottles provided a better paper label surface.



Figure 29 – Howdy, Taylor, Faust, Howdy (eBay)

Since the green bottles included by the Faust name and the “7up” logo as well as the term “LEMON” clearly identifying the bottles as intended for sodas with lemon flavor as well as for use for both brands (Seven-Up and Faust). Of course, history shows that Howdy chose green for Seven-Up. We also know from the study of the labels (see Chapter 2) that Seven-Up was bottled in 1 pint, 8 ounce bottles (28 oz.) by 1935, replacing the 23-ounce Faust-7Up hybrid bottles. The 7-oz. size in green containers rapidly became the dominant choice.

Just as a reminder, the similar names may cause some confusion – Howdy Co. and Howdy Bottling Co. The Howdy Co. was the main office, operated by Charles Grigg and his family. This firm invented the soda brands and supplied the basic syrup to make the soft drinks. It *did not* bottle sodas – that was the job of the various franchises in different cities and towns throughout the country. The Howdy *Bottling* Co. – with Edward L. Taylor as president – was one of those franchises, bottling Howdy Orange and Seven-Up in St. Louis, the same city as the Howdy Co. (main office). The Howdy Bottling Co. bottled and distributed Howdy Orange and Seven-Up to retail outlets in St. Louis.

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