

Appendix A

History of the Carthage Bottling Works

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Although the Seven-Up Co. claimed there was an earlier bottler of Seven-Up, the Carthage Bottling Works, Carthage, Missouri, was the first test market for the drink that we could find. Even though the earliest connection we could find with the Carthage Bottling Works and Seven-Up was in the spring of 1929, the firm deserves a brief history as part of this study. The earliest reference we could find to a bottling works at Carthage, Missouri, was a “40 foot one-story addition” in the rear of the A.H. Caffee & Co. Drug Store (Figures 1 & 2). The store was constructed in 1869, and the addition, “used for the manufacture of Soda and Mineral Waters,” was built by at least 1888 – but we have not discovered how long it remained in business (*Carthage Press* 4/14/1887). At least one of the firm’s Hutchinson-style bottles has survived (Figure 3).



Figure 3 – Caffee & Co. bottle (HutchBook)

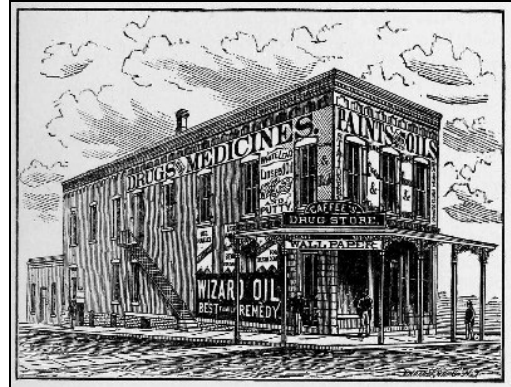


Figure 1 – A.H. Caffee & Co. (Emory 1888)

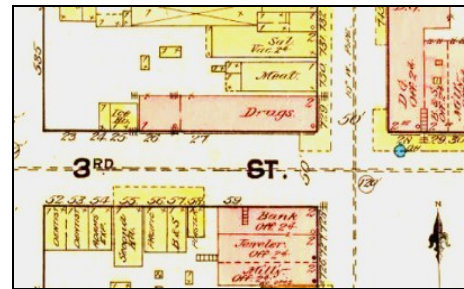


Figure 2 – Caffee’s bottling works, 1888 (Sanborn map)

A *Carthage Press* article described the works on September 30, 1886:

A Press reporter dropped into the Bottling establishment of A.H. Caffee & Co., and found manager, A.B. Bischoff, busy bottling ginger ale, champagne cider and selzer water for winter use. These drinks are free from alcohol and contain valuable medicinal properties that are getting quite popular at home and abroad. This establishment has manufactured and sold over 5,000 dozen bottles of their carbonated waters during the summer, including nine different kinds, besides

having established a quite brisk trade in charging soda fountains in neighboring towns.

At the outbreak of the Civil War (called “the rebellion” in the writeup), Amos Henry Caffee enlisted in the Union Army where he was the “first assistant surgeon for the First Arkansas Cavalry” and was promoted to surgeon for the 14th Kansas Infantry in 1864 (Figure 4). Quite civic minded, Caffee was twice elected mayor of Carthage and served as Jasper County Treasurer. Along with opening the first drug store in the county, he was an active member of the Jasper County Medical Society (*Carthage Press* 4/14/1887).

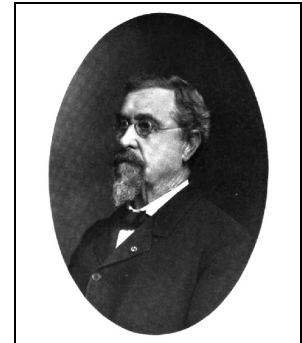


Figure 4 – A.H. Caffee (*Hall of Carthage Heroes*)



Figure 5 – J.R. Tackett (Family Search)

In December of 1895, however, James Ross “J.R.” Tackett moved from Boonville, Missouri, to Carthage and opened a bottling works somewhere on North Main St. (Figure 5). Like most bottlers of the era, he used Hutchinson bottles for his sodas (Figure 6). Tackett opened his Boonville plant during the mid-1800s, selling the operation to Carl Kehr of Columbia, Missouri, and Philip Good of St. Louis, before he moved to Carthage (Figure 7). However, Tackett’s venture in Carthage was short-lived. According to the April 2, 1896,

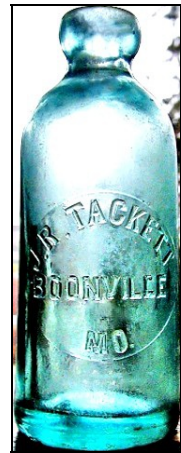


Figure 6 – J.R. Tackett bottle (HutchBook)



Figure 7 – Tackett Bottling Works, ca. 1896 – Boonville, Missouri

issue of the *Carthage Press*, Tackett sold his Carthage bottling operation then moved back to Boonville where he bought back his former business from Kehr and Good and was quoted as saying “the people of this region [Carthage] are not soda-drinking people . . . fifty times as much of the drink is used in Boonville as here.”

The April 9, 1896, issue of the *Carthage Press* noted that Tackett sold his Carthage operation to H.H. Hathaway and his son, F.J. – with the son in charge of the Carthage operation. H.H. Hathaway apparently went back to South McAlister, Indian Territory, where the family owned another bottling company. In October of 1897, a new owner of the Carthage Bottling Works emerged by the name of S.N. King, another user of Hutcheson bottles (Figure 8). King operated the works until December of 1898, when he sold it to D.M. Sanderson who had been managing the operation since 1896 (Figure 9). In March of 1903, Sanderson moved the operation to 117 E. Central Ave. in Carthage and continued at that location until May of 1905, when he sold it to C.O. Blake.



Figure 9 – D.M. Sanderson, 1902 (*Carthage Evening Press* 5/22/1902)



Figure 8 – S.N. King bottle (HutchBook)

C.O. and R.E. Blake continued to operate the bottling works until September of 1906 at which time they sold it to the Steinberg brothers, J.E. and Leo Steinberg (Figure 10). It was still located at 117 E. Central Ave. and sold for \$5,000. In October of 1906, the brothers had a past due mortgage of \$2,000 that they were unable to pay, so they put the bottling works up for public auction – apparently with no bidders.



Figure 10 – Carthage Bottling Works, 1909 (Sanborn map)

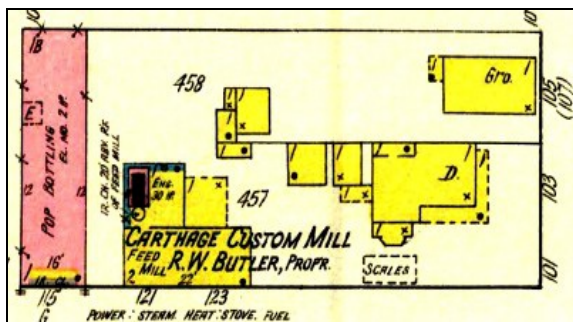


Figure 11 – Carthage Bottling Works, 1915 (Sanborn map)

Despite the auction, it appears the brothers were able to keep the works going until August of 1910, when they sold the works to C.A. Lindsey and John Kullek (Figure 11). On the 1915 Sanborn map, the building was called “Pop Bottling.” Lindsey and Kullek were also co-owners of the Carthage Planing Mill located on North Main St. At the time of the sale, Leo Steinberg stayed on to manage the bottling works for Lindsey and Kullek. The August 19, 1910, issue of the *Carthage Evening Press* stated that the new owners planned to update the works during the spring of 1911

with new modern machinery – with a goal of making the works the largest and most complete of its kind in the entire southwest (Figure 12).

In January of 1912, a new business venture had begun in Carthage – the Progress Specialty Co. The Specialty Co. produced a number of different products, but the one of special interest to this study concerns flavoring extracts for soft drinks. The Carthage Bottling works placed an ad for a brand of soda called Ozark Queen in the May 29, 1912, issue of the *Carthage Democrat*. The same ad indicated that it was bottled under the authority of the Progress Specialty Co. who made the extract and apparently controlled its distribution. We looked for one of the Ozark Queen bottles, likely identified by a paper label but were unsuccessful. If a bottle or label does exist, it is rare and difficult to find.

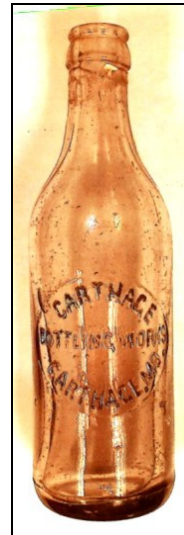


Figure 12 – Carthage bottle, ca. 1905-1930 (Annie Golden - Jasper County Records Center)

Even though there were some minor ads and tid-bits of information between 1912 and 1914, it was not until September 9, 1915, that the *Carthage Evening Press* published an article discussing how the Carthage Bottling Works drafted some of their trucks into a Jitney service to transport workers to and from the Lautz-McNerney stone quarry that was located a short distance southwest of town. The trucks made several trips a day and charged 5-cents each way. Apparently it was a huge success.

The next significant entry appeared in the *Carthage Evening Press* on May 24, 1916, when the bottling works announced the opening of a “Pop Stand” at the popular Delphus Theatre. The theatre presented Vaudeville acts as well as silent movies. The pop stand also sold popcorn, peanuts, chewing gum, and even cigars. The proprietor of the theatre at the time was John Matchael. The ads showed that the customers drank soda pop and ate popcorn while watching silent movies just like they do today at “Talkies” and now even “Feelies.”

Our next entry appeared in the *Carthage Press* on August 3, 1916, noting that three employees of the Carthage Bottling Works witnessed a break-in at the Lindsey Planing Mill (mentioned earlier in this narrative), owned by C.A. Lindsey and John Kullek. The employees who witnessed the break-in were Walter Galliher, Phil Wheeler, and Forrest Lindsey, C.A. Lindsey’s son. Two years later, in November of 1918, Frank L. Lindsey resigned his position as

manager of the bottling works and accepted a position with the Lantz-McNerney Marble Co. The Lindseys were obviously a large family, or the name was quite common in that area. Unfortunately, we were unable to determine exactly how many of them were involved, or what their roles and relationships were – although they were likely all related in some manner.

In May of 1920, the Carthage Bottling Works relocated into the Planing Mill on North Main – also owned by members of the Lindsey family. The Mill also relocated, but we have yet to determine its new spot. Just one month later, in June of 1920, we come to one of the most significant aspects of this entire narrative, when the Carthage Bottling Works started bottling and distributing a brand of soda called Howdy Orange. As discussed in Chapter 1, the History of Seven-Up, Charles L Grigg launched Howdy Orange in 1920, and the Carthage Bottling Works may have run the first test market for the new beverage in the spring of 1920 and could have been the first bottler of Howdy Orange. As noted in Chapter 2, Paper-Labeled Bottles, we hypothesized that Carthage, Missouri, was the birthplace of both Howdy Orange (1920) and of Seven-Up in 1929. Unless some other candidate can produce better evidence, the city of Carthage can proudly add another star to its roster of significant historical events that occurred during the course of its location along historic and fabled Route 66.

In July 2, 1920, the bottling works advertised a soft drink called Cherry Blossoms, stating that it would not harm “Tiny Tummies.” The phrase is a curious one because Seven-Up used a similar phrase – “Tunes Tiny Tummies” – on June 21, 1936 (Figure 13).¹ The phrase could have originated in Carthage and carried over to Seven-Up almost fifteen years later. The bottling works also began distributing Falstaff Beer in July of 1921.

Even though various ads and articles popped-up from time to time, including several ads for a soft drink called Smile, nothing of real significance occurred until July of 1924, when the bottling works changed hands again. This time, R.L.

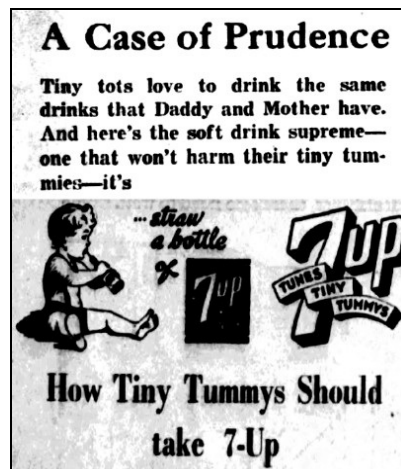


Figure 13 – Tiny Tummies (*Carthage Evening Press* 7/2/1920; *Morning News Sun* 6/21/1936)

¹ Yes, the ad really said “Tummies.”

Getsinger of Butler, Missouri, bought the works from C.A. Lindsey and John Kulick. Getsinger made some improvements during his tenure, including the addition of some modern machinery, but he sold the works to W.E. Kerr in January of 1926. However, Kerr only maintained ownership for about two years before selling the operation to Edward R. Cochran in July of 1928.

Cochran was probably the most noteworthy proprietor in the history of the Carthage Bottling Works. Under Cochran's ownership, the business introduced Seven-Up to the world during what was probably its first test market in the spring of 1929. Unfortunately, three months after buying the bottling works, Cochran would be confronted by an ordeal that would change his life forever.

On the night of October 14, 1928, Edward Cochran and his wife had just arrived home after visiting friends in Joplin when Edward noticed what he believed to be a prowler in their backyard. He got his handgun and immediately went to the back door in the kitchen to investigate where he noticed someone crouching in the backyard. When Cochran hollered for the person to come forward and identify themselves, the would-be prowler began to run and disappeared into the darkness. In an attempt to scare the person off, Cochran fired his handgun in the general direction of where the person ran, and then retired for the night.

About an hour later, he was awakened by a neighbor who told him that the unconscious body of a man was discovered behind the First Presbyterian Church a few blocks away. Soon after, Cochran told the authorities what had occurred earlier, stressing that he had no idea that he had actually shot the man. The man was identified as 50-year-old William T. Weddle, who was director of the city Light Guard musical band, and who had been in Carthage for two years, having moved there from Elkhorn, Wisconsin (Figure 14).

According to the later testimony of Tena V. Weddle, her husband was accustomed to taking walks at night and that she had been reading at the time of the incident but did not hear the gunshot. Even though it was never proven one way or another, Mrs. Weddle testified in court that her husband was likely just



Figure 14 – William T. Weddle – Band leader shot by Edward Cochran in 1928 (*Carthage Evening Press* 10/20/1930)

taking a shortcut through Cochran’s backyard when the incident occurred. No explanation was ever discovered why Mr. Weddel ran when Cochran hollered for him to identify himself prior to the shooting.

The following morning, the police arrested Cochran and charged him with 2nd degree murder. That same day, he posted \$5,000 bail and was released. The case finally went to trial in early December, and the court reduced the charge to involuntary manslaughter. In mid-December, Cochran was totally acquitted on all charges with a unanimous vote by the twelve-person jury. In January of 1929, Mrs. Weddle moved to St. Louis and rented an apartment. She returned to Carthage, and, on March 21, 1929, filed a suit against Cochran for punitive damages in the amount of \$20,000.

On March 22, 1929 – just one day after the filing of the suit – the Carthage Bottling Works began advertising for the first Seven-Up test market – the first ad stating that “Seven-Up is an Eye-Opener” – an interesting choice of words considering Cochran’s encounter with Weddle. Mrs. Weddle was found dead of an apparent heart attack on October 22, 1929 – one week before the stock market crashed. It is likely that she died before her suit against Cochran went before a judge .

Between March 29 and April 26, 1929, there were a total of five Seven-Up ads in the Carthage newspapers. The first ad, March 29 – the *very* first Seven-Up ad we could find – touted Seven-Up as “Seven natural flavors blended into a flavory, savory drink with a real wallop. . . . inverted sugar. Inverted means predigested—so you can drink Seven-Up freely” (Figure 15). On April 2, the second ad noted that “Seven-Up is a substitute—not for a particular drink, but for all drinks. It will open your eyes to a new drink delight. Seven-Up—The 1929 Model” – followed by identical wording on April 19 (see Figure 15). On April 23, the fourth ad claimed that “Seven surprises await you—seven natural flavors



Figure 15 – Seven-Up ads (*Carthage Evening Press* 3/29/1929-4/26/1929)

blended into a brand new drink delight. . . . An inverted sugar drink Seven-Up is an eye opener” (see Figure 15), and the final one (April 26) was a repeat of the first ad.

During that same time period, the Carthage Bottling Works also placed ads for Howdy Orange, Canada Dry Ginger Ale, and Country Club beer (Figures 16-18). However, it was not until November 18, 1930, that we found another Seven-Up ad. According to our hypothesis (see the discussion in Chapter 2), the nineteen-month gap between the last ad in 1929 and the first one in 1930 separated the month-long test market and the beginning of regular sales. By 1931 Seven-Up’s nationwide sales had begun.

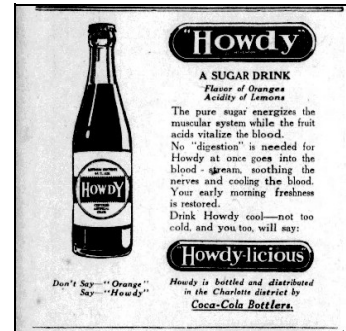


Figure 16 – Howdy ad (*Charlotte Observer* 10/30/1921)

The next significant event in the history of the bottling works occurred on January 30, 1931, when Cochran sold the works to J.T. Wallace and Earl Bowers, including a silent partner, J.E. Harmon. Wallace was the owner of the Drake Hotel in Carthage prior to the purchase. Bowers, originally from Carthage, moved back to Carthage from Lubbock, Texas, where he had been involved in the bottling business for several years. Cochran and his wife moved to Weatherford, Oklahoma, to take possession of a hotel owned J.T. Wallace – as part of the deal when the bottling works changed hands.



Figure 17 – Smile ad (*Carthage Evening Press* 7/2/1924)

In December of 1931, J.T. Wallace and J.E. Harmon made a deal that involved Wallace taking ownership of a drug store that Harmon owned in exchange for Harmon receiving Wallace’s interest in the bottling works. Harmon’s son, Robert, was also involved in the deal. By August of 1934, however, Earl Bowers and Robert Harmon were the sole owners. The partnership continued until January of 1936, when Bowers purchased Robert Harmon’s interest. The bottling works was located at 412 E. 5th Street by that time. Even though the firm bottled other soft drinks and sold beer, its main product was Seven-Up.



Figure 18 – Country Club Beer ad (*Carthage Evening Press* 12/14/1928)

Bowers maintained the operation for another four years until February 3, 1940, when he announced that he had sold the Seven-Up franchise to the Dr. Pepper Bottling Co. of Joplin, Missouri. Bowers remained in Carthage for a number of years and was involved with various concerns and church organizations. In the late 1940s, he and his wife moved to San Lorenzo, California, where they apparently had relatives. Earl died there in July of 1951, ending our brief history of the Carthage Bottling Works. The business relocated to 614 E. Central Ave. at some point and was in operation until at least 1957. Because our main interest with the works involves Seven-Up, which the firm discontinued in 1940, we have not attempted to trace the plant's final lineage beyond that date.

Sources

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