

Addendum

Several items came to our attention after this book was completely formatted. Initially, we revised the formatting twice, but more data arrived, and we must present it in this Addendum. Updated tables are also presented at the end of the Addendum.

Addendum to Part II – The Bottles of the Southwestern Coca-Cola Bottling Co. of New Mexico and Arizona

P. 37 & 38, including Table 2-1a

Another hobbleskirt Coca-Cola bottle (PAT'D NOV. 16, 1915) had the large-letter S.W.C.C. basemark and a heelmark of CH 9S G21. This bottle was made by the Checotah plant (CH) of the Graham Glass Co. (G). The S indicates that the mold was originally made in 1919, although the 21 shows that the actual bottle was made in 1921 (Figure A-1). The original side molds were probably used with a another baseplate to make bottles for an entirely different company.

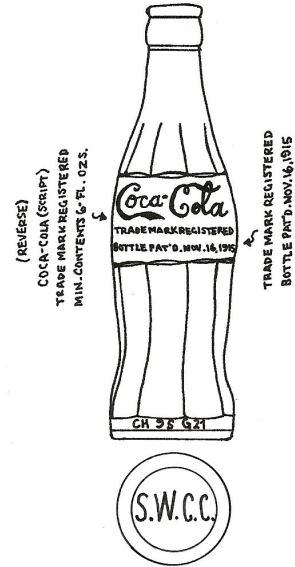


Figure A-1 – Large Letter Variation – 1921

P. 43, Table 2-2

The Phoenix hobbleskirt bottle embossed “CHATT 31” on the front heel also has “G4” on the back heel.

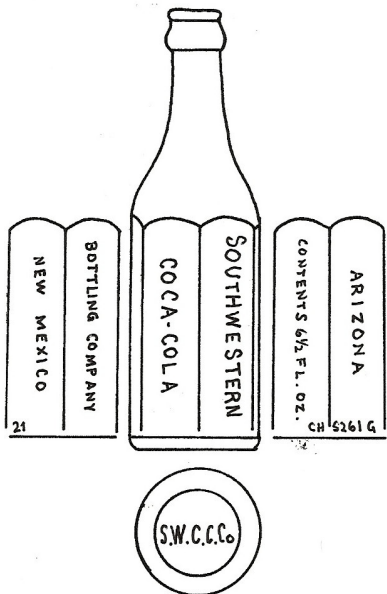


Figure A-2 – Six-Panel Bottle Made by the Checotah Plant of the Graham Glass Co.

P. 56, including Table 2-4 & P. 57

An additional aqua six-panel bottle with a S.W.C.C.Co basemark was embossed CH S216G 21 on the heel. The bottle was made at the Checotah (CH) plant of the Graham Glass Co. (G). As with the hobbleskirt Coke bottle described above, the mold was originally made in 1919, but his bottle was made in 1921 (Figure A-2).

P. 55 including Table 2-4 & pp. 58-59

Tapered, colorless, six-panel bottles with the “cross” logo (i.e., S / CCBCo. / W) basemark and either the 8-1 or

8-2 heelmark also have the numeral 8 embossed on the reinforcing ring of the crown finish.

The Arizona Dry ad in Figure A-3 was printed in the July 26, 1926, edition of the *Arizona Gazette*. This ad is very interesting. Even though the ad listed Arizona Dry as the ginger ale used by the Phoenix branch in 1926, the drawing to the left showed a bottle of Mission Dry, the ginger ale the company used during 1924 and 1925.

**A SURE HIT**

All of the big league leaders say their really worth while batting and fielding is done when they are feeling keen and on edge.

For a Clear Eye and Steady Nerves, Drink  
**OLD MONK**—the grape sensation  
**ARIZONA DRY**—the champagne of  
ginger ales  
**COCA-COLA**—the national favorite

ALL GOOD MIXERS AND ALL GUARANTEED BY  
**Southwestern Coca-Cola Bottling Co.**  
Phone 6746, or Phone 87 Mesa; 547 W. Jefferson St.

**KEEP YOURSELF FIT**

Figure A-3 – Ad for the Phoenix Branch of the Southwestern Coca-Cola Bottling Co. (*Arizona Gazette* July 26, 1926).

### Conclusion

There are surely bottles we have still missed. It is highly likely that the Southwestern Coca-Cola Bottling Co. ordered bottles every year, sometimes more than once. Especially during the Great Depression, these were likely used until they were practically unrecognizable or until they were damaged to the point where they could not be refilled. However, the bottles listed and illustrated in this book are certainly representative and probably cover all of the major orders by the company.

Table 2-1a – Southwestern Coca-Cola Bottles, New Mexico Era (1916-1929)

Distinguishing Characteristics	Heelmarks	Basemark	Date
Script Coca-Cola; Deming Coca-Cola company info at heel; straight-sided	None	Coca-Cola (script)	1916
Script Coca-Cola; Southwestern company info at heel; straight-sided	None	S.W.C.C.Co.	1916
Script Coca-Cola; company info in plate mold on body; straight-sided	17 S 1; 17 S 3 (back)	None	1917
Hobble-Skirt; pale blue aqua	OP105Q (front or back)	S.W.C.C. (large)	1917
Hobble-Skirt; pale blue aqua	None	S.W.C.C. (large)	ca. 1918
Hobble-Skirt; light aqua	OP5S (back)	S.W.C.C. (small)	1919
Hobble-Skirt; very light aqua	OP5S (front); 76G20 (back)	1 / S.W.C.C. (small)	1920
Hobble-Skirt; very light aqua	576 G20 (front); OP5S (back)	2 (or 4) / S.W.C.C. (small)	1920
Hobble-Skirt; very light aqua	CH 9S G21	S.W.C.C. (large)	1921
Hobble-Skirt; pale blue aqua	None	S.W.C.C. (medium)	ca. 1922
Hobble-Skirt; aqua	576 G23 (front)	S.W.C.C.Co.	1923
Hobble-Skirt; pale blue aqua	None	S.W.C.C.Co	ca. 1924
Hobble-Skirt; Georgia Green	64-15 (back)	S.W.C.C.Co. / Southern Star	1926
Hobble-Skirt; Georgia Green	IPG triangle (front); 7-5 (back); 7 on crown	S / CCBCo. / W	1927

Table 2-2a – Hobble-Skirt Coca-Cola Bottles, Globe and Phoenix (1927-1948)

Heelmarks or Skirtmarks	Basemarks	Dates
64-8 (front)	GLOBE (arch) / {Southern Star} / ARIZ. (inv. arch)	ca. 1927
8 {IPG triangle} 5 (fornt)	GLOBE (arch) / ARIZ. (inv. arch)	ca. 1928
CHATT 31 (front); GG or 67 (back)	GLOBE (arch) / ARIZ. (horiz.)	1931
64-10 (front)	PHOENIX (arch) / ARIZONA (inv. arch)	ca. 1927
8 {IPG in a triangle} 11 (front)	PHOENIX (arch) / ARIZ. (inv. arch)	1928
CHATT 28 (front); 6 (back)	PHOENIX (arch) / ARIZ. (horiz.); very pale aqua	1928
CHATT 29 (or 30) (front); 6 (back)	PHOENIX (arch) / ARIZ. (horiz.)	1929 and 1930
CHATT 31 (front); G4 (back)	PHOENIX (arch) / ARIZ. (horiz.)	1931
{number} © 34 (35 or 36) (skirt)	PHOENIX (arch) / ARIZ. (horiz.)	1934-1936
{number} © 34 (39 to 48) (skirt)	PHOENIX (arch) / ARIZ. (horiz.)	1939-1948

Table 2-4 – House Brand Flavor Bottles, New Mexico Era and Beyond (1917-1929)

Distinguishing Characteristics	Heelmarks	Basemarks	Date
Six-panel; aqua; straight sides	16 S 1 or 16 S 3	S.W.C.C.Co	1916
Oval front embossing; contents just above heel	OS 1218 P (back)	S.W.C.C.Co.	ca. 1917
Front embossing in plate mold on front	17 S 1	None	1917
Six panel; aqua; straight sides	18 S 1; 18 S 4; 19 S 3, 20 S 2, or 20 S 3	S.W.C.C.Co	1918 to 1920
Six panel; aqua; straight sides	OS 249 S	S.W.C.C.Co	ca. 1919
Six panel; aqua; straight sides	OS 249G 20 or OS 249G 23	S.W.C.C.Co	1920 or 1923
Six panel; aqua; straight sides	CH S216G 21	S.W.C.C.Co	1921
Six panel; colorless; straight sides	3650 A ROOT 23	S.W.C.C.Co	1923
Six panel; very pale aqua; tapered	6-2	S.W.C.C.Co	1926
Six panel; colorless (amethyst); tapered	6-1	Southern Star / S.W.C.C.Co.	1926
Six panel; colorless; tapered; 7 on crown	7-2 , 8-1, or 8-2 and IPG in a triangle	S / CCBCO / W	1927, 1928
Six-panel; aqua; tapered; NEW MEXICO COCA-COLA BOTTLING COMPANY	4143E G29	N.M.C.C.B.CO	1929