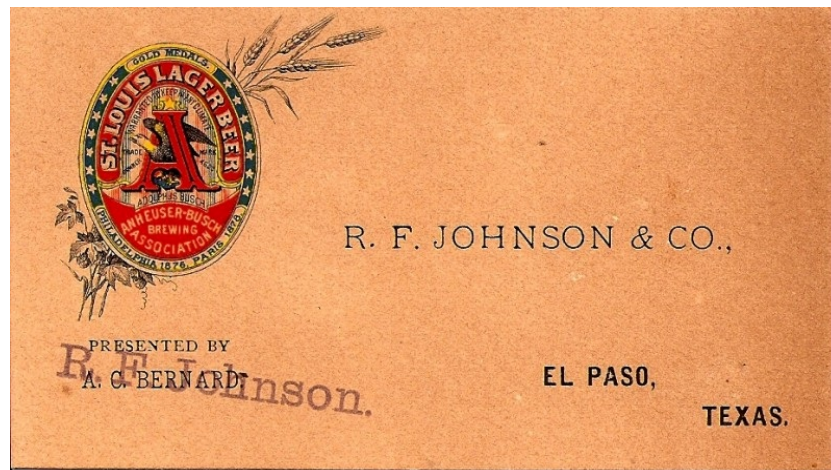


Bottles on the Border:  
The History and Bottles of the Soft Drink Industry  
in El Paso, Texas, 1881-2000



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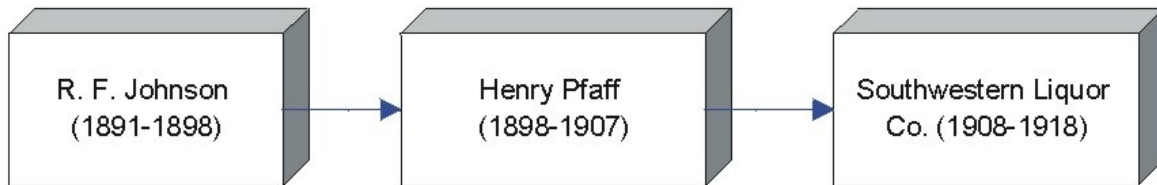
Chapter 6



## Chapter 6

### Liquor Dealers and Soda Bottlers

Houck & Dieter enjoyed a virtual monopoly within the soft drink industry of El Paso, although their reign was briefly challenged in 1884 by G. Edwin Angerstein (see Chapter 13, Single Year Bottlers). Their first real competitor was another liquor dealer, R.F. Johnson, who decided he wanted to branch out into the “chaser” and family trade. Johnson, who had married in California, returned there in 1895, leaving his business in the care of Henry Pfaff. Pfaff took such good care of the business that he bought Johnson out near the turn of the century, later selling his interest to the Southwestern Liquor Company. Southwestern remained in business until it fell victim to Prohibition in 1918.<sup>1</sup>



Julian & Johnson (1882-1891)

#### History

Robert F. (Bob) Johnson, the youngest son of W.S. Johnson, was an early El Paso politician during the post-railroad period. Johnson was born at Monterey, California, on May 30, 1860. His father had emigrated from England to the U.S. in 1844, served in the Army during the Mexican War, and received his discharge in California. Robert’s mother, Maria Louisa de Cano Johnson, was a fifth-generation Californian of Mexican descent (Wilson n.d.).

Johnson moved to El Paso in 1881 and joined politician John Julian in 1882 to form the firm of Julian & Johnson, wholesale liquor dealers, successors to William B. Hooper & Co. Julian was County Treasurer in 1885. A May 23, 1884, ad (Figure 6-1) places the establishment of the firm in 1852, but that almost certainly refers to Hooper’s company (EPCD 1885; EPT

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<sup>1</sup> Angus & Harris (1993:144-146) first noticed the relationship between the three firms.

5/3/1884 4:5; 5/23/1884 4:3). The firm carried “Imported and Domestic Wines,” including “California Clarets and Brandies,” along with “Val. Blatz Wiener Beer, Milwaukee . . . Cigars, Bar Fixtures and Glassware” at No. 15 East San Antonio St. (EPCD 1885).



Figure 6-1 – Julian & Johnson ad (*El Paso Times* 5/23/1884)

Julian & Johnson unwittingly started a lawsuit between the Anheuser-Busch Brewing Assn. and Houck & Dieter. On June 13, 1894, the Court of Civil Appeals of Texas heard the case of Anheuser-Busch Brewing Assn. v. Houck et al. The case referred to the April 27, 1885, agreement that Anheuser-Busch should furnish beer to Houck & Dieter in El Paso. However, on March 19, 1890, Houck & Dieter formed a partnership with two other El Paso beer wholesalers. On June 9, 1890, Anheuser-Busch considered its contract with Houck & Dieter to be voided and began selling its beer exclusively to Julian & Johnson. The conflict was eventually resolved, but the point was moot. Julian & Johnson had dissolved prior to the trial.

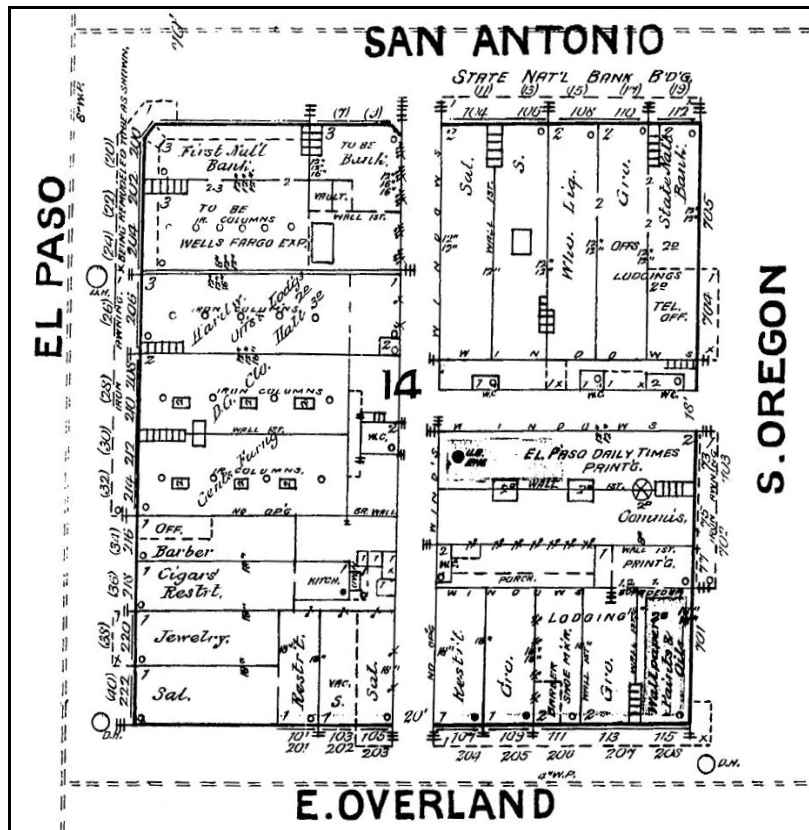


Figure 6-2 – Julian & Johnson location in 1888, marked “Who. Liq.” (Sanborn Fire Insurance Map, 1888)

No. 15 San Antonio St. was the central of five storefronts in the State National Bank Building. The bank, itself, was on the Oregon St. end of the building. The 1885 Sanborn map shows a furniture store next to the bank, then “Liquors” (Julian & Johnson). Next came a grocery and meat market, with a billiards hall and saloon next to the alley. By 1888, the grocery had moved between the bank and Julian & Johnson with the next unit empty, and the saloon still on the ally end of the building (Figure 6-2).

The numbering system had also changed. The address was





Figure 6-3 – Julian & Johnson – to the right of Roberts & Heryford (M.G. McKinney collection)

now 108 San Antonio. A rare photo shows the front of the building sometime between 1888 and 1892, when Johnson took control of the business (Figure 6-3).

## Bottles and Artifacts

### Julian & Johnson

I have only found a single liquor bottle embossed with the Julian & Johnson name (Figure 6-4). The amber bottle is made in the malt whiskey style, although that is not necessarily what the container held.

**Method of Manufacture:** Two-Piece Mold

**Color:** Amber

**Size (in cm.):** unknown

**Primary Labeling Style:** Embossed

**Finish:** Brandy (applied)

**Capacity:** unknown

**Overall Bottle Design:** Cylindrical with ball neck (i.e., ring around neck)

**Front Description**

**Body:** JULIAN & JOHNSON (arch) / EL PASO, / TEX. (all horizontal)

**Back Description**

**Body:** Bare

**Base:** Bare

**Manufacturer:** Unknown

**Dating:** [1882-1891] Since this is the only known bottle, it must be dated to the entire tenure of the company.

**Collection(s):** Tucson Urban Renewal collection.

R.F. Johnson & Co. (1891-1898)

History

Robert F. Johnson served as Deputy County Treasurer of El Paso County in 1886 and was appointed Mayor of the City of El Paso by the City Council in May 1894 to replace A.K. Albers who had been elected but chose not to serve (Figure 6-5). Johnson filled



Figure 6-5 – Robert F. Johnson (Courtesy of Laura Barger)

the mayoral slot until the following year. He married Teresa Trescony of Salinas, California, on October 14, 1889, at a ceremony performed by Father Sorrentini in the bride’s hometown. Teresa gave birth to their son, Robert F. Johnson, Jr., in El Paso on September 28, 1893 (Beard 1995:III-312; Metz 1993:124, 283; Donnichsen 1968:355; EPCD 1886; EPT 2/3/1939 5:3). The *El Paso Times* noted the event:

Robert F. Johnson, Jr. arrived yesterday morning and the amount of champagne popped at the wholesale liquor house of Robert F., Sr., was so great that hack loads of it was (*sic*) distributed to various sections of the city—under vests (EPT 9/29/1893 5:2).



Figure 6-4 – Julian & Johnson whiskey bottle (Tucson Urban Renewal collection, Arizona State Museum)

On February 9, 1891, Johnson struck out on his own as R.F. Johnson & Co., wholesale liquors at East Overland Ave. and South St. Vrain St. (Figure 6-6). Johnson boasted that he was the successor to Julian & Johnson (EPH 2/9/1891 1:1) and claimed “that the Reputation earned by JULIAN & JOHNSON, I shall maintain by HONEST DEALING and FAIR PRICES” (EPT 4/6/1892 1:1). When Johnson opened the El Paso Bottling Co. on August 19, 1892, he entered into competition with the city’s only other carbonated beverage bottler, Houck & Dieter. The firm advertised “Sarsaparilla, Vichy, Seltzer, and All Forms of Mineral Water” and noted that “Families [are] Supplied With Sodas” (EPT8/19/1892 1:1; 9/29/1893 1:1).

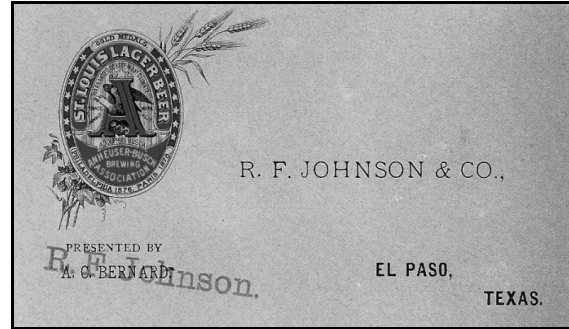


Figure 6-6 – Johnson’s business card (eBay)



Figure 6-7 – R.F. Johnson & Co., undated ad (El Paso County Historical Society)

Other ads showed that Johnson distributed beer from both Anheuser-Busch and Joseph Schlitz along with numerous imported wines. In apparent contrast with the imports, he offered “Native Wines” by Dr. Alexander from Ciudad Juárez. He also carried Manitou Table Water and Ginger Champagne (Figure 6-7).

The Sanborn Fire Insurance Map of 1893 shows the business as the “Anheuser-Busch (*sic*) Beer Depot” composed of four connected buildings: Cold Storage, Soda Wks., Storage Shed, and a small, unmarked building. A room in the cold storage building is identified as a “Sleep’g R’m.” Aside from the unmarked building, the soda works occupies the smallest space in the operation (Figure 6-8). By 1898, the “Bottling & Soda Fac.” had expanded to almost double its original size and moved to a larger building facing E. Overland rather than the Texas & Pacific railroad tracks. In addition, the company had built

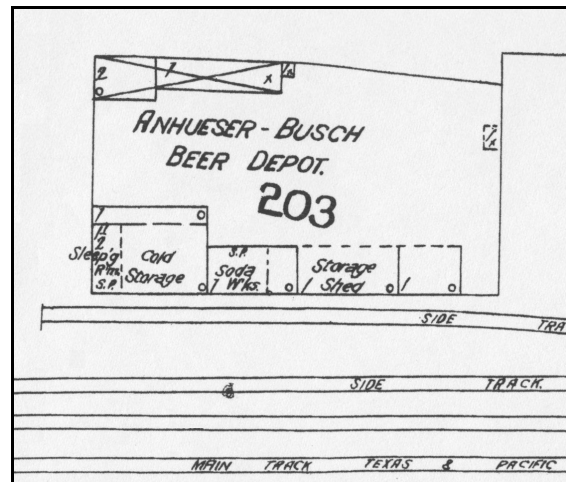


Figure 6-8 – Original R.F. Johnson glass works and storage (Sanborn Fire Insurance Map, 1893)

a new wagon shed next to the bottling works (Figure 6-9).

On February 13, 1895, Johnson expanded his operation, opening a branch in Ciudad Juárez, although the branch may only have been in operation for a short time. At the same time, he stopped advertising the El Paso Bottling Co. (EPT 2/13/1895 1:1). Although Johnson moved to Salinas, California, in 1895, his associate, Henry Pfaff, continued to run R.F. Johnson & Co., gradually increasing his power in the firm,<sup>2</sup> until he bought out Johnson's interest in 1898. Just prior to the change in ownership, Pfaff advertised R.F. Johnson & Co. in the city directory as "Manufacturers and Wholesale Dealers in all kinds of Mineral Water." Johnson remained in California until his death in San Francisco on January 23, 1939, at the age of 78 (EPCD 1892-93-1898-99; EPT 2/3/1939 5:3).

#### Bottles and Artifacts

Johnson advertised several products including Sarsaparilla, Vichy, Seltzer, Manitou Table Water, and Ginger Champagne, although he probably bottled other popular flavors of the day.

#### R.F. Johnson House Brands

Although he called his plant the El Paso Bottling Co., he also used his own name on some of his bottles (Figure 6-10). Johnson went into business prior to the successful explosion of crown closures. His bottles were mouth blown with plate molds on the front and had finishes for the Hutchinson-style stoppers that preceded crowns.

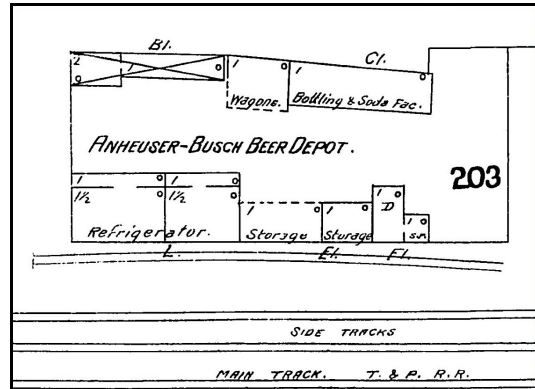


Figure 6-9 – R.F. Johnson, expanded glass works (Sanborn Fire Insurance Map, 1898)

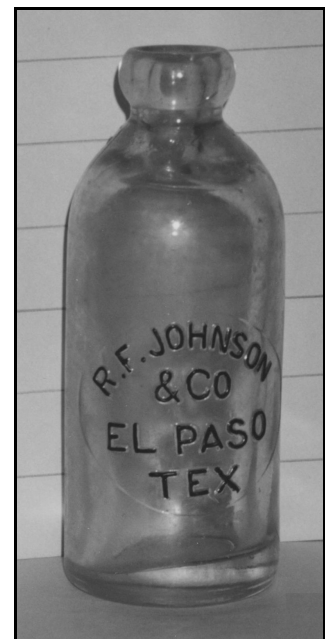


Figure 6-10 – R.F. Johnson Hutchinson bottle – round plate bottle (David Cole collection)

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<sup>2</sup> The first crown-finished bottles contained the R.F. Johnson company name along with the initials, HP (Henry Pfaff), in the center.

**Method of Manufacture:** Blown into Mold

**Color:** Aqua

**Size (in cm.):** 15.7 (h); 6.3 (d)

**Primary Labeling Style:** Embossed (plate)

**Finish:** Hutchinson

**Capacity:** ca. 8.5 oz.

**Overall Bottle Design:** Cylindrical with steep shoulder and short neck

**Front Description**

**Body:** Embossed – Circular plate mold - R. F. Johnson (arch) / & CO / EL PASO / TEX (all horizontal)

**Back Description**

**Body:** Bare

**Base:** Bare

**Manufacturer:** Unknown

**Dating:** [1892-ca. 1895] These bottles can likely be dated from the first advertisement for soda water in 1892 until the bottles wore out. The second style may have been used as early as ca. 1894, but Johnson almost certainly used up the remaining supply.

The round-plate bottles is much more rare.

**Collection(s):** Becky Garrett Collection, El Paso Museum of History; David Cole collection; author's collection.

**Variations:**

1. Round Plate (see above)

2. Tombstone Plate

The second variation was slightly larger, measuring 16.2-16.7 cm. in height (the bottles were not perfectly round) and 6.3 cm. in diameter. Thus, they held ca. 9 oz. These used a tombstone-shaped plate (a rectangular plate with a rounded top), embossed “R.F. JOHNSON (arch) / & CO. / EL PASO, / TEX. (all horizontal)” (Figure 6-11). These were probably ordered ca. 1894 and were almost certainly used until Henry Pfaff took over the operation in 1898.



Figure 6-11 – R.F. Johnson Hutchinson bottle – tombstone-shaped plate

This is another example where the transition must have been sudden. The R.F. Johnson tombstone-plate variation is by far the most common El Paso Hutchinson-style bottle. It is therefore likely that Johnson offered Pfaff the business in late 1898, and Pfaff said, “Yes.” Or, Pfaff may have merely informed Johnson that he was taking over. When Pfaff began, he replaced the Johnson bottles with his own brand.

#### El Paso Bottling Co. House Brand Bottles

Only two styles of El Paso Bottling Company containers have been discovered in El Paso. Although these containers used a Hutchinson finish, Johnson used at least one other finish style – one of the Hutter-style stoppers. The Hutters were similar to the lightning closures; they used a wire arrangement to seal a bottle with a ceramic stopper that could be opened or closed by manipulating the wires.

Such closures were unusual in El Paso, but white ceramic stoppers exist with EL PASO BOTTLING CO ☆ printed in an outlined circle around TEXAS (Figure 6-12). The bottles they sealed were apparently unembossed and may have contained paper labels. These Hutter-type stoppers were patented in 1893 and were used extensively during the next two decades (Lockhart 2007:55). It is possible, however, that these were used on bottles with the taller finishes, although that idea is not supported by glass company catalogs. These catalogs (e.g., Illinois Glass Co. 1903) indicate that finishes for corks were available on Hutchinson-style bottles.



Figure 6-12 – Top view of Hutter stopper used by R.F. Johnson

P 03

**Method of Manufacture:** Blown into Mold

**Color:** Aqua

**Size (in cm.):** 16.9 (h); 6.4 (d)

**Primary Labeling Style:** Embossed

**Finish:** Hutchinson

**Capacity:** ca. 9 oz.

**Overall Bottle Design:** Cylindrical

#### **Front Description**

**Body:** Embossed - (circular plate mold) EL PASO (arch) / BOTTLING (horizontal) / COMPANY. (inverted arch)]

#### **Back Description**



**Body:** Bare

**Base:** Embossed - EP (Figure 6-13)

**Manufacturer:** Unknown

**Dating:** [1892-1895 or later] The bottles can be dated from 1892 to at least 1895 when Johnson stopped advertising El Paso Bottling Co. However, the bottles are scarce and may have continued in use until Pfaff's takeover in late 1898. The "EP" on the base is double stamped, leaving a "ghost" impression of letters that is somewhat offset from the final embossing. It is unclear what type of technique created this phenomenon, but we have mostly observed it on mouth-blown bottles made between ca. 1900

and ca. 1914. It is obvious from these El Paso Bottling Co. containers that the technique was in use at least as early as 1895 – even though it did not become more common for another five years or more. The technique was obviously used by individual blowers; it never became the norm.

**Collection(s):** Robert Sproull collection; Rick Chavez collection; author's collection.



Figure 6-13 – “EP” on base of El Paso Bottling Co. bottle

Variations:

1. Round Plate (see above and Figure 6-14)

2. Tombstone Plate

These were slightly larger, measuring 17.5 cm. in height and 6.5 cm. in diameter – a capacity of ca. 9.5 oz. The front of the bottle was embossed in a tombstone-shaped plate: “EL PASO (arch) / BOTTLING (more gentle arch) / COMPANY (horizontal)” with “EP” embossed on the base (Figure 6-15). Like the bottle described above, this one had the “EP” double stamped on the base. As with the other bottle used by the firm, the manufacturer is unknown.



Figure 6-14 – El Paso Bottling Co. bottle – round plate

Figure 6-15 – El Paso Bottling Co. bottle – tombstone-shaped plate

## Johnson/Pfaff Crown Bottle

After Johnson moved to California, Henry Pfaff switched to a new, crown-capped bottle (Figure 6-16).

P 02

**Method of Manufacture:** Blown into Mold

**Color:** Colorless

**Size (in cm.):** 21.1 (h); 6.2 (d)

**Primary Labeling Style:** Embossed

**Finish:** Crown

**Capacity:** 8.5 oz.

**Overall Bottle Design:** Cylindrical

### Front Description

**Body:** Embossed - R.F. JOHNSON & CO. (arch) / HP (script in center) / EL PASO, TEX. (inverted arch)

### Back Description

**Body:** Bare

**Base:** Embossed - 0

**Manufacturer:** Unknown - if the 0 is a manufacturer's mark, it is unlisted in Toulouse or other available sources; the mark may be a zero.

**Dating:** [1897?-1898] Bottles of this type were used at some point after Johnsons relocation to California in 1895. Because these containers are rare, Pfaff may have continued to use them after he took over the operation in 1898. It is likely that Pfaff used the bottles until they wore out.

**Collection(s):** David Cole collection.



Figure 6-16 – R.F. Johnson crown-topped bottles with “HP” monogram (David Cole collection)

## Manitou Mineral Water

R.F. Johnson offered Manitou Mineral Water and Ginger Champagne. Although I have not seen the waters in Pfaff ads, it is possible that he also carried at least some of them. Southwestern Liquor, the final company in the series, also carried Manitou Mineral Water – not specifying which specific kind.

## History

The first non-Native American to see the waters that would become Manitou Springs was Lieutenant George Fredercik Ruxton in 1847. Both Indians and Whites visited the springs until “Uncle Dick” Wooten built a cabin near Soda Spring in 1859. The town of La Font was laid out in 1871, but the name was changed to Manitou a year later. The springs were very popular, and, by the 1880s, Manitou was known as the “Saratoga of the West” (Daniels & McConnell [1964] 1973:7-15, 22).

The Manitou Mineral Water Co. built a bottling plant at Navajo Spring in 1872 and became noted for its Manitou Ginger Champagne. Between July and December of 1886, the plant sold 70,000 bottles of water. Business was so good that a glass factory was built in Colorado City to supply the bottling plant (Daniels & McConnell [1964] 1973:32-34). The Colorado City Glass Co. was incorporated in 1889 and employed 26 men. Glass laborers worked in two shifts to produce about 14,000 bottles daily. A disastrous fire struck the plant in September 1892, but J.B. Wheeler, the principal stockholder of the company, had a new plant rebuilt and in operation by May 1893. The operation failed later that year due to the great 1893 depression (Clint 1976:41).

The Manitou Mineral Water Co. built a new plant in 1889 with a 20,000 quart per day output capacity (Figure 17). The factory was sold about 1913, but the new owner was unpopular with the only man who knew the process used for making Manitou Ginger Champagne. As a result, the product was removed from the market, although the effervescent water, bottled only with natural gas from the springs, continued to be sold (Daniels & McConnell [1964] 1973:32-34). It is unknown when bottling operations ceased.

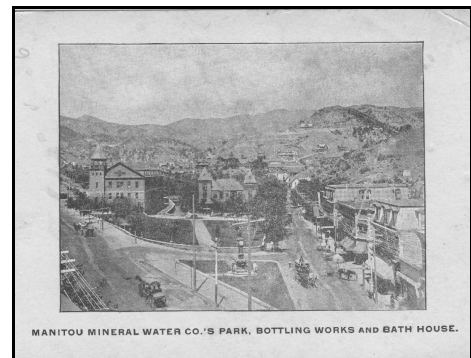


Figure 6-17 – Manitou Springs Bottling Works – Trade Card

Manitou Springs is still in operation today, mostly as a tourist Mecca with gift and craft shops, natural sites (e.g. Seven Falls), and a set of Anasazi Cliff Dwellings that were removed from their prehistoric setting and relocated near the town. Although bottling has long ceased, the five original springs and five additional drilled springs are still available to tourists and local citizens who fill plastic jugs at the various locations throughout the town. Each spring has a slightly (and sometimes distinctly) different taste. As an interesting aside, Manitou Springs is in

El Paso County, Colorado.<sup>3</sup>

### Manitou Ginger Champagne

Along with the embossed bottles described below, Manitou sold Ginger Champagne in bottles with paper labels on both body and neck/shoulder. The body labels bore a drawing of an Indian above “ORIGINAL / MANITOU / GINGER CHAMPAGNE / PALE DRY (Clint 1976:69; Prebble 1987:46). When the company switched from embossed to paper labels is unknown. Some of the bottles with “blob” finishes were topped with a porcelain cap that identified the product – instead of corks.

J.B. Glasse, secretary and treasurer for the Manitou Mineral Water Company, received Trade Mark No. 18,525 for a rather complex label on October 14, 1890. He claimed that the mark had been used by the company since December 11, 1886, and noted that:

The trade mark is usually applied to the bottles containing the mineral water by means of labels, which are pasted or otherwise affixed to the bottles, and it may be blown into the bottles containing said mineral water, and it may be applied to the boxes or other packages by means of labels, or by branding, stamping, stenciling, or otherwise affixing said trademark to said packages, boxes, caskets, &c. (McGuire 1991:Vol. II, 250).

I purchased the bottle described below at a swap meet in El Paso, although that is not guarantee that it was sold there (Figure 6-18). This bottle was machine made – almost certainly too late to have been the ones sold by Johnson or Pfaff – and probably not by Southwestern.

**Method of Manufacture:** Machine

**Color:** Colorless

**Size (in cm.):** 24.8 (h); 7.0 (d)



Figure 6-18 – Manitou Ginger Champagne

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<sup>3</sup> My wife, Wanda, and I fill up plastic water bottles each time we are in the area.

**Primary Labeling Style:** Embossed

**Finish:** Crown

**Capacity:** ca. 17 oz.

**Overall Bottle Design:** Cylindrical

**Front Description**

**Body:** Embossed - ORIGINAL / Manitou (script) / GINGER CHAMPAGNE / TRADE MARK REGISTERED / MANITOU COLORADO

**Back Description**

**Body:** Bare

**Heel:** Embossed - 14 1 (to right side)

**Base:** Bare

**Manufacturer:** Unknown

**Dating:** [ca. 1912-1914] Bottles of Ginger Champagne were sold at least as early as 1889 (Preble 1987:46), although crown finish bottles could not have been used prior to 1892. This specific bottle was probably made between 1912 and 1913. Machine-made soda bottles were unusual prior to ca. 1912, and the law required the labeling of volume information on soda bottles by September 1914. Ginger Champagne was probably sold by Southwestern until the cessation of its production at Manitou about 1913.

**Collection(s):** Author's collection.

Some of the early Manitou waters had knurled porcelain caps glued to the cork stoppers (Figure 6-19). These added to expense but gave a touch of elegance to table waters as well as being easier to grasp and remove (Jones 1962).

**Manitou Natural Mineral Water**

This was probably the most common type of Manitou water found in El Paso. Although the type of bottle sold locally is unknown, Charles Adams, a vice president of the Manitou Mineral Water Bath and Park Company, registered a complex trademark, No. 14,354, on May 3, 1887. The label included a drawing of the springs with MANITOU NATURAL MINERAL WATER (arch) / TRADE MARK above the picture, BOTTLED (arch) AT THE / FAMOUS / EFFERVESCENT / SPRINGS to the left; LYING (downward arch) / AT THE FOOT / OF / PIKES PEAK at the right, and FOR SALE EVERY WHERE. / THE MANITOU MINERAL WATER BATH AND PARK COMPANY, MANITOU



Figure 6-19 – Manitou porcelain stopper covers

SPRINGS, COLORADO. Adams claimed that the company had used the mark “continuously in its business since July, 1886” and that “it is the practice of said company to apply the trade mark to the bottles containing the mineral water by means of suitable labels on which the trade mark is printed” (McGuire 1991:Vol. II, 181). Most of these bottles are generic with paper labels.

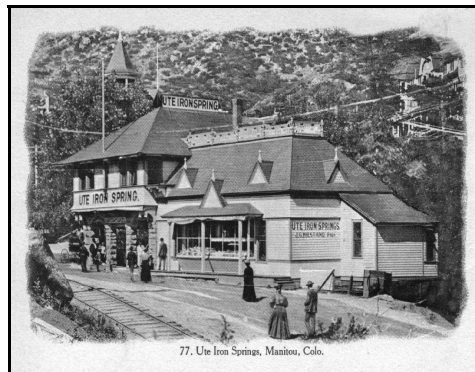


Figure 6-20 – Ute Iron Springs – Post Card

An earlier bottle was mouth blown, had a crown finish, and a plate at the front. The plate was embossed THE MANITOU (arch) / NET CONTENTS / 9 FL. OZ. (both horizontal) / RDO. MIN. SPGS. CO. (inverted arch). The heel was embossed THIS BOTTLE NOT TO BE SOLD (Clint 1976:173).

#### Ute Chief Mineral Water

Ute Iron Spring is one of the many springs found in Manitou, and the Ute Chief brand was bottled at that location (Figure 6-20). The company was in business as the Ute Chief Mineral Water Co. from 1900 to 1944 (Clint 1976:69; Preble 1987:46). There is no direct evidence or advertising that Ute Chief was sold in El Paso, although the timeline is reasonable for its inclusion. Ute Chief was also sold in bottles with paper labels (cf. Clint 1976:69; Preble 1987:46), and a paper labeled bottle appears on the cover of a 1918 brochure distributed by Ute Chief (Figure 6-21).

The brochure noted that Ute Chief was “also put up with IMPORTED JAMAICA GINGER” along with flavors from “PURE FRUIT JUICES.” The water was naturally carbonated, and the company lauded it as “clear, sparkling, effervescent, and unequalled (*sic*) as a beverage.” Typical of the period, the brochure touted the water as an “aid to digestion” along with the treatment of ten separate diseases. The spring flow was “800 gallons of Manitou Soda Water per minute” and bottled in the “large, modern bottling plant. The water was “sold by dealers everywhere, or shipped direct by the Company” (Manitou Corp.).

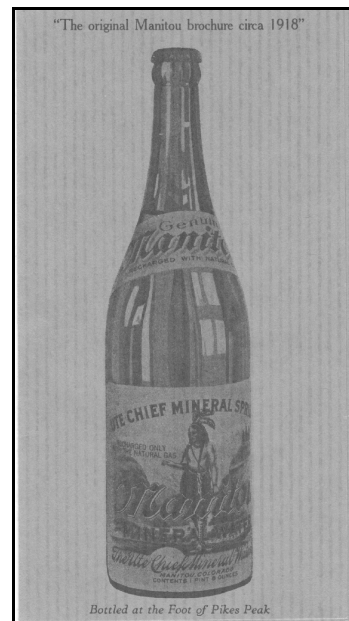


Figure 6-21 – Ute Chief bottle (Manitou Pamphlet, ca. 1918)



**Method of Manufacture:** Blown in Mold

**Color:** Solarized Amethyst

**Size (in cm.):** 21.5 (h); 6.4 (d)

**Primary Labeling Style:** Embossed

**Finish:** Crown

**Capacity:** ca. 10 oz.

**Overall Bottle Design:** Cylindrical

**Front Description**

**Body:** Embossed - UTE CHIEF (arch) / MINERAL / WATER CO. / MANITOU, / COLO. (all horizontal)

**Heel:** Bare

**Back Description**

**Body:** Embossed - THIS BOTTLE / NEVER SOLD (horizontal)

**Heel:** Bare

**Base:** Embossed - U.C.

**Manufacturer:** Unknown

**Dating:** [ca. 1910-ca. 1914] Ute Chief Mineral Water Co. did not operate under that name until 1900. Both the use of manganese as a decolorant (creating the amethyst color) and the use of mouth-blown manufacture had mostly faded from the soda bottle producers by ca. 1914.

**Collection(s):** Author's collection.



Figure 6-22 – Ute Chief Mineral Water bottle

**Variations:**

Clint (1976) and Preble (1987) show variations of this bottle type, and there are numerous colorless, generic bottles with various types of paper labels (Figure 6-22).

Henry Pfaff (1898-1907)

**History**

Henry Pfaff was born in Saxony, Germany, on September 8, 1862. He was educated in Dresden, Germany, and went to Mexico in 1883 to engage in the coffee business. Three years later he migrated to Abilene, Texas (the census states that he applied for American citizenship in 1883), and from there to El Paso in 1893. Active in real estate investment in addition to his soda water business, he was a member of the Church of St. Clement, the Toltec Club, and the El Paso

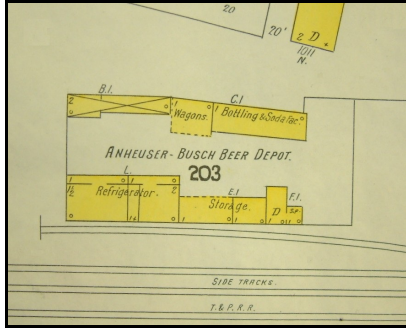


Figure 6-23 – Pfaff’s bottling works and beer storage (Sanborn Fire Insurance Map, 1902)

Country Club, along with being a 32nd degree Mason and a Shriner. He was married on October 7, 1896, to Ida Beaumont of Victoria, Texas. By 1900, the couple had once had a single child who had died in infancy. Both were literate and owned their home on Mesa Avenue between El Paso and North Oregon

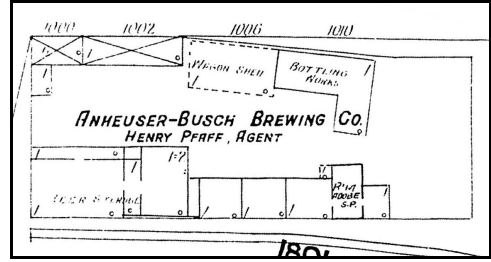


Figure 6-24 – Expansion of bottling works (Sanborn Fire Insurance Map, 1908)

Streets. Pfaff listed himself as “Wholesale Liq deal” in the 1900 census (12<sup>th</sup> census; EPT 7/1/1927 1:4).

Pfaff was not listed in the City Directories from 1885 to 1892, but he managed R.F. Johnson & Co. after Johnson’s move to California (1895). Pfaff’s first advertisement as the new proprietor of the business appeared in the *El Paso Times* of December 6, 1898. The ad (almost identical to later ads from R.F. Johnson & Co. (See Figure 6-7), proclaimed:

Henry Pfaff / Successor to R.F. Johnson & Co. / Liquors/Brandies, Wines & Clarets / Sole Agent for / Anheuser-Busch Brewing Association, St. Louis Mo. / Joseph Schlitz Brewing Company, Milwaukee, Wis. / Manitou Mineral Company, Manitou, Colorado . . / Dr. Alexander, Ciudad Juarez, Native Wines.

He took over Johnson’s “factory and beer vaults” at St. Vrain St. and Overland Ave. and established an office at 108 San Antonio St.<sup>4</sup> At some point between 1902 and 1905, Pfaff added a wing to the bottling works (Figures 6-23, 6-24, and 6-25) Like the other early bottlers in El Paso, Pfaff

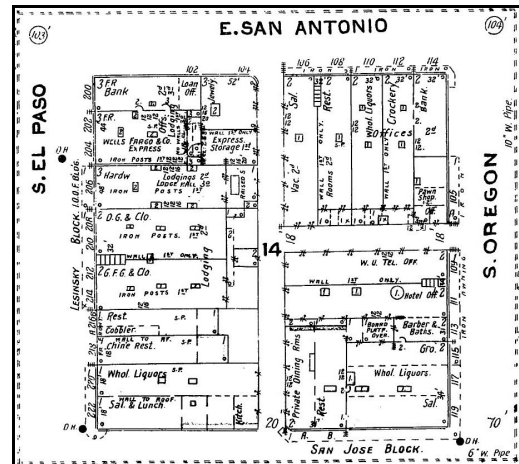


Figure 6-25 – Pfaff’s office, 108 San Antonio (Sanborn Fire Insurance Map, 1905)

4 This was the original location of Julian & Johnson.

was mainly involved in the liquor trade, along with cigars, wines, and ice, although the firm also distributed beer (see ad above). In many of his ads, Pfaff listed only soda and mineral waters, but he was sometimes more specific (EPCD 1896-97-1907).



Figure 6-26 – Pfaff Home (El Paso County Historical Society)

A former El Paso soda bottler, G. Edwin Angerstein, worked for Pfaff from at least 1902 to 1904. In 1902, Angerstein was listed as “Soda Water mfg.” By 1904, he had graduated to “form” (foreman) (EPCD 1902-1904). See the section on single-year bottlers (Chapter 13) for more information about Angerstein.

Pfaff’s last general ad in the El Paso newspapers appeared in March 1907, but an ad for Budweiser in the *El Paso Times* on August 12, 1909, shows the distributor as Henry Pfaff. However, Southwestern Liquor Co. claimed Pfaff’s old address beginning in 1908 *and* advertised Anheuser Busch in the same issue of the city directory. The timing makes no sense. However, Pfaff may have prepaid the *Times* ad (a fairly common occurrence during that time period), so the newspaper continue to print it even though Pfaff had turned the business over to Southwestern. It is clear that Pfaff sold to the Southwestern Liquor Co. in 1907.

Pfaff continued to invest in real estate for the rest of his life and had an office in 1918 at the State National Bank Building. Aside from filing a suit for \$2,812.50 against Duey & Overlock, former stock brokers in Douglas, Arizona, Pfaff was rarely in the news until his death on June 30, 1927 (EPCD 1918-1926; EPH 1/16/1908 5:3; EPT 7/1/1927 1:4). Pfaff’s home, however, was a huge and notable mansion (Figure 6-26).

#### Pfaff in Alamogordo

On August 2, 1900, Pfaff branched out to nearby Alamogordo, New Mexico, just 90 miles north of El Paso, advertising beer, liquor, and Manitou Mineral Water in the *Alamogordo News*. The April 16, 1904, issue included the addition of “Family trade a specialty, all orders will be filled promptly at Alamogordo at El Paso prices, freight added. H.H. McWilliams, Manager” (Figure 6-27). In the April 16 issue of the *Cloudcroft Silver Lining*, Pfaff advertised as “Manufacturer of and Dealer in all kinds of Soda Water.”

Pfaff, an adept businessman, saw an opportunity beyond just advertising in Alamogordo. Because Charles B. Eddy, the primary founder of Alamogordo, was strongly against intoxicants, he had inserted a “liquor clause” in all deeds that denied the right to sell alcoholic beverages in the town – with the single exception of Block 50. The Alamogordo Improvement Co. retained lots 1-4 on Block 50 as the site for a saloon. The town’s only saloon was accordingly constructed on the corner of Tenth St. and Pennsylvania Ave. (currently called White Sands Blvd.) with the property carefully under the control of the founding fathers (Gilbert 1990:49, 108; Sholly 1971:25).

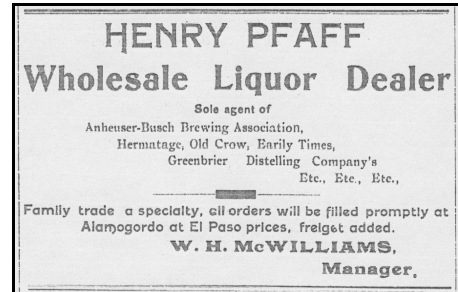


Figure 6-27 – Pfaff ad, Alamogordo (*Alamogordo News* 4/16/1904)

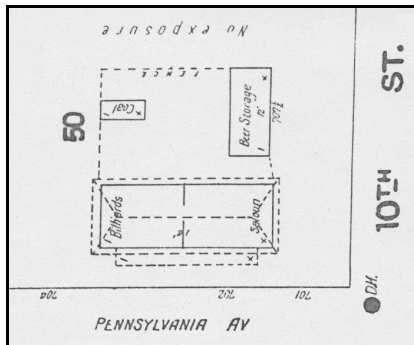


Figure 6-28 – Block 50, Pfaff’s Alamogordo saloon (Sanborn Fire Insurance Map, 1905)

The south end of the building was devoted to the saloon with a billiard parlor to the north. A separate beer storage vault was behind the main building to the east (Figure 6-28). The saloon was then rented or leased to outside operators. The first lessee, Col. J.F. Harvey, opened the Club House Saloon in May 1899. Harvey managed the Alamogordo Hotel and sold wines, liquors, and cigars in the saloon. In 1903, Pfaff successfully obtained the liquor lease for the rapidly expanding town, and, with McWilliams as his manager, became Alamogordo’s supplier of spirits (Gilbert 1990:49, 108; Sholly 1971:25; Sanborn map, 1905; *Cloudcroft*

*Silver Lining* April 16, 1904; *Alamogordo News* April 16, 1904).

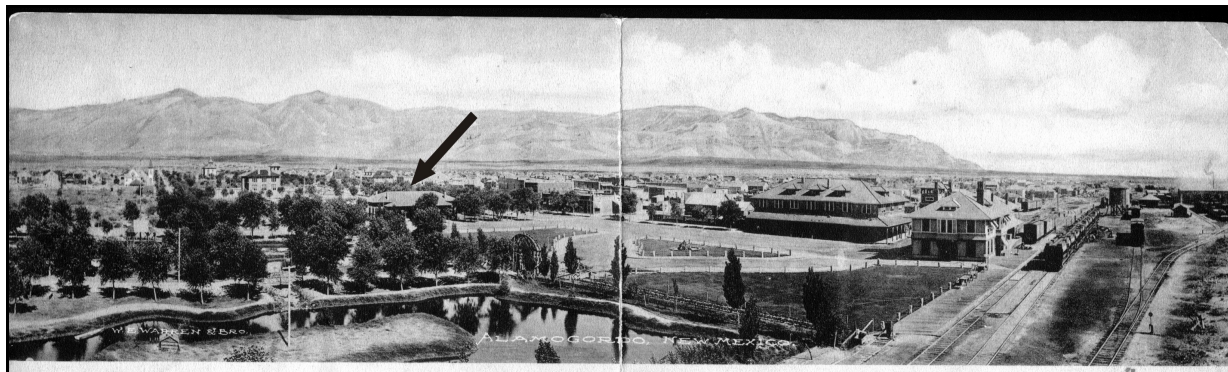


Figure 6-29 – Alamogordo ca. 1905 – arrow points to Pfaff’s saloon (Courtesy of Cliff McDonald)

Pfaff had met McWilliams in El Paso where he was an agent for the Crescent News Co. at the Southern Pacific Railroad depot by 1892. By 1900, McWilliams had left the News and was running the Commercial Bar (EPCD 1892-1900). McWilliams continued to operate the Alamogordo concern for Pfaff until at least March 1907 and, by April (and probably much earlier), Pfaff had a branch in Cloudcroft (*Alamogordo News* March 23, 1907; *Cloudcroft Silver Lining* April 7, 1907).

Pfaff's place of business was undoubtedly quite successful. As well as operating the only saloon within the corporate limits of Alamogordo and being a purveyor of wholesale liquors and cigars, Pfaff ran the "Eating House" for train passengers during stopovers (Gilbert 1990:136 – Figure 6-29). When Pfaff closed his El Paso business in 1907, he apparently abandoned his license in Alamogordo as well (and almost certainly sold the Cloudcroft business). I have found no further indication that Pfaff had any activities outside or real estate (in El Paso) after that.

#### Bottles and Artifacts

Although Pfaff only advertised soda and mineral waters prior to 1906, he undoubtedly distributed water from Manitou Mineral Water Co., a product carried by his predecessor, R.F. Johnson. He added Buffalo Lithia Water by 1906, although it may have been carried earlier. Both waters were likely continued until Pfaff sold out to Southwestern Liquor in 1907.

#### Henry Pfaff House Brand

Unlike Johnson, Pfaff used only one container style, topped with the earliest datable crown caps in El Paso by late 1898 (Figure 6-30). It is virtually certain that Pfaff made the decision to sell to Southwestern Liquor fairly suddenly, possibly foreseeing the coming of Prohibition (13 years later). It is also clear that Southwestern did not continue bottling its own soda (or at least did not keep using Pfaff's old bottles). The evidence for the second of these deductions lies in the ubiquity of the Pfaff bottles. Along with the earlier bottles abandoned by Houck & Dieter and Purity Bottling & Mfg. Co. at the formation of the Empire Bottling Works, Henry Pfaff bottles are some of the most common found

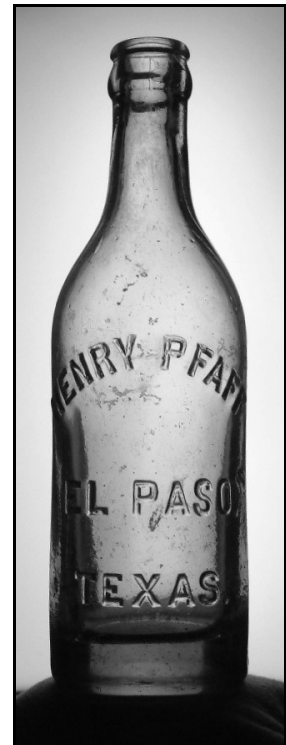


Figure 6-30 – Henry Pfaff house brand bottle

at turn-of-the-century sites in El Paso.

**Method of Manufacture:** Blown into Mold

**Color:** Colorless; Light Blue; Solarized Amethyst

**Size (in cm.):** 20.5-21.3 (h); 6.3 (d)

**Primary Labeling Style:** Embossed

**Finish:** Crown

**Capacity:** ca. 9 oz.

**Overall Bottle Design:** Cylindrical

**Front Description**

**Body:** Embossed - HENRY PFAFF (arch) / EL PASO, / TEXAS. (both horizontal)

**Back Description**

**Body:** Bare

**Base:** Bare

**Manufacturer:** Unknown

**Dating:** [1898-1907] Bottles of this type were probably used during the full tenure of Henry Pfaff from late 1898 to 1907. It is obvious from the different glass colors that the bottles were ordered at least twice, possibly more often.

**Collection(s):** Becky Garrett collection, El Paso Museum of History; John Gross Collection; Mike Morrison collection; Rick Chavez collection; Betty Wood collection; author's collection.

**Variations;**

Carlo and Dorothy Sellari (1989:77) list two sizes of these bottles, one 8¼ inches (21.0 cm.) in height and another 9¼ inches (23.5 cm.) tall. Their price guide suggests that the taller bottle is the more common, but the ones I have measured have all fallen into a much smaller size range (a span of ca. 1.2 cm. v. the 2.5 cm. suggested by the Sellaris). It is currently unclear whether this should be cataloged as two separate varieties or just as a greater range of heights for handmade finishes. Very early in my research, I noted two variations that differed slightly in the curvature of neck and shoulder but were otherwise alike. After observing a much larger sample, I can no longer support that idea. It is possible that I found a single, misshapen bottle at an earlier time.



## Malt-Nutrine

On April 24, 1903, Pfaff first advertised Anheuser-Busch's Malt-Nutrine, "the perfect malt tonic. A food in liquid form. It quickly builds flesh and tissue. . . . All druggists sell it. . . . Orders promptly filled by HY. PFAFF, Wholesale Dealer, El Paso" (EPH 4/24/1903 5:6). The illustration in the ad depicted a squat beer-style bottle with a paper label and foil-wrapped beer-style finish (for a cork stopper). The label declared ANHEUSER-BUSCH'S / Malt Nutrine (script) / A NON INTOXICANT / SPARKLING / A . . . CONCENTRATED LIQUID EXTRACT / OF MALT HOPS. The Anheuser Busch emblem occupied the bottom center of the label with PREPARED / Anheuser Busch / ST. LOUIS to the left and EXCLUSIVELY BY / Brewing Ass'n. / MO. U.S.A. to the right (Figure 6-31). By 1906, Pfaff's name no longer accompanied the ad.



Figure 6-31 – Pfaff ad for Malt Nutrine (*El Paso Herald* 4/24/1903)

Malt extracts were apparently popular during the early part of the twentieth century. Other brewers produced Malt Marrow (McAvoy Brewing), Malt Sinew (Conrad Seipp Brewing), Malta (Jacob Schmidt Brewing), Digesto (Theodore Hamm), Cream of Malt Tonic (Kiewel Brewing Co.) and other malt brews. These various malt products were marketed with the usual unbelievably long list of curative or health-producing qualities that were common at the time (Ketchum 1999:6-7). Non-intoxicating malt beverages were produced to take advantage of the food value in beer. Higher in solid content than alcoholic beers, they were usually called tonics or malt extracts and were generally sold in drug stores. Like the Malt-Nutrine sold by Pfaff, most of these were packaged in long-necked, squat bottles (Kay 2001:12).

## Water from Buffalo Springs

Buffalo Springs (also known as Buffalo Lithia Springs and Buffalo Mineral Springs) are located in Mecklenburg, Virginia. The Springs were known to Europeans as early as 1728 and operated as a commercial enterprise from about 1811 until the early 1940s. The Springs featured a hotel and health resort and opened a bottling plant around the turn of the century that sold water from Spring No. 2. Bottled water was sold after 1876 but was bottled by hand and transported by wagon to the nearest railway prior to the opening of the bottling plant (Abbott et al 1997:19-58).

By the 1880s, Buffalo Lithia Springs shipped bottled water in twelve-bottle cases of half-gallon containers priced at five dollars per case. By the 1930s, water was also available in five-gallon demi-johns. At its peak, Buffalo Springs water was sold in an estimated 20,000 drug stores throughout Europe, Canada, and the United States. Although the hotel closed in the early 1940s, the owners of the property continued to sell bottled water until 1949 (Abbott et al 1997:19-58).

The earliest known containers used for Buffalo Lithia Water were half-gallon, aqua bottles with cork stoppers. The embossed picture of a woman with a pitcher (see below) was part of the registered trademark (Figure 6-32). Thomas F. Goode, proprietor of the springs registered the trademark, No. 5,878, on April 16, 1878. He claimed to



Figure 6-32 – Buffalo Lithia Water bottle (eBay)

have been using the mark since January 1, 1878, and his purpose was to “have this trade mark blown in the bottles in which the waters are put up” (McGuire 1991:Vol. II, 64).



Figure 6-33 – Buffalo Springs Mineral Water label (eBay)

During the late 1920s or early 1930s (before the change to paper labels) the company made a slight alteration in the name to Buffalo Mineral Water. By the 1930s, black and white paper labels were affixed to otherwise undecorated bottles, along with a change to continuous thread finishes and screw-top caps. By this time, most of the bottles were colorless, although some of the aqua containers persisted (Abbott et al 1997:52). Buffalo Mineral Springs Water bottles were identical except for the name and size (Figure 6-33). Because of hand completion of the finish in the mouth-blown process, bottle heights varied (cf. Blumenstein 1973:52-53; Colcleaser 1966:43; Klamkin 1971:144). Bottles used in El Paso were certainly cork-stoppered with the name, Buffalo Lithia Water.

## Buffalo Lithia Water

Carlo & Dorothy Sellari added an interesting note about Lithia Waters:

Following the Civil War, at a time when sales of mineral water began to drop, excessive boasts began to appear that lithium, an alkali metal supposedly with healing properties, was in the water. An investigation after the passage of the Pure Food and Drug Act in 1907 found only infinitesimal traces of lithium in bottled water. "Lithia Water" abruptly disappeared from bottle labels (Sellari & Sellari 1989:84).

The Sellaris (1989:28), however, noted that Spring No. 2 "was the only spring at Buffalo that contained significant amounts of lithia, considered a rare and valuable ingredient in mineral springs." According to the Ferraros, the same report claimed that "in order to receive an effective therapeutic dosage of lithium in BUFFALO LITHIA SPRINGS WATER the patient would have to drink 200,000 gallons of the water!" (Ferraro & Ferraro 1966:51).

**Method of Manufacture:** Blown into Mold

**Color:** aqua

**Size (in cm.):** 25.1-25.4 (h); 11.4-11.7 (d)

**Primary Labeling Style:** Embossed

**Finish:** Single-Collar (for corks)

**Capacity:** Half Quart

**Overall Bottle Design:** Cylindrical with rounded shoulder and short neck

### Front Description

**Body:** Embossed - BUFFALO / LITHIA WATER above a picture of a well-dressed, seated woman pouring something from a pitcher with NATURES / MATERIA / MEDICA to the left of and slightly below the pitcher and TRADE MARK below the woman (variations in the picture range from crude to precise and include pleats or plain skirts on the woman)

**Heel:** Bare

### Back Description

**Body:** Bare

**Heel:** Embossed - OBCO

**Base:** Embossed - 845 / 5

**Manufacturer:** Ohio Bottle Co. (1904-1905)

**Dating:** [ca. 1904-1906] Although Henry Pfaff only advertised Buffalo Lithia Water beginning

in 1906, he may have sold it earlier when his ads were less specific. Because of a lack of lithium in the water, the Pure Food and Drug Act of 1906 forced the company to change its name to Buffalo Mineral Springs Water. The earlier embossing reflects the pre-1906 Buffalo Lithia Water. When Pfaff sold out to Southwestern Liquor Company in 1907, they continued to advertise the water until 1909.

Most of these bottles had no manufacturer's marks. Others had various marks, either on heels or bases. Since they were made over a long period of time (ca. 1880-1906), there were numerous manufacturers.

**Collection(s):** Author's collection.

### Buffalo Mineral Springs Water

**Method of Manufacture:** Blown into Mold

**Color:** Colorless

**Size (in cm.):** 25.1-25.4 (h); 11.4-11.7 (d)

**Primary Labeling Style:** Embossed/Paper

**Finish:** Single-Collar (with cork)

**Capacity:** Half Quart

**Overall Bottle Design:** Cylindrical with rounded shoulder and short neck

#### Front Description

**Body:** Embossed - BUFFALO / MINERAL / SPRINGS WATER above a picture of a well-dressed, seated woman pouring something from a pitcher with NATURES / MATERIA / MEDICA to the left of and slightly below the pitcher and TRADE MARK below the woman (variations in the picture range from crude to precise and include pleats or plain skirts on the woman)

**Heel:** Bare

#### Back Description

**Body:** Paper Label (white with black ink) - Text on three sides surrounds a rectangle with a fancy border. The rectangle is divided into three sections: the top with a black background and white letters; the center with white background and black letters, and the bottom returning to the black background.

Top text: NET CONTENTS OF BOTTLE FULL HALF GALLON / THIS IS A NATURAL SPRING WATER BOTTLED AT THE SPRING.

Left side: This (illegible) should be kept in a COOL PLACE and not exposed to the light. The Water is as clear and / (illeg.) When bottled, but exposure to the light will generate a sediment in every bottle of it. There / (illeg.) Of preventing this, and it does not affect either the taste or

medicinal value of the Water in / (illeg.) . . . est degree. Straining through a linen or cotton cloth before drinking is all that is necessary.

Right side: Occasionally one or two bottles will be found in a case, (illeg.) Sulphuretted Hydrogen has been / generated after packing, giving the Water the taste and odor of indifferent Sulphur Water. Dis- / inguished Chemists, to whom this matter has been submitted, express the opinion that no injury / is caused thereby to the medicinal properties or action of the Water.

Rectangle (upper section): BUFFALO / MINERAL WATER / SPRINGS NO. 2 with a white-backgrounded inset in the lower center. The inset is primarily the same as the embossed section on the front: BUFFALO / MINERAL / SPRINGS WATER / NATURE'S MATERA / MEDICA with the seated woman and pitcher.

Rectangle (central section): This water has been on the market for more than / forty years. It is EXTENSIVELY sold throughout the / United States and is exported to European countries. / Physicians of NATIONAL REPUTATION, both in the United/States and in Europe have used this water, they have / endorsed it as of GREAT VALUE and have RECOMMENDED it / to their patients.

As a diuretic and antacid its potency is undisputed. / The RESULTS ACCOMPLISHED and ATTESTED to by the INDI- / VIDUALS who have been HELPED, and by their PHYSICIANS, are the TELLING PROOFS of the value of Buffalo Mineral / Springs Water.

From SIX TO EIGHT GLASSES of the ordinary size per day / is the average quantity usually advised. Many persons, / however, take a larger quantity.

**This bottle, before being filled, was thoroughly washed and steri- / lized under the direction of an experienced chemist and bacteriologist.**

There is no Tablet or other concentrated form of this Water. / ORDER FROM YOUR DRUGGIST OR GROCER OR DIRECT FROM US.

Rectangle (bottom section): BUFFALO MINERAL SPRINGS WATER CO. / BUFFALO LITHIA SPRINGS, VIRGINIA.

**Heel:** Bare

**Base:** Bare

**Manufacturer:** Unknown

**Dating:** [1906-ca. 1909] Although Henry Pfaff only advertised Buffalo Lithia Water beginning in 1906, he may have sold it earlier when his ads were less specific. Because this bottle is labeled Buffalo Mineral Springs Water, it postdates the Pure Food and Drug Act of 1906. When Pfaff sold out to Southwestern Liquor Company in 1907, they continued to advertise the water until 1909.

**Collection(s):** Author's collection.

## Southwestern Liquor Co. (1907-1918)

The Southwestern Liquor Co. took over at 108 San Antonio St. in 1907 under the management of A.L. Longneckard. Longneckard was unlisted in the city directories prior to 1906, when he was a stenographer for Henry Pfaff. The following year, he was a salesman for Pfaff, apparently learning as many facets of the trade as possible. Longneckard remained manager of Southwestern Liquor until 1914, when he was replaced by his former secretary/treasurer, George A. Gould.

Born in Missouri about 1874, Gould was 36 during the 1910 census. Gould rented a house where he lived with his wife, Martha, and their son, George A (Jr.). The couple had given birth to a second child, but it was no longer living. Gould began with Southwestern in 1910 and listed his job as “Book Keeper, S.W. Liquor House” (EPCD 1907-1910; 1910 census).

Although Southwestern continued to operate in the liquor trade under Gould until all sales of alcohol ceased in El Paso in 1918, the firm stopped advertising non-alcoholic beverages after 1916 (Figure 6-34). Like its predecessors, Southwestern was a wholesale distributor of liquors, wines, and cigars, as well as selling ice, soda and mineral waters (EPCD 1910-1918). When Southwestern Liquor Co. ceased its soda and mineral water sales, it broke the chain that was forged by R.F. Johnson in 1892.

As an interesting footnote, in 1918, the Women’s Christian Temperance Union, under the leadership of Mrs. Charles B. Stevens, moved into the building formerly occupied by Southwestern. The move may have been symbolic, demonstrating a triumph over the evils of the alcohol establishment (Langston 1974:16). It also suggests that Southwestern was already out of business prior to the April 15 prohibition of alcohol in El Paso.

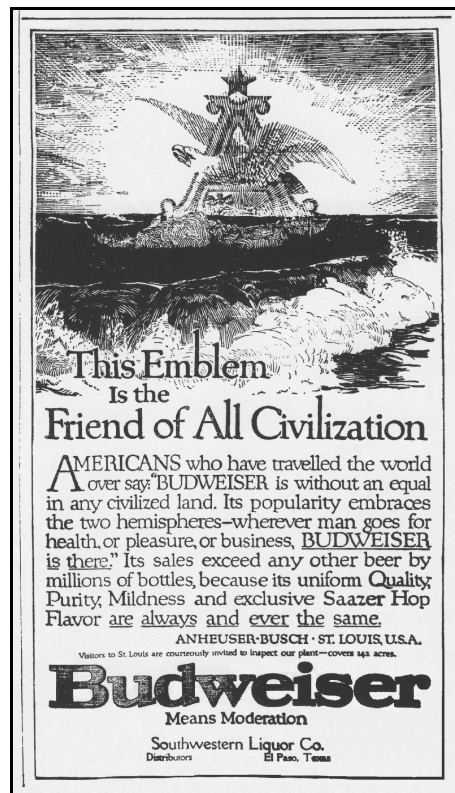


Figure 6-34 – Southwestern Liquor Co. ad (*El Paso Times* 6/28/1916)



## Bottles and Artifacts

It is probable that Southwestern continued to bottle sodas, when it took over the Pfaff operation. Everything was in place, although it was probably out of date by that time. If so, the firm used generic bottles with paper labels, and, unlike most other beer/alcohol distributors, it did not attempt to use non-alcoholic drinks to ride out Prohibition. I have never heard of any bottles or labels from the firm.

### Clysmic “King of Table Waters”

Clysmic was bottled in Waukesha, Wisconsin, from 1878 to 1919. The term “King of Table Waters” (in quotes) appeared in 1907 and continued to follow the word “Clysmic.” The lady and the elk label (see below) was also used during this time period (personal communication, John Schoenknecht).



Figure 6-36 – Generic “bowling pin” bottle used by Clysmic

Like the waters described above, I have been unable to find examples of Clysmic “King of Table Waters” with any local designations. Kendrick (1963:78), however, depicts the base and partial body of a Clysmic bottle in her demonstration of the distinctive Owns Ring. The name CLYSMIC in a stylized form was embossed on the base of Clysmic bottles (Figure 6-35). All bottles I have examined have been forest green (not aqua) in color, were topped with crown finishes, had “bowling pin” shapes, and were blown into a mold. Each one is crudely made, often with twisted necks and canted finishes (Figure 6-36).



Figure 6-35 – Clysmic bottle base

Variations include an actual two-piece, hinged mold (often called a “keyhole” bottom by collectors) along with both post- and cup-bottom molds. I have seen none with manufacturer’s marks of any kind. Clysmic bottles were offered in at least three sizes: 18.5 cm. (7 1/4”); 24.0 cm. (9 3/8”); and 28.0 cm. (11”). All sizes are approximate due to hand finishing.

At some point after 1903, Clysmic began using bottles made on an Owens Automatic Bottle Machine. Still in the “bowling pin” shape, these were still marked with the Clysmic logo on the base along with the distinctive Owens scar (cf. Kendrick 1963:78). The presence of the Owens scar means that the bottle could only have been made by the American Bottle Co. or its predecessor, the Ohio Bottle Co. Ohio Bottle, then American Bottle, had the exclusive Owens license to make soda and beer bottles between 1904 and 1916. Paper labels came in at least two slight style variations. One of those is described below and appeared on all the Clysmic trays made by Cheinco. The second style was offered on eBay and varies only slightly.



Figure 6-37 – Clysmic “King of Tablewaters” tray (eBay)

Numerous Clysmic trays have been offered on eBay. A typical one is round in shape (although rectangular and oval trays were also made) with an upwardly extended rim and an oval picture in the center. It is labeled clockwise around the inside rim - Clysmic (logo) King of Table Waters, Cheinco Housewares (logo), Clysmic (logo), King of Table Waters. The picture shows a scantily-clad lady posed next to a stag. She holds a gigantic bottle of Clysmic. A tray in the author’s possession depicts the bottle in some detail. The container is crown capped, green in color, and bowling-pin shaped (Figure 6-37).

The bottle on the tray contains two paper labels, one on the neck/shoulder, and one on the

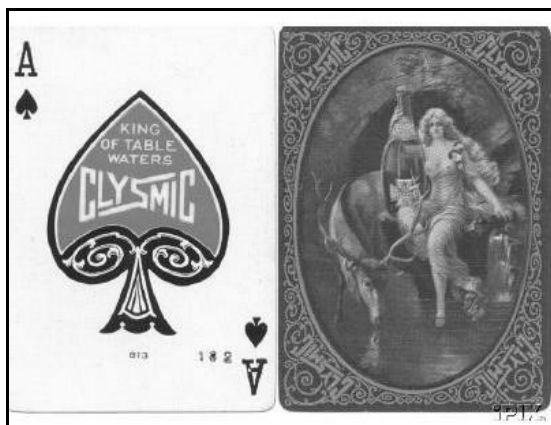


Figure 6-38 – Clysmic playing cards (eBay)

body of the bottle. The red neck/shoulder label has points on top and bottom and “wings” that extend from both sides in a downward slant to left and right. White lettering proclaims “KING / OF TABLE / WATERS / CLYSMIC (with extensions from the “S” that underling the first syllable and overline the second one) / BOTTLED / AT CLYSMIC SPRING / WAUKESHA / U.S.A.” The body label is shaped like a Maltese cross with a red border, blue background, and black letters. The word CLYSMIC is portrayed as on the neck/shoulder label across the horizontal arms of

the cross with a drinking stag (as on the tray) in the upper arm and the semi-nude lady with a bottle in the lower arm. If any finer print occurs, it is not evident on the tray.

A deck of Clysmic playing cards revealed information about bottle sizes (Figure 6-38). An extra advertising card in the deck alerted the player that he or she could receive a free deck of playing cards by sending 12 crowns from Clysmic bottles to the Clysmic Spring Company, Waukesha, Wisconsin. The card went on to explain that Clysmic was available in three sizes in cases of: 6 large bottles, 12 medium bottles, or 12 split bottles. Splits were supposed to be half the size of the largest bottles, a term used regularly in the brewing industry. In reality, in brewing, they were usually seven to eight ounces by volume.

