

# Donation of the Month

## Bubble Up Soda Bottles



The sultry hot days of summer are a perfect time to enjoy an ice cold soda pop. Thirsty yet? Take a look at these Bubble Up soda bottles. The bottle on the left shows the printed label on the back; the right bottle shows the colorful label in front. Don't mistake it for 7-Up though; Bubble Up was first introduced in 1920, several years before 7-Up and is still available today.

In 1937, the carbonated lemon and lime soda was bottled right here in Rogers at the Cleo-Vess Bottling Company. The company also bottled Cleo-Cola along with other flavors of soda beverages. Located on South First Street, the Cleo-Vess Bottling Company claimed to be "equipped with the latest improved automatic bottle washing, soaking, rinsing and bottling machinery."

The Cleo-Vess Bottling Company in Rogers, Arkansas, was founded in June of 1937 and managed by Charles Hudspeth. According to information about the company from a 1938 A Message to the Homeseeker, it was one of the most sanitary bottling companies and "built a substantial patronage purely on the strength of the quality of its products, right prices and quick service to dealers."

The years following the Depression were big for soda production in the United States. Popular brands included Coca-Cola, 7-Up, Orange Crush, and Nesbitt's as well as Bubble Up, Cleo Cola, Sunspot, and

Nu-Grape. The state of Arkansas alone bottled almost 60 million cases of carbonated beverages in 1937.

**CREDITS**

"Cleo-Vess Bottling Company" from A Message to the Homeseeker, 1938.

Odell, Digger. "Soda Manufacturing in 1937"

<http://www.bottlebooks.com/ACL%201937/Soda%20in%201937.htm>

Rogers Historical Museum Research Library and Object files.

"Our Brands" Monarch Beverage Company <http://www.monarchbeverages.com/brand.asp>