

# Trio of books by David Tingen invaluable to N.C. collectors

By Bill Baab

Raleigh, North Carolina resident David Tingen admittedly has been involved in the antique bottle collecting hobby for more than six decades. A longtime member of FOHBC affiliate Raleigh Bottle Club, he has not just collected bottles from his state, but also conducted research into the bottlers' historical backgrounds.

In early 2016, he published "North Carolina Brewers and Bottlers, 1774–1908," and my review was published in Bottles and Extras. During that same year, he produced two more books.

One was "Coca-Cola and Pepsi-Cola Bottling Works of North Carolina, 1902–1925," and the other was "North Carolina Lesser Known Franchised Bottling Works, 1903-1925." A year later, he published "North Carolina Independent Bottling Works, 1850-1925."

I was not aware of that trio until I saw a note about them from David and immediately e-mailed him to see if review copies were available. They arrived in the mail shortly after my inquiry.

Let's take this treasure trove of great information one at a time:

There were 53 Coca-Cola bottlers at one time in the Tar Heel State and 45 Pepsi-Cola bottlers. Many were well known, while others got out of the businesses almost as fast as they got in. Some owners obviously bit off more than they could chew. For example, in Burlington, N.C., the following 1919 ad was posted: "FOR SALE—I HAVE A PEPSI-COLA bottling plant complete at a big bargain, with 40 gross 8 oz. bottles. Would exchange for good real estate. W.G. Jennings, Carthage, N.C."

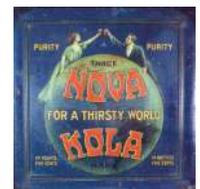
Tingen lists the principal owners of each of the franchises, copies of advertisements from those eras and Sanborn Fire Insurance maps detailing the locations of each. All are listed in alphabetical order so if the reader wants to know about a specific business, it's easily located.

Interestingly, an ad placed by the Forest City, N.C., Coca-Cola Bottling Co., shows the outside of the new (patented Nov. 6, 1915) Coke bottle sometimes known as the "Mae West" because of its buxom appearance. The design was modified into a slimmer

## North Carolina Lesser Known Franchised Bottling Works 1903-1925



Christo-Cola



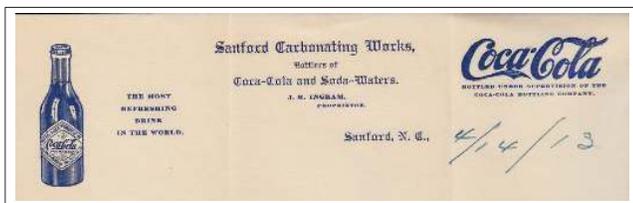
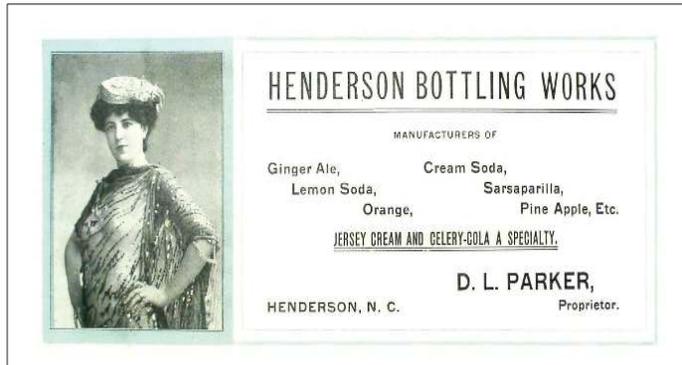
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version a bit later because the fatter one would not fit into vending machines of the time.

Straight-sided Coke bottles in use before 1915 are featured in other ads of franchises organized from 1902 to 1914.

Caleb Bradham, of New Bern, N.C., was credited with organizing the first Pepsi-Cola Company, selling the drink at his drug store

## North Carolina Independent Bottling Works 1850-1925



Bottlers of Soda, Cider and Mineral Water

By David Tinggen

## Coca-Cola and Pepsi-Cola Bottling Works Of North Carolina 1902-1925



By David Tinggen

fountain in 1902. Tinggen devotes the best part of two pages to Bradham and his interesting history.

Early Pepsi bottles were identified by paper labels and the company was among the first to publish testimonials from famous people of the day. "I enjoy Pepsi-Cola first rate. It's a bully drink – refreshing, invigorating, a fine 'bracer' before a race, and a splendid restorer afterwards," said famous Barney Oldfield, the auto racer, in 1908.

The author points out that the popularity of Coca-Cola with the public spawned a large number copy cat soft drinks in all 48 states (of that time) and North Carolina was no exception. While Coca-Cola was well financed and conducted national advertising campaigns, smaller bottlers had limited budgets and many never moved past the stigma of just being locally known.

"During the period 1902 to 1919 the growth of non-alcoholic beverages nationwide was astounding with over 300 makers of soda flavors containing the words: Cola, Ola, Nola, Kola or similar," Tinggen notes.

One of the most popular beverages was Chero-Cola and there were 32 North Carolina cities where franchised bottlers were

established, the earliest ones about 1914. Then the author checks out Mint Cola, Orange Crush, Christo-Cola, Lime-Cola and Blutwine. Brief mentions of 36 miscellaneous beverages round the book.

The book about the state's independent bottlers lists 117 communities in which they thrived, or didn't. Many of the companies advertised their own soft drinks with many turning down offers of Coca-Cola franchises because they felt their drinks tasted much better. They may have been right at the time because early Coke was tainted by cocaine and had a bitter taste.

Homemade ginger ales were prolific at the time as were ciders of various flavors. All in all, this book makes for fascinating reading. And a collection of the bottles containing these miscellaneous beverages would make an outstanding display.

I highly recommend this trio of books because their contents are invaluable to all North Carolina bottle collectors in particular and collectors of Southern bottles in general.

Tinggen is asking \$15 apiece plus \$3 shipping via media mail, or \$45 for all three with shipping included.. Write to David Tinggen, 9412 Greenfield Drive, Raleigh, NC 27615

