

Appendix B
Soft Drinks Sold in Alamogordo

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Table B-1 - Soft Drinks Sold in Alamogordo

Drink	Company	Dates
Houck & Dieter brand	Houck & Dieter	1899-1904*
Henry Pfaff brand	Henry Pfaff	1900-1907
Weigele's Pop	Alamogordo Bottling Works	1910-1914
Flavors** (ginger ale, lemon, orange, peach, grape, cream soda)	Alamogordo Bottling Works	1914-1928
Cherry Blossom	Alamogordo Bottling Works	1922-1923?
Jack's Beer	Alamogordo Bottling Works	1922-1923†
Budweiser	Alamogordo Bottling Works	1922-1923†
Coca-Cola	Alamogordo Bottling Works	1922-1927
	Alamogordo Ruidoso Truck Line	1927-1929
	Bennet Truck Lines	1929-1930?
	Crystal Beverage Co.	1930-1931††
	Magnolia Coca-Cola Bottling Co.	1937-1955
	Alamogordo Coca-Cola Bottling Co.	1955-1975
	Pecos Valley Coca-Cola Bottling Co.	1975-1989
	The Coca-Cola Bottling Group, Southwest, Inc.	1989-2000?
Delaware Punch	Alamogordo Bottling Works	1923-1928
	Crystal Bottling Works	1928-1930
	Crystal Beverage Co.	1930-1943+
Ginger Mint Julip	Alamogordo Bottling Works	1923-1928?
Happywine Kola	Crystal Bottling Works	1929-1930
Crystal Sweets	Crystal Bottling Works	1929-1930

Cascade Ginger Ale	Crystal Beverage Co.	1930-1932+
Hop Ale	Crystal Beverage Co.	1930-1931?
Pabst Blue Ribbon	Crystal Beverage Co.	1930-1933?
Hi-Peak Cola	Crystal Beverage Co.	1931-1939?
Brandmist	Crystal Beverage Co.	1935-?
Broma-Kola	Crystal Beverage Co.	1939-1946?

* These were probably available for a longer period (the company was in business until 1912) but were no longer advertised after 1904.

** These brands were advertised in 1928. Fruit flavors of some sort were almost certainly sold by each company.

† This was during Prohibition, so these were certainly cereal beverages, not beer. Some form of “near-beer” was likely sold until beer was again available in 1933.

†† Crystal began advertising Hi-Peak Cola in 1931; it is unlikely that the company carried two cola brands.