

## Chapter 4

### Emerald Green Seven-Up Bottles

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The vast majority of Seven-Up bottles were made in the typical crown-finished shape in emerald green color. Since we discussed the paper-labeled bottles in Chapter 2 and amber bottles in Chapter 3, this chapter concentrates on green bottles with Applied Color Labels, sometimes erroneously called painted labels. Almost all of these between 1936 and 1958 carried the Square Logo on front with a variety of back messages. We discuss the Alkaline Reaction bottle separately because it does not fit into the classification scheme for the rest of the green Seven-Up bottles.

#### The Alkaline Reaction Bottle

These bottles may have been the first ACL bottles used for Seven-Up. They had a very simple front label compared with all other Seven-Up bottles: “7up (in large font) / ALKALINE REACTION / THE GAS PURIFIES” (Figure 1). The bottles had no back labels, and three different bases identified separate bottlers who used the bottles:

A. “DR. PEPPER BOTT. CO. (arch) / 9 <(I)> ? / 7<sup>UP</sup> / BOTTLE (all horizontal) / NEW ORLEANS, LA. (inverted arch)” (Figure 2). The seller identified the date code a “5” – although a “6” would be much more likely.

B. “DR. PEPPER BOTT. CO. (arch) / 9 <(I)> 6 / 7<sup>UP</sup> / BOTTLE (all horizontal) / ATLANTA, GA. (inverted arch)” (see Figure 2).

C. No base photo but “ZETZ” embossed on the shoulder. Zetz Bottling Co., New Orleans, Louisiana. Other early Zetz bases were embossed “ZETZ (arch) / 3 <(I)> 8 / 7<sup>UP</sup> / BOTTLE (all horizontal) / NEW ORLEANS, LA. (inverted arch).”



Figure 1 – Gas Purifies bottle (eBay)

The bottles were respectively dated 1935 (possibly 1936), 1936, and (probably) 1937 because Zest was not incorporated until that year. Because of the separate locations, these bottles represented three different events, and this may be important in explaining this short-lived phenomenon.



Figure 2 – New Orleans & Atlanta bases (eBay)

We suggest that these bottles represent the test marketing of a container intended to capture a medical audience. Much of the early Seven-Up advertising was aimed at such a consumer, but the timing of the test market was horrible. When the Federal Trade Commission confronted the Howdy Co. in 1936, Howdy agreed to stop advertising many of these unprovable promises, and one of them concerned the idea that Seven-Up “alkalizes” – an obviously necessary condition for the term “Alkaline Reaction.” For more information about the agreement, see Chapter 2 – the section of Paper Labels. The “Alkaline Reaction” bottles were doomed that year, ending the test marketing and closing a tiny chapter of Seven-Up history.

## **Green Bottle Characteristics**

Green Seven-Up bottles need to be divided into four areas (plus a minor fifth one) rather than dealing with the bottles as a whole: 1) the back body area; 2) the front body area; 3) the neck/shoulder area; and 4) the base. Another section is the heel of the bottle, but most Seven-Up bottles did not have embossing on that spot. Since basal embossing was only used on the earliest bottles, generally the ones with paper labels, information about the bases will be included with other sections when appropriate – as will any heelmarks. As noted above, we will begin with the back labels.

### **Back Labels**

Although this may seem backwards – which may be appropriate in a study of back labels – we have placed our look at back labels ahead of the section on front body labels. Our main reason for this placement, surprisingly, is dating. We have some good dates for back labels, so these make an effective control system for looking at other dating. In several cases, the date

codes on some key bottle bases were poorly embossed and either illegible or difficult to read. For example, one base had a code that was partly illegible but was either a “6” or a “9” – but the back label could *not* possibly have been used in 1936. Ergo, the bottle was made in 1939. Since these back labels have become so useful, we have placed our study of back labels at the beginning of our Green Bottle Characteristics section.

By comparison with this study, the first two attempts at classifying Seven-Up ACL back labels by one of the authors seem rather feeble (Lockhart 2005; 2008). Depending on your point of view, it is either fortunate or unfortunate that we have discovered so much that this study requires an entirely new letter/number system than the one used in the first two studies. We have discovered two different series used for back labels by Seven-Up, both beginning in 1936 – plus a single outlier that does not quite fit in either system.

### Series 1

The first series, with an apparent beginning on the West Coast, started with the words “A COOLER OFF.” However, all of these – with the exception of the final one – disappeared by 1937 because they contained claims that the federal government found offensive or unsupported (see Chapter 2 – Paper Labels – for a discussion about Seven-Up’s agreement to stop using the offending language). These will be designated by letters of the alphabet (A, B, C, etc.) including the outlier that did not fit either system. This outlier had an outlined back label – often called the “framed back” by collectors – and included one of the outlawed phrases. In brackets {}, we have included the original number from Lockhart (2008). Each description below will also include a short discussion of the difference between that entry and its predecessor.

A{A} – 1936

A COOLER OFF

A FRESHER UP

KEEPS YOU

ALKALINE

SETTLES THE STOMACH

—◇—

MIN. CONTENTS 7 FL. OZS. (Figure 3)

Back Labels A, B, and C were on amber bottles from San Diego.

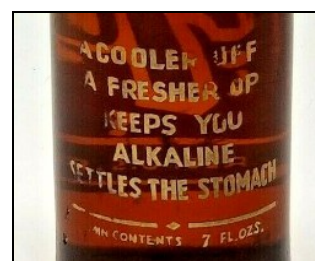


Figure 3 – Back Label A (eBay)

**B** – 1936

A COOLER OFF

A FRESHER UP

ALKALINE

REACTION

SETTLES THE STOMACH



MIN. CONTENTS 7 FL. OZS.” (Figure 4)

[Slightly different alkaline message – ALKALINE / REACTION rather than KEEPS YOU / ALKALINE] A & B (and probably C) were on amber bottles from San Diego.

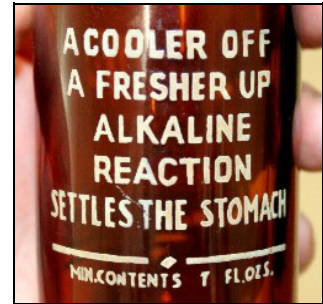


Figure 4 – Back Label B (eBay)

**C** – 1936

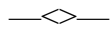
A COOLER OFF

A FRESHER UP

ALKALINE

REACTION

NEVER STIR 7-UP



MIN. CONTENTS 7 FL. OZS.” (Figure 5)

[NEVER STIR 7-UP instead of SETTLES THE STOMACH] This

label is only represented by a single photo of the reverse of an amber bottle – no front label, fuzzy base photo, no neck logo. The base logo was described by the seller as 1936.



Figure 5 – Back Label C (eBay)

**D{B}** – 1936-1937

A COOLER OFF

A FRESHER UP

SETTLES THE

STOMACH

TAKES THE OUCH OUT OF GROUCH



CONTENTS 7 FL. OZS. (Figure 6)

[TAKES THE OUCH OUT OF GROUCH]



Figure 6 – Back Label D

E{1} – 1937-1938

A COOLER OFF  
A FRESHER UP  
FOR THE STOMACH'S SAKE  
DO NOT STIR OR SHAKE  
YOU LIKE 7up  
IT LIKES YOU

—◇—

CONTENTS 7 FL. OZS.  
CARRYING THE 7-UP TRADEMARK  
THIS BOTTLE MUST  
NOT BE USED FOR  
ANY OTHER DRINK (Figure 7)

[only use of YOU LIKE 7up / IT LIKES YOU in this line; first use of trademark-bottle warning]  
[YOU LIKE 7up also used on No 3 below]



Figure 7 – Back Label E (eBay)

F – 1937

7UP SETTLES  
THE STOMACH  
FOR HOME OR HOSPITAL  
ALKALINE REACTION  
A REAL  
FRESH UP DRINK  
NEVER STIR 7-UP

—◇—

CONTENTS 7 FL. OZS. – all in a white outlined rectangle with chamfered corners (called the Framed Back by collectors) (Figure 8)

[only use of 7UP SETTLES / THE STOMACH]



Figure 8 – Back Label F (Lance Tromblunkin)

## Series 2

The second series seems to have begun in the Midwest, beginning with the words “A FRESH UP DRINK” – later becoming “THE FRESH UP DRINK.” Oddly, from the beginning

of Seven-Up's ACL use in 1936, this system used none of the phrases considered offensive by the federal government. In 1949, the firm added the name "SEVEN-UP" before "THE FRESH UP DRINK" – and this basic setup continued until the next major change of labeling. As in the section above, each description below will also include a short note about the difference between that entry and its predecessor.

**1 – 1936**

A FRESH UP  
DRINK  
FOR THE STOMACH'S SAKE  
DO NOT STIR OR SHAKE  
YOU LIKE IT  
IT LIKES YOU  
— ◊ —  
CONTENTS 7 FL. OZS. (Figure 9)



Figure 9 – Back Label No. 1 (eBay)

**2 – 1936-1937**

A FRESH UP  
DRINK  
FOR THE STOMACH'S SAKE  
DO NOT STIR OR SHAKE  
YOU LIKE IT  
IT LIKES YOU—■—  
CONTENTS 7 FL. OZS.  
THIS BOTTLE MUST  
NOT BE USED FOR  
ANY OTHER BEVERAGE [*only on test market bottles*] (Figure 10)  
[only use of —■—; first THIS BOTTLE MUST NOT BE USED message]



Figure 10 – Back Label No. 2 (Rich GuilbaultS)

**3{1a} – 1937-1938 [1941]**

A FRESH UP DRINK  
FOR THE STOMACH'S SAKE  
DO NOT STIR OR SHAKE

YOU LIKE 7up  
IT LIKES YOU

— ◇ —

CONTENTS 7 FL. OZS.  
CARRYING THE 7-UP TRADEMARK  
THIS BOTTLE MUST NOT BE  
USED FOR ANY OTHER DRINK (Figure 11)  
[same as No. 2 except —■— replaced by — ◇ —, and YOU LIKE IT  
replaced by YOU LIKE 7up] [YOU LIKE 7up also used on D above]

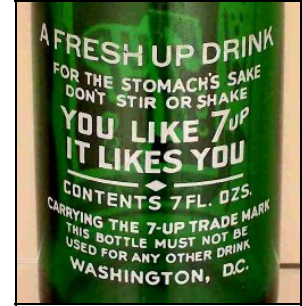


Figure 11 – Back Label No. 3 (eBay)

4{2}– 1937-1944

A FRESH UP  
DRINK  
FOR THE STOMACH'S SAKE  
DO NOT STIR OR SHAKE  
YOU LIKE IT  
IT LIKES YOU

— ◇ —

CONTENTS 7 FL. OZS.  
CARRYING THE 7-UP TRADEMARK  
THIS BOTTLE MUST  
NOT BE USED FOR  
ANY OTHER DRINK (Figure 12)  
[same as 3 but back to YOU LIKE IT; still — ◇ —]

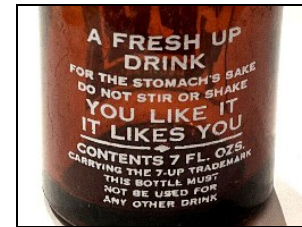


Figure 12 – Back Label No. 4 (eBay)

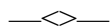
5 – 1938?

A LITHIATED LEMON SODA  
THE “Fresh Up” DRINK  
CONTAINS CARBONATED WATER  
SUGAR, CITRIC ACID, LITHIA AND  
SODA CITRATES FLAVOR DERIVED  
FROM LEMON AND LIME OILS.  
YOU LIKE IT



Figure 13 – Back Label No. 5 (eBay)

IT LIKES YOU



CONTENTS 7 FL. OZS.

THIS TRADEMARKED BOTTLE MUST NOT  
BE USED FOR ANY OTHER DRINK (Figure 13)

[first use of THE “Fresh Up” DRINK (rather than “A FRESH UP DRINK”); only back label with  
A LITHIUM LEMON DRINK; first use of CONTAINS message (list of ingredients – 4 lines);  
still —◇—] [Made by the Glenshaw Glass Co. – Box-G maker’s mark – and the code  
configuration on the base for pre-1940 crown codes – code on the crown illegible in the photos.]

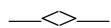
6{3a} – 1938-1944<sup>1</sup>

THE “Fresh Up” DRINK

CONTAINS CARBONATED WATER  
SUGAR, CITRIC ACID, LITHIA AND  
SODA CITRATES FLAVOR DERIVED  
FROM LEMON AND LIME OILS.

YOU LIKE IT

IT LIKES YOU



CONTENTS 7 FL. OZS.

THIS TRADEMARKED BOTTLE MUST NOT  
BE USED FOR ANY OTHER DRINK (Figure 14)

[same as 5 but without A LITHIUM LEMON DRINK; list of ingredients still 4 lines; still  
—◇—]

7{3} – 1938-1948

THE “Fresh Up” DRINK

CONTAINS CARBONATED WATER  
SUGAR, CITRIC ACID, LITHIA AND  
SODA CITRATES FLAVOR DERIVED



Figure 14 – Back Label No. 6



Figure 15 – Back Label No. 7 (eBay)

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<sup>1</sup> In one of the previous studies (Lockhart 2004), we had erroneously dated this back label (No. 3a in that paper) as being from 1956. With the discovery of several other examples, that date was clearly in error.



FROM LEMON AND LIME OILS.  
YOU LIKE IT  
IT LIKES YOU  
CONTENTS 7 FL. OZS.  
THIS TRADEMARKED BOTTLE MUST NOT  
BE USED FOR ANY OTHER DRINK (Figure 15)

[same as 6 but line with diamonds (—◇—) had vanished; list of ingredients still 4 lines]

8{4} – 1948-1953

SEVEN-UP  
THE “Fresh Up” DRINK  
CONTAINS CARBONATED WATER  
SUGAR, CITRIC ACID, LITHIUM  
AND SODA CITRATES  
FLAVOR DERIVED FROM LEMON  
AND LIME OILS.

YOU LIKE IT

IT LIKES YOU

CONTENTS 7 FL. OZS. (Figure 16)

[LITHIUM instead of LITHIA; list of ingredients 5 lines]

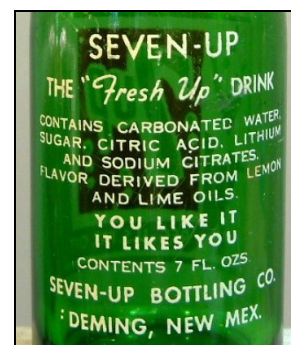


Figure 16 – Back Label No. 8

9{5} – 1948-1958

SEVEN-UP  
THE “Fresh Up” DRINK  
CONTAINS  
CARBONATED WATER, SUGAR  
CITRIC ACID, SODA CITRATE  
FLAVOR DERIVED FROM LEMON  
AND LIME OILS.

YOU LIKE IT

IT LIKES YOU

CONTENTS 7 FL. OZS. (Figure 17)

[CONTAINS alone on top row of ingredients (5 lines); loss of LITHIUM]

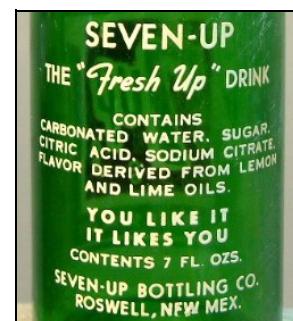


Figure 17 – Back Label No. 9

10{6} – 1953-1968

SEVEN-UP

YOU LIKE IT IT LIKES YOU

CONTAINS

CARBONATED WATER, SUGAR

CITRIC ACID, SODA CITRATE

FLAVOR DERIVED FROM LEMON

AND LIME OILS.

“*Fresh Up*” with 7up

CONTENTS 7 FL. OZS. (Figure 18)

[Shield logo on front; placement of YOU LIKE IT . . . near top and first use of “*Fresh Up*” with 7up]



Figure 18 – Back Label No. 10

## Front Body Logos

Although basically rather simple in nature, the front body logos may be further segregated into parts – the “Square” logo and the Slenderizing Lady.

### The Square Logo

The only variation in the Square Logo was the number of bubbles – 8 bubbles initially, reduced to 7. According to Trademark No. 331,345, applied for September 24, 1935, and registered by the Howdy Co. on January 7, 1936, the Square Logo – *with* 8 bubbles – had “been continually used and applied to said goods in applicant’s business [i.e., soft drinks] since August 7, 1928. The earliest ad we have found with the Square Logo – and 8 bubbles – was in the *Carthage Evening Press* for June 6, 1931. In confirmation, a later trademark (No. 403,990 – applied for on May 28, 1943 and registered on October 26 of that year) claimed the use of the Square Logo on the paper label since April 1931. So, April of 1931 was likely the first actual use of the 8-bubble Square Logo on a Seven-Up bottle. The latest 8-bubble label we have found was on a bottle made in 1947.

**Table 1 – Back Label Changes**

Num/Let	First Line	Major Change from Former Label	Dates
A	A COOLER OFF	KEEPS YOU ALKALINE / SETTLES THE STOMACH	1936
B	A COOLER OFF	ALKALINE REACTION / SETTLES THE STOMACH	1936
C	A COOLER OFF	KEEPS YOU ALKALINE / NEVER STIR 7-UP	1936
D	A COOLER OFF	TAKES THE OUCH OUT OF GROUCH	1936-1967
E	A COOLER OFF	YOU LIKE 7- <sup>UP</sup> / IT LIKES YOU	1937-1938
F	7-UP SETTLES	Back label in an outline	1937
1	A FRESH UP DRINK	YOU LIKE IT . . . diamond in line	1936
2	A FRESH UP / DRINK	YOU LIKE IT . . . square in line	1936-1937
3	A FRESH UP DRINK	YOU LIKE 7- <sup>UP</sup>	1937-1938
4	A FRESH UP / DRINK	YOU LIKE IT . . . diamond in line	1937-1944
5	THE “ <i>Fresh Up</i> ” DRINK	A LITHIATED LEMON SODA	1938?
6	THE “ <i>Fresh Up</i> ” DRINK	A LITHIATED LEMON SODA removed	1938-1944
7	THE “ <i>Fresh Up</i> ” DRINK	line with diamond removed – LITHIA in ingredients	1938-1948
8	SEVEN-UP	second line – THE “ <i>Fresh Up</i> ” DRINK – LITHIUM in ingredients	1948-1953
9	SEVEN-UP	second line – THE “ <i>Fresh Up</i> ” DRINK – LITHIUM removed	1948-1958
10*	SEVEN-UP	second line – YOU LIKE IT IT LIKES YOU	1953-1968

\* Found only on bottles with Shield front label

The timing for the application for the Square Logo trademark is interesting. Almost certainly, the Howdy Co. knew by September of 1935 that ACL bottle use was coming up within

seven months, so the logo trademark registration was distinctly connected with the adoption of ACL bottles. Even more interesting, the new 1937 back labels began using the sentence “CARRYING THE 7-UP TRADEMARK THIS BOTTLE MUST NOT BE USED FOR ANY OTHER DRINK” – making the use of an actual trademark vital. Now, this may be a chicken-or-egg instance. Was the trademark registered with this back label in mind? Or, did the idea for sentence spring up because the trademark was in place? Regardless of the actual answer, the Square Logo trademark was certainly closely associated with the adoption of ACL bottles and the “CARRYING” sentence.

As late as 1940, ACL bottles still had eight bubbles on the labels. The earliest 7-bubble label we have found was dated 1940, and the number remained at seven as long as bubbles appeared on the logos. Of great interest, the number of bubbles appeared in three places – the Square Logo on the front body, above the Slenderizing Lady’s head, and the ACL neck logo – but the number of bubbles in each of these areas did *not* change at the same time. We address this complication in more detail in the next section about the Slenderizing Lady.

However, before we leave the Square Logo, we need to discuss the configuration of the bubbles. In all cases, there were three sets of bubbles, the first below the serif of the “7,” next below the “u” in “up,” the last below the circular part of the “p.” For the 8-bubble layout, the order was 3:2:3 or three bubbles in the first set, two in the second, and three in the third. The typical 7-bubble configuration was 2:2:3. However, there was one oddity, probably just an error in the formatting of the silk screen for the ACL. This one had 3:1:3. The bottle had the usual 7-bubble layout in the ACL neck label and what appeared to be the typical 7-bubble set above the slenderizing lady. The bottle had Back Label No. 4, but the volume designation was “MIN. CONTS. 6½ FL. OZS.” (Figure 19).



Figure 19 – 3:1:3 Square

The stippled base was embossed “4289G / 23 <(I)> 1 / 8” (Figure 20). Plant 23 was located at Los Angeles, and the date code indicated 1941. Stippling on the base was first used just a year earlier. An additional oddity was a small circular scar immediately to the right of the

“1” date code. This was caused by a number or letter being drilled out in the mold and replaced by a steel dowel that was then stippled to match the base stippling. This was the best method to remove or change a code on a bottle base. The original code (possibly a “0”) was where it would have been expected. The “1,” however, was slightly to the right of the repair. Finally, there was a crease in the base, possibly one of the early grooves that helped keep the bottle in place as it turned during the application of the ACL.



Figure 20 – 3:1:3 base

These unusual 3:1:3 layouts seem to have been limited to Bakersfield, Los Angeles, San Bernardino, and San Francisco – all locations served by Owens-Illinois factory No. 23 at Los Angeles. Date codes for two of the locations indicated a manufacture in 1941, so all of them likely were made close to that date. As noted above, this was almost certainly an error in one silkscreen that was soon discovered and corrected.

### **The Slenderizing Lady**

In Chapter 2 – Paper Labels – we discussed the Slenderizing Lady in some depth. The main variation of the Lady on paper labels had the word “Slenderizing” across her legs during the brief period from 1935 to 1937. The Slenderizing Lady on ACL, however, was much different. The huge lather of bubbles (ca. 44 to ca. 56 of them) on paper labels dwindled instantly to eight on the ACL. The paper-label Lady had no swimsuit, but one was readily apparent on the colored variations. Finally, the Lady developed two distinct feet.

### **Bubbles**

As noted above, the cloud of bubbles over the Slenderizing Lady’s head on the paper labels dwindled to just eight on the first ACL bottles in 1936. By the early 1940s, the overhead bubbles diminished again to seven – about the same time that the number changed on the Square Logo to the right of the Lady (Figure 21). Although we will



Figure 21 – Front label bubbles (eBay)

discuss this location again in the Neck/Shoulder section below, the ACL neck logo – another 8-bubble Square – also decreased by one to seven bubbles during the same period (Figure 22).

Even though all three areas made the transition to seven bubbles during the same period, they did not do so at the same time. We find every conceivable combination of 7 or 8 bubbles in their three locations on Seven-Up bottles. Above the Lady, there may be 7 bubbles with 8 in the “square” and 7 again on the neck. Or 8/8/7. Or 7/7/8.

We would expect all to have changed at the same time or at least for the order to be consistent – like 8/8/8 in 1941, 8/8/7 in 1942, 8/7/7 in 1943, then 7/7/7 in 1944 – something like that. But the combinations fall into no order at all.



Figure 22 – Neck label bubbles (eBay)

To begin, however, why was the 7-Up “Square” designed with 8 bubbles? The logical answer is symmetry – each of the higher sets of bubbles had three bubbles. The lower one only had two because it was too close to the base line to fit in a lower bubble. BUT, there were 40-50+ bubbles over the Slenderizing Lady on the paper labels – almost certainly representing the effervescence of the carbonation. So, probably, the bubbles in the square were intended to be a continuation of the effervescence. The number of bubbles was a design convenience rather than an intentional numerical representation.

Enter the ACL era in the form of a single amber bottle and a few green ones in 1936. There was no room for 40-50 bubbles, so the new designer *counted* bubbles in the square and made the number above the Lady’s head match. The glass houses cut dozens, maybe even hundreds of stencils for the ACL with 8 bubbles above the Lady and in the “square.”

By the very early 1940s (1941 or 1942 or earlier), the embossed “7up” or “u7p” began disappearing, and the first stencils were cut for the ACL neck label. At that point, someone seems to have gotten the idea that *seven* bubbles would be more appropriate for *Seven-Up* (although at least one stencil still had 8 bubbles) – BUT, there were still too many body stencils with the older 8 bubbles, so those remained on the “square” and above the Lady. As we have noted in many other places, glass houses (and bottlers) almost always used up supplies before applying new changes, and that applied to stencils just as much as molds and mold parts.

So far, so good, but WHY did the Lady bubbles and the “square” bubbles change at different times? The answer is: color. Different stencils had to be cut for the white ACL and the red-orange ACL. Once the idea of SEVEN had arisen, all new stencils were made with 7 bubbles even though the glass houses used up the older 8-bubble stencils until they wore out. The result was a cacophony of bubble mixtures in the three locations (“square,” Lady, and neck), creating such an incomprehensible pattern and timing.

Finally, we need more specific dates. As noted above, the 8-bubble Square label almost certainly appeared in 1931 and continued in use into the 1940s. Specifically, the latest use of eight bubbles on any part of a green bottle was one made in 1945 with eight bubbles on the Square and above the Lady – but only seven on the neck label. An amber bottle, however, made a year later in 1946, had eight bubbles in both body locations but had an embossed “7up” on the neck.

The earliest 7-bubble neck label we could find was made in 1940, the first body label with seven bubbles two years later – 1942. The seven-bubble setup continued through the Square and Shield logo years. It is *very* possible that slightly earlier dates could pop up. Bottle research is *never* finished.

### **The White Swimsuit**

The Seven-Up Co. was very clever in its addition of a one-piece swimsuit on the ACL bottles. Making use of what artists call negative space, the bottom area of the swimsuit was a silhouette above the outlined white legs in the white background – making the suit color green. The firm neatly sidestepped the potentially controversial issue of breast size by cutting off the white background just above the lady’s waist, leaving the upper swimsuit outline vague. The white arms and legs continued into the green background (color of the glass) (Figure 23).



Figure 23 – Green-suited Slenderizing Lady (eBay)

However, two early bottles, both commissioned by the Joyce Products Co. of Norwalk and Columbus, Ohio, had colored swimsuits.<sup>2</sup> One of them, made in 1936, depicted the Slenderizing Lady in a white swimsuit, outlined in the white background area and extending to the robust raised arms – and the lady had two feet (see discussion about feet below). The front label was otherwise identical to any other 8-bubble ACL (Figure 24).



Figure 24 – White-suited Slenderizing Lady (Rich Guilbault)

The back label (Back Label No. 2) read: “A FRESH UP / DRINK / FOR THE STOMACH’S SAKE / DO NOT STIR OR SHAKE / YOU LIKE IT / IT LIKES YOU / — ■ — / CONTENTS 7 FL. OZS. / THIS BOTTLE MUST / NOT BE USED FOR / ANY OTHER BEVERAGE / DOWNEY-JOYCE (illeg.) / NORWALK - OHIO - C (possibly Columbus)” (see Figure 24). This was identical with Back Label No. 3 {1a} (1937-1938), except that the line under “IT LIKES YOU” had a square in the center instead of the more common diamond. This was apparently yet another subvariation, thereby fitting the 1936 date code. The base was embossed with the Triangle-R logo used by the Reed Glass Co. from 1923 to 1956 with “7” and “6” below. The “6” was probably a date code for 1936. A second example had a base embossed with the Owens-Illinois Glass Co. logo with “7” to the left (probably – slightly illegible) and “6” to the right plus a line below and “10” below that (Figure 25). This time the “6” was certainly a 1936 date code. The heel of the Reed bottle was embossed “DOWNEY-JOYCE PRODUCTS COMPANY” – but the heelmark was lacking on the Owens-Illinois bottle. (Figure 26).



Figure 25 – White-suit base (Rich Guilbault)



Figure 26 – White-suit heel (Rich Guilbault)

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<sup>2</sup> The Joyce Products Co. incorporated at Columbus, Ohio, in 1927, including William H. Joyce and John H. Downey, opening a Dayton branch in 1936. Joyce disappeared from the list in November of 1936, when Downey-Joyce Seven-Up, Inc., incorporated (also Columbus), replacing the older firm. The Joyce family eventually controlled many of the Seven-Up franchises throughout the Midwest, especially in Indiana and Ohio.



As somewhat of a sidebar issue, the Bottle Research Group's study of the Reed Glass Company's Triangle-R logo had insufficient data to determine whether the single-digit number to the right and just below the triangle was a date code – prior to the adoption of two-digit date codes ca. 1940. Although that was the traditional location for a date code and was used by most manufacturers of soda bottles, there were many exceptions. In our study of Seven-Up bottles, the single-digit numbers “6,” “7,” and “8” to the right of Reed's Triangle-R logo consistently fit with the years 1936, 1937, and 1938 almost certainly confirming that those numbers are, in fact, date codes.

In addition, 1936 appears to have been the year that Reed adopted the date codes. Likely, this is more than a coincidence. The Seven-Up Co. had been dealing with the Owens-Illinois Glass Co. since the glass house's inception in 1929 and was used to having date codes on its bottles. When Seven-Up adopted ACL bottles in 1936, the firm expanded its web of bottle makers to include the Reed Glass Co. and the Glenshaw Glass Co. Glenshaw, too, had used date codes since 1929, so Seven-Up may have asked Reed to add dates to its bottles. In just a few years (about 1940), the use of date codes on soda bottles had become commonplace.

The white swimsuit bottle almost certainly was made for a test market for the new ACL process. The bottle was quite unusual. Not only was it one of only two examples with colored swimsuits, it had what was almost certainly Seven-Up's first ACL “neck” label. This one was placed much lower on the shoulder than later ACL neck labels; it was trapezoidal in shape with the lower edge longer than the upper one. There was only one label on the neck, offset from the body label – rather than the typical ACL neck label on front and reverse– and, there was also an embossed “7up” on the neck. Finally, the arms on the Slenderizing Lady were too long and stocky – out of proportion with the body – unlike the arms of the later Ladies. All of these characteristics plus the rarity of the bottle suggest that it was made for a test market.

A strange variation was a White Swimsuit bottle crafted to be attached to a large ashtray. The bottle appeared to be a seven-ounce Seven-Up bottle with a threaded extension on the base to screw into the edge of the ashtray (Figure 27). Unlike the actual bottles, however, this one had a trapezoidal, white, 8-bubble, ACL neck label on both sides and no neck embossing. The back was labeled “A FRESH UP / DRINK / FOR THE STOMACH'S SAKE / DO NOT STIR OR SHAKE / YOU LIKE IT / IT LIKES YOU / — ■ — / TOMAH BOTTLING WORKS /

TOMAH, WISCONSIN” (see Figure 27). We did *not* include this variation in our back label list because it was the top portion of the back label on the older white swimsuit bottles, and it was not on a regular bottle. Although the square on the back label and most other details are the same as the 1936 white swimsuit bottles, the presence of two trapezoidal shoulder logos – neatly placed – suggests a possible manufacture a year or two later. If this dating is correct, we have no explanation for why the Tomah Bottling Works selected the white swimsuit variation – unless they received a good price reduction for applying otherwise unusable stencils.



Figure 27 – 7-Up ashtray (eBay)

### The Orange Swimsuit

The label with the orange swimsuit had an even more robust Slenderizing Lady. The color, however, matched the orange of the Square Logo, probably faded from the typical red-orange hue. As with the white swimsuit bottle, the lady had two distinct feet (see the foot discussion below). The neck-shoulder label had the same combination of a trapezoidal ACL and an embossed “7up” (Figure 28). All places had eight bubbles.



Figure 28 – Orange-suited Slenderizing Lady (Joey Beasley)



Figure 29 – Orange-suit base (Joey Beasley)

(Figure 28). All places had eight bubbles. The back label, too, was identical (including the square mark in the center of the dividing line), but the heel was embossed “JOYCE PRODUCT CO. COLUMBUS, OHIO.” The base was similar to the white swimsuit bottle but had the Triangle-R at the bottom with a “4” to the left of the logo and a “7” to the right – a date code for 1937, a year later than the white swimsuit bottle (Figure 29).

Like the bottle discussed above, the orange swimsuit was again almost certainly made for a test market, this time, to check both ACL and the darker-colored swimwear. Since Joyce was connected with bottling plants in two locations – Norwalk and Columbus, both Ohio – it was a good choice for two test markets.

### **The Lady’s Foot (or Feet) and Hands**

On the original paper label, the Slenderizing Lady had only one visible foot. At least two labels during the 1935 period had a slight indentation that may have been intended to indicate two feet, but that quickly returned to a single one. The ACL bottles with both the orange and the red swimsuits each had two feet on the lady, but other bottles made in 1936 and 1937 (at least those we have found) had only a single foot. From 1938 on, however, two feet became the standard (see discussion and figures in Chapter 3).



Figure 30 – Hand variation (eBay)

Similarly, as discussed in Chapters 2 & 3, both the position of the hands and number of visible digits expanded from simple to complex. The hands were turned inward on the earlier bottles, exposing only two digits per hand. On later examples, however, the Slenderizing Lady had turned her hands outward, revealing three or four digits per hand (Figure 30). Even though the ACLs with white and orange swimsuits seem to have pioneered the two foot idea, the hand seem to have remained palm inward – although there may be an extra finger showing on one of the white swimsuit lady’s hands.

### **A Unique Front Label**

We only know of this bottle from a single eBay photo – of very poor quality (Figure 31). The front label was typical except for “A.L. Van Valey” in orange-red ACL cursive just above the Square Logo. A large “u7p” was embossed on the neck, but we have no knowledge about the back label or base.



Figure 31 – Van Valey (eBay)

### And a Unique ACL Heel Mark

Heel markings of any kind were unusual on Seven-Up bottles, especially an ACL heel mark. This is also one of only two instances where the term “LITHIATED LEMON SODA” was used on a green bottle – the other was back label No. 5. Here, “LITHIATED LEMON SODA” was across the heel in ACL. The front of the bottle had a typical 8-bubble lable with and embossed “7up” on the neck/shoulder area. A similar embossing adorned the reverse neck/shoulder, with Back Label E on the body (Figure 32). The base was embossed “ROCHESTER (arch) / Box-G logo / N.Y. (inverted arch)” – the trademark of the Glenshaw Glass Co. Unfortunately, Glenshaw embossed its date codes on the reinforcing ring of the crown finish, and that character was not visible in the eBay photos. However, Back Label E was found only on bottles made in 1937 and 1938, limiting this bottle to those dates.



Figure 32 – Lithiated heelmark (eBay)

### Green Green

One unusual bottle had a band of green ACL wrapped around the entire labeling area – front and back – called the “green green” bottle by collectors (Figure 33). Aside from the



Figure 34 – Green Green base (Joey Beasley)

band of green, the front label was a typical 7-bubble example with Back Label No. 4, used from 1937 to 1944. The neck was embossed with a large “7up”; the base with “SEVEN-UP BOTTLING CO. (arch) / 7 UP / 3 <(I)> 7 (both horizontal) / ST. LOUIS, MO. (inverted arch)” (Figure 34). Owens-Illinois Factory No. 3 was at Alton, Illinois,



Figure 33 – Green Green bottle (Joey Beasley)

and the bottle was made in 1937. This almost certainly represents a test market to see if the additional cost of the green band would be justified. Obviously, it was not.

**Table 3 – Front Label Characteristics on Green Seven-Up Bottles**

Characteristic	Variation	Date Range
Bubbles	8 Bubbles	1931-1948
	7 Bubbles	1940-1958
Swimsuit Color	White	1936
	Orange	1937
	Green (default)	1936-1958
Lady's Foot	1 Foot	1936-1937
	2 Feet	1936-1958
Lady's Hand	2 digits per hand	1936-1937?
	3 or more digits per hand	1938?-1958
Green-Green Label	Background green ACL	1937
Grippers	16 Horizontal Ribs	1936
	8 Horizontal Ribs	1937
	17 Horizontal Ribs	1938-1941
	8 Vertical Ribs	ca. 1936-1938?
	<i>Mac</i> above a single ring	1946
	Textured 7up*	1937-1939

\* This texturing *may* have been an attempt at a gripper.

## Necks and Shoulders

Prior to the Specialty bottle period in the 1920s, the shoulder and especially the neck was ignored generally by the soda bottling industry. That especially changed during the ACL era, when a neck/shoulder label became easy to apply. Seven-Up, however, began with embossed

logos with the exact location varying between the shoulder, the neck, and the neck-shoulder region. In addition, the firm experimented briefly with “gripper” necks – embossing to help make sure that a bottle did not slip out of a customer’s hand.

## Neck Labels

Neck labels on green Seven-Up bottles fall into two major categories, both with subsets. The older category was the embossed neck logos, already discussed in Chapter 3 – Amber Bottles. Although this section basically begins with the adoption of the Applied Color Label process in 1936, the embossed necks began use in the paper-label era and continued into the ACL period.

To review, embossed neck labels began about 1932 and continued to be fairly common until about 1941 – seven years into the ACL era. Both “7up” and “u7p” remained equally common during the entire period, but the “SEVEN UP” neck label appears to have been limited to 1936. The latest use of the “7up” neck embossing that we could find was in 1944 with “u7p” one year later – but only on a Canadian bottle.

The use of ACL on Seven-Up bottles began in 1936. According to Trademark No. 406,182, applied for on October 18, 1943, and registered on March 14, 1944, the first use of the ACL design for body labels was on April 2, 1936. Trademark No. 418,191, applied for on December 6, 1943, and registered on December 11, 1945, illustrated the same body label plus the ACL neck logo with an initial use on October 11, 1937 (Figure 35). As we know from our looks at the unusual colors for swimsuits, ACL neck labels were included on test market bottles in 1936 and 1937, but these were prototypes made in trapezoidal shapes – unlike the final Square Logo adopted in late 1937.

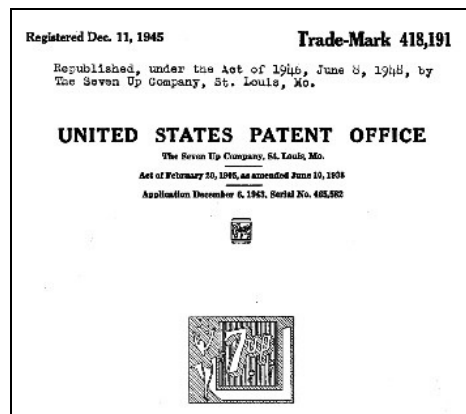


Figure 35 – Neck label Trademark

The trademark documents left no doubt that these marks were intended for use on ACL bottles. The mark, first used in 1936, stated that the mark should be “an ‘applied color label,’

that is by fusing the colors forming the mark, white and an orange hue of red, upon an emerald green glass bottle.” Note also that the background color for the Square Logo was “an orange hue of red,” and the glass color was “emerald green.” Many researchers (including us) have referred to the green hue as “forest” green. The trademark first used the following year had an identical description, except that “the mark comprises a body label and a neck label in spaced relation.”

In fact, ACL neck labels went through three distinct levels of development (Figure 36). Initially, the technology was insufficient to apply ACL to two curved surfaces at the same time – the neck curves in toward the top of the bottle at the same time it



Figure 36 – ACL neck labels (Jay Beck)

curves around it; the body merely has the cylindrical curve. As noted above, the first attempt at ACL neck labeling was actually at the shoulder – the 8-bubble trapezoidal ACL neck logos of 1936-1937 on the white and orange swimsuit trials. These may have been the ACL industry’s initial attempt at an application on two curved surfaces.

As the technology improved, the label – still 8-bubble – migrated farther up – at first still a trapezoid in early 1938, then to the same “square” shape as the body logo that same year and finally to the familiar position on the neck by 1939. Note on Figure 36 that the white bars above and below were missing on this second iteration. The final development was the addition of the white bars above and below the square, added by at least 1941 and continued from then on. From this point on, all neck labels had 7-bubble configurations. This delayed development process explains why embossed neck labels remained in place so long into the ACL era.

Once both Seven-Up and the buying public realized that ACL was superior to the combination of embossed neck labels and paper bottle labels, the older system began to be phased out. However, as attested earlier in this study, glass houses and bottlers were loath to discard molds that remained usable. The process was mostly completed over a seven-year period, by ca. 1941, but – as noted above – a few molds continued in use until 1944 or 1945. From that time on, ACL neck logos remained the standard.

**Table 3 – Seven-Up Neck Labels**

Neck Labels	Type (Shape)	Position	Glass Color	Date Range
	Embossed (shape of the characters)	neck/shoulder	amber or green	1932-1944
	Embossed (shape of the characters)	neck/shoulder	amber	1936-1937
	Embossed (shape of the characters)	neck/shoulder	amber or green	1932-1945
	Embossed (shape of the letters)	neck	amber	1936
	ACL (trapezoid)	shoulder	green	1936-1937
	ACL (rectangle)	shoulder	green	1938
	ACL (square or almost square)	neck/shoulder	amber or green	1938
	ACL (square with bars on top and bottom)	neck/shoulder	green	1939-1958



As noted above, the initial trapezoidal neck/shoulder labels had eight bubbles as did the ones in the Square Logo the following year. The first 7-bubble logo on the neck that we could find was made in 1940. As explained above in the Front Body Logos section, the transition to seven bubbles in all locations took a few more years.

### **Other Neck/Shoulder Variations – Grippers**

Periodically, both dairies and soda bottlers expressed concerns about dropped bottles. Along with honest worries about irritation and possible injuries to customers, these firms cared about the bottles themselves. These were the days of returnable bottles – owned by the dairies and bottlers, *not* by the customers. Since the customer had paid a deposit, the bottlers had to redeem *every* bottle whether complete or broken. Even beyond that attitude, smaller bottles (6-7 ounces) had a life expectancy of up to 50 round trips, so a bottle broken on its first few trips did not live up to its economic potential.

As a result, various inventors came up with “grippers” at the neck or shoulder (or both) the area from which a bottle was most likely to slip. These consisted of a variety of embossed features that included ribs (either horizontal or vertical), round knobs, squares, dots, or even orange-peel surfaces. During the 1920s, many bottles even had the orange-peel embossing over most of the surface. Seven-Up limited its experimentation to embossed ribs – horizontal and vertical – as well as a single ring.

### **Horizontal Ribs**

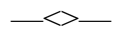
Early ACL Seven-Up gripper attempts were mostly limited to horizontal ribs. Interestingly, our four horizontally ribbed examples covered a four-year span (1936-1939), each from a separate year, three with different numbers of horizontal ribs, and all from different bottlers. Each bottle had the identical ACL front label – the swimsuited Slenderizing Lady and Square Logo with eight bubbles. But, the other three areas – neck/shoulder, reverse body, heel, and base all differed. Below is a listing (with photos) of each of these areas on each bottle.

#### **1936**

**Neck/Shoulder:** 16 ribs (shoulder to 1.5" from finish) (Figure 37)

**Reverse Body:**

A COOLER OFF  
A FRESHER UP  
SETTLES THE  
STOMACH  
TAKES THE OUCH OUT OF GROUCH



CONTENTS 7 FL. OZS. [Back Label D]

**Heel:** No heelmark

**Base:** DR. PEPPER (arch) / 9 <(I)> 6 (horizontal) /  
MONTGOMERY, ALA. (inverted arch)



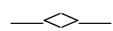
Figure 37 – 16 shoulder rings (Antique Bottles.net)

**1937**

**Neck/Shoulder:** 8 ribs on neck; 7 up on front and back shoulder (Figure 38)

**Reverse Body:**

A COOLER OFF  
A FRESHER UP  
SETTLES THE  
STOMACH  
TAKES THE OUCH OUT OF GROUCH



CONTENTS 7 FL. OZS. [Back Label D]

**Heel:** ORANGE CRUSH BOTTLING CO.

**Base:** CHATTANOOGA (arch) / 3 <(I)> 7 / 1 (both horizontal) /  
TENN. (inverted arch)



Figure 38 – 8 shoulder rings (Rich Guilbault)

**1938**

**Neck/Shoulder:** 17 ribs (shoulder to 1.5" from finish) (Figure 39)

**Reverse Body:**

A FRESH UP  
DRINK  
FOR THE STOMACH'S SAKE  
DO NOT STIR OR SHAKE

YOU LIKE IT  
IT LIKE YOU



CONTENTS 7 FL. OZS.  
CARRYING THE 7 UP TRADEMARK  
THIS BOTTLE MUST  
NOT BE USED FOR  
ANY OTHER DRINK [Back Label No. 4]  
**Heel:** BRYAN-NIMS ALABAMA-GEORGIA  
**Base:** OI 1938 [Chris Weide]



Figure 39 – 17 shoulder rings (Chris Weide)

**1939**

**Neck/Shoulder:** 17 ribs (shoulder to 1.5" from finish) (Figure 40)

**Reverse Body:**

THE “Fresh Up” DRINK  
CONTAINS CARBONATED WATER  
SUGAR, CITRIC ACID, LITHIA AND  
SODA CITRATES FLAVOR DERIVED  
FROM LEMON AND LIME OILS.

YOU LIKE IT  
IT LIKES YOU

CONTENTS 7 FL. OZS.

THIS TRADEMARKED BOTTLE MUST NOT  
BE USED FOR ANY OTHER DRINK

7 UP BOTTLING CO.

AUGUSTA, GA MONTGOMERY ALA ATLANTA, GA [Back Label No. 5]

**Heel:** No heelmark

**Base:** 3 <(I)> 9 / 2 – a second example from Chris Weide was identical except that the base was embossed 2 <(I)> 1. / 1. with BRYAN-NIMS ALABAMA-GEORGIA embossed around the heel – suggesting that Brian-Nims used the bottles from 1938 to 1941.



Figure 40 – 17 shoulder rings (eBay)

## Vertical Ribs

Even more unusual was an green bottle with eight vertical ribs around the shoulder. Each rib began as almost a point at the base and swelled to a rounded end at the top. At the base of the shoulder, almost the upper body, “7up” was embossed on front and back (Figure 41). The heel of the bottle was embossed “ORANGE CRUSH



Figure 42 – Heelmark (eBay)

BOTTLING CO.” – but the base was most strange (Figure 42). It was embossed “GULFPORT, MISS. (arch) / 1 / CONTENTS / 7 OZS. (all horizontal)” (Figure 43).



Figure 43 – Base (eBay)

Between “1” and “CONTENTS” was a series of four round scars in the exact shape of the Owens-Illinois logo with plant and date codes. That makes the bottle no earlier than 1929, but a Seven-Up bottle cannot be earlier than that anyway. Since this bottle was almost certainly made for a paper label, it was likely prior to most we discuss in this section. This all requires a bit of explanation.



Figure 41– Vertical ribs (eBay)

The light scars were made by four holes drilled through the baseplate then plugged by steel dowels – the neatest of the three ways to obliterate an embossed mark. The other two are: 1) just pounding a new letter or number on top of the old one; and 2) peening out the old one then adding the new. In this case, the mold had not been used too long after the holes had been drilled. Steel is much harder than the cast iron of the molds, so the molds wear faster than the plugs. Compared to this one, the marks are *much* more distinct on a well-used mold.

But, the real question is: Why? The answer is simple. The bottlers had to buy embossed molds from the glass houses, so they were the property of the bottlers not the factories. Glass houses owned the generic bottle molds but not “proprietary” ones like this baseplate. The Orange Crush Bottling Co. probably changed glass houses, transferring the mold to the new supplier – who removed the Owens-Illinois marks.

## Neck Ring

Once again, we have only found a lone example with a single embossed ring around its neck – our final gripper on a green Seven-Up bottle. Above the ring was “Mac” embossed in cursive (Figure 44). The front had 8-bubbles in both the Square Logo and above the Slenderizing Lady’s head and “McALISTER MFG. CO. CAPACITY 7 FL. OZS.” around the heel



Figure 44 – Ring & Mac (eBay)



Figure 45 – Ring heel (eBay)

(Figure 45). The reverse had Back Label No. 5, and the base was embossed “JOHNSTOWN, PA. (arch) / G76 / 1 / 3 <(I)> 6 (all horizontal).” There is a problem with the date code on this one. Back Label No. 5 was used between 1938 and 1948. Although it is difficult to see on the base photo, there was almost certainly a dot following the “6” – 1946 – the last year that Owens-Illinois used single-digit date codes in the 1940s.

## Other Neck/Shoulder Variations and Other Oddities

Three of these additional oddities, all of very short duration, centered around the neck, the other three at the shoulder.

### Neck Variations

All three of these seem to have been test markets, almost certainly just a single run of the bottles. In addition to having something unusual on the neck, each of these was also smaller than the traditional 7-ounce size.

### 6½ FL. OZ.

The earliest of these oddities was made for a paper label and had “6½ FL. OZ.” embossed on the neck with a tilted “7up” below it on the shoulder (Figure 46). The bottle’s base was embossed “7 UP CO. (arch) / 4 Triangle-R 7 (horizontal) / CADILLAC, MICH. (inverted arch)” on the base (Figure 47). The base logo indicated a



Figure 46 – 6½ FL. OZ. (eBay)

manufacture by the Reed Glass Co., with the “7” a date code for 1937. Very likely, this was another test market.

### Textured neck label

Our next unusual item had the typical 8-bubble ACL front label with Back Label E (see below), although it had “CONTENTS 6 FL. OZS.” instead of 7-ounces. The embossed neck logo – “7up” – had an embossed “orange peel” texture (Figure 48). The heel was embossed “R.R. ROCHELL, B’HAM, ALA.” with the Box-G logo of the Glenshaw Glass Co. on the base and an

embossed “G” on the reinforcing ring of the crown finish. Traditionally, the “G” crown code has been thought to indicate the year 1935, but that is highly unlikely given that the only connection with Back Label E was in 1937 and 1938 – and we have no other Seven-

Up bottles reliably dated 1935. In addition, the earliest evidence we have for Color-Print Labels (Glenshaw’s process for ACL) was 1937. Although this may have been merely a design flourish, it could also have been another “gripper” attempt.

Another Birmingham example, also 6 ounces, had the ACL neck label, 8-bubbles in all three locations, and Back Label No. 4 (1937-1944). The base was embossed “R.R. ROCHELL (arch) / 3 <(I)> 9 / B’HAM, ALA. (inverted arch)” – date code for 1939. Obviously, Rochell continued using the smaller bottles – at least for a couple of years.

### Four Bars Around ACL Neck Label

The typical ACL neck label consisted of the Square Logo with a bar above it and another below. This oddity, however, also had similar bars on the left and right sides, creating a frame



Figure 47 – 6½ oz. base (eBay)



Figure 48 – Textured neck logo (Chris Weide)

around the Square Logo (Figure 49). This was a 7-bubble front logo with Back Label No. 5, again with “CONTENTS 6 FL. OZS.” replacing 7-ounces. Our eBay example had a stippled base embossed “Duraglas / 3 <(I)> ?.” The date code was over stamped to the point where it had become illegible. However, a single-digit date code, followed by a dot, was only used between 1941 and 1946, although most of the 1945 and 1946 date codes were two digits. A listing on Antique Bottles.net, however, dated the bottle as 1953. Our current dating of Back Label No. 5 is 1938-1948, suggesting that the date on the Antique Bottle.net container may have been 1943. Again, this was a 6-ounce bottle rather than the normal 7-ounce, so this was probably another, later, test market.



Figure 49 – 4-bar neck logo (eBay)

### Shoulder Names

The remaining three atypical bottles had their oddities embossed on the shoulders. Each of these had the name of the bottler. We have been unable to ascertain whether these were intended to enhance the possibility that customers would return the bottles, or whether they were just expressions of egotism. Of course, some other reason is also possible.

### TAYLOR

Our first example of shoulder names was simply embossed “TAYLOR” on both front and back shoulders below “u7p” also on both sides of a bottle with most of the ACL worn off (Figure 50). We received no photo of the reverse. Although the base had the Owens-Illinois Glass Co. logo, the plant location was illegible. The date code may have been 4. (1944).



Figure 50 – TAYLOR (Terri Thomas)

### TOM JOYCE INDIANAPOLIS, IND.

Our next bottle was also embossed “u7p” on both sides of the neck with “TOM JOYCE

INDIANAPOLIS, IND.” wrapped entirely around the shoulder. The front had the typical 8-bubble Square label with Back Label



Figure 52 – Tom Joyce base (Antique Bottles.net)

No. 4, used between 1937 and 1944 (Figure 51). The base was embossed “6 Triangle-R 8 / CONTENTS / 7 FL. OZS. (all horizontal) (Figure 52). As noted elsewhere, the single-digit code to the right of the Reed Glass Co. logo is almost certainly a date code, fitting in well with the dates for the use of Back Label 4.



Figure 51 – TOM JOYCE (Antique Bottles.net)

## ZETZ

As the heading suggests, these bottles were embossed “ZETZ” on front and back shoulder in large letters. The ACL front label was an 8-bubble Square Logo with no 7up logos on the neck (neither embossed nor ACL). The reverse side had



Figure 54 – ZETZ base (eBay)

Back Label No. 5 (1938-1948), and the heel was embossed “CONTENTS 7 FL. OZS.” (Figure 53). The base was embossed “ZETZ (arch) / 3 <(I)> 9 (horizontal) / NEW ORLEANS, LA. (inverted arch)” – Owens-Illinois, Plant No. 3 (Alton, Illinois), 1939 (Figure 54). A second example was identical except for a “1.” date code for 1941.



Figure 53 – ZETZ (eBay)

## Neck/Shoulder Variation Discussion and Conclusions

Neck/shoulder variations include the Seven-Up logos, embossed “grippers,” and other oddities, such as franchise names or embossed size information. By far the most important of



these were the brand-name logos. As noted in the text above, embossed logos appeared in only three styles: “7up,” “u7p,” and “SEVEN UP.” The last of these was only used during 1936 test markets and was obviously not popular. The other two, however – each with the numeral “7” – were used roughly equally between 1931 and the mid-1940s. Use of ACL neck labels began in 1937 and became the dominant form by ca. 1940, although it took several years for the supply of old molds (with the embossed neck labels) to be exhausted.

Grippers on Seven-Up bottles came in three main embossed formats: horizontal ribs around the neck, vertical ribs in the same location, and a single ring. Although other design patents appeared on other brands, Seven-Up only used the three designs. Even though none of these survived beyond the test markets, franchises tested horizontal ribs at four different locations, four years in a row – 1936-1939. A single text market eliminated each of the others.

The other oddities included an embossed volume for a 6½-ounce bottle, a textured “7up” neck logo, an ACL neck logo with bars on all four sides, and three embossed franchise names. Several of these were 6½ or 6-ounce sizes, none of which survived the tests. The textured embossing was an “orange peel” design on the surface of “7up” – possibly another “gripper” style. Where a normal ACL neck logo had a bar on the top and bottom, an unusual variation had two more, one on each side. The franchise names – TAYLOR, TOM JOYCE, and ZETZ – each only lasted for a short time, and a single ACL franchise name (“A.L. Van Valey”), located just above the front logo, was included with the front label discussion.

### One Final Consideration

One set of colorless bottles had ACL on the necks or neck/shoulder areas with wording such as “7-UP BOTTLING CO. (arch) / CO. / YORK, PA. (both horizontal)” or “PROPERTY OF / YORK BOTTLING CO. / YORK, PA.” all horizontal (Figure 55). These grew out of the



Figure 55 – York flavor (Chris Weide) Figure 56 – Yorkdale (eBay)

fruit flavor bottles offered by the Yorkdale Beverage Co., York, Pennsylvania (Figure 56). Although Yorkdale bottled Seven-Up by at least the early 1940s, it did not change its name to the Seven-Up Bottling Co. until January 14, 1947. Although these colorless bottles bear the Seven-Up name, they were fruit flavor bottles and were *not* used for Seven-Up, itself..

## Shield Logo Bottles

As noted in the back label discussion above, the Seven-Up Co. shifted to the Shield logo bottles from 1953 to 1968, phasing out the Square Logo containers by 1958. On March 5, 1953, the Seven-Up Co. filed for the new logo, receiving Registration No. 595,639 for “Carbonated, non-Alcoholic, Non-Cereal, Maltless Beverages, Sold as Soft Drinks” – claiming a first use on January 1, 1953 (Figure 57). The only difference with the actual label was the Registered symbol ® below the series of three bubbles to the right and “YOU LIKE IT IT LIKES YOU” at the bottom.

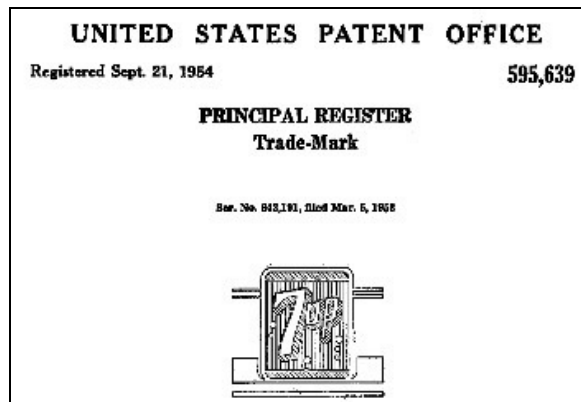


Figure 57 – Shield logo trademark

Interestingly, we have been unable to find a bottle with a 1953 date code – but, we have found several with a “54” date code (1954), where the date code had been altered to a “4” (Figure 58). These all had the older Owens-Illinois logo – an “I” in an oval superimposed over an elongated diamond. In 1954, Owens-Illinois adopted a new logo – I in an oval (no diamond) – replacing the older one. Apparently, all of the 1953 molds (at least all we could find) had been made in 1953 then drilled and plugged with the new “4” added to create “54.”



Figure 58 – Altered 1954 base (eBay)

Although a study of the Shield bottles is beyond the scope of this work, there are a number of variations, some apparently restricted to larger bottle sizes. These variations include both white and red neck labels and a shift of the volume information from the back label to the

neck. With one exception, the back and front labels remained constant. The exception is interesting and worth noting. Where the central figure of a normal Shield label was a white “7up” on a red background, this one had no ACL on the “7up” (making the letters and digit appear green) outlined in white to make the logo appear three dimensional – still on the



Figure 60 – Green 7up base (eBay)

red background (Figure 59). All of the bottles we could find had the Circle-A manufacturer’s mark of the Armstrong Cork Co. in the center of the base with a date code of “68” to the right (Figure 60). Since 1968 was the final year we could find for the Shield logo, these were probably part of a test market that was then dropped in favor of an entirely new design – well beyond the

scope of this study.



Figure 59 – Green 7up (eBay)

## Discussion and Conclusions – Emerald Green Bottles

The use of emerald green ACL bottles by the Seven-Up company began in 1936 and continues in the 21<sup>st</sup> century. This study makes it clear, however, that the four years between 1936 and 1940 were the experimental years, barely extending into the early 1940s in a very few cases. It is highly likely that the main Seven-Up Co. sponsored many of these test markets – such as the experiments with the orange and white swimsuits in 1936 – although they were carried out by individual franchises. In fact, the main company probably was responsible for most of the testing. However, individual bottlers were almost certainly responsible for the embossing of franchise names on the bottle’s shoulders.

As discussed in detail earlier, the shift from eight bubbles to seven bubbles on the front and ACL neck labels was the main issue in that area. The back labels, however, were a different story. Various franchises used a total of 15 different back labels during the Square front label period, following two basic patterns. All but one of the first pattern began with the words “A COOLER OFF” – and all but one used terms that the federal government found objectionable, mostly because they expressed claims that could not be substantiated. In 1936, the Seven-Up

Co. agreed to remove the questionable terms from its labels and advertising – although some use continued into the following year.

The second pattern began with “A FRESH UP DRINK,” switching to “THE ‘Fresh Up’ DRINK” then “SEVEN-UP, followed by the “Fresh Up” term. Those continued until the Seven-Up “Shield” logo replaced the “Square” between 1953 and 1958. Most of the “Cooler Off” series was used on test market bottles that did not survive for long-term use, as did the early ones of the “Fresh Up” series. Even after the test period, Seven-Up continued to make minor changes, occasionally *very* minor, such as replacing the word “Lithia” with “Lithium.”

All of the other variations we have discussed failed to survive the test markets, so bottles with shoulder embossing, heel embossing, colored swimsuits, gripper necks, and other unusual details have become grist for the mill of the bottle collectors, fading into the historical record. As always, this study could not tell the full story. Historical research is *never* complete. New sources pop up on the internet periodically, and bottle variations surface from unsuspected venues or remote collections from time to time.

## Sources

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## Newspaper

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