Little Cookbooks – Folger’s – Proctor and Gamble Company, Cincinnati, Ohio


03/01/06
Little Cookbooks – **Old Dutch** – Krantz Brewing Corp., Findlay, Ohio


11/29/05
Little Cookbooks – 7-Up – The Seven-Up Company, St. Louis, Missouri; The
Seven-Up Company, 1300 Delmar Blvd., St. Louis 3, Mo.; The Seven-Up Company,
1300 Delmar Blvd., St. Louis, Missouri 63103; The Seven-Up Company, 121 South
Meramac, St. Louis, MO. 63105.

1948 – Good. **9 ways to spark family favorites.** The Seven-Up Co., St. Louis, MO. Front:
7-Up bottle tipped to right on green and white cover. Back: **The all-family drink with
the fresh, clean taste! YOU LIKE IT . . . IT LIKES YOU!** 7-Up bottle on right with
copyright below it. 5” x 4”, no page numbers.

1953 – Fine. **“FRESH UP” FAMILIAR FOODS AND PARTY TREATS…with that
famous lively Seven-Up flavor!** The Seven-Up Co., St. Louis, MO. Green 7-Up bottle
at left. Drawing of four foods at top. Back: **SO PURE…..SO GOOD….SO WHOLE-
SOME. YOU LIKE IT…IT LIKES YOU!** Folks of all ages enjoy its distinctive fresh,
clean taste. Tipped 7-Up bottle in center. 5” x 4”, no page numbers.

1957 – Good. **You’re really COOKING when you’re cooking with SEVEN-UP!** For a new
Dimension in kitchen cookery **Nothing does it like Seven-Up!** The Seven-Up Co., St.
Louis, MO. Pink center panel with cake, pies and ham with two bottles to the right. Back:
**The all-family drink!** Four member family heads below title and at top left of pink wrap-
around panel. . . .a real thirst-quencher . . .a fresh, clean taste . . . a quick, refreshing lift
**Nothing does it like Seven-Up!** 4 1/8”x 6”, no page numbers.

1959 – Very Good. **You can do the EXCITIN’EST THINGS with ICE CREAM and SEVEN-
UP!** Pink panel at left contains 7up bottle while blue panel top right has ice cream in scoop.
Seven-Up in yellow block. Back: **THE ALL-FAMILY DRINK . . .a real thirst-quencher
. . .a fresh, clean taste . . .a quick refreshing lift. Nothing does it like SEVEN-UP.** Bottle
in center. Black and white sketch of four family members’ heads looking at bottle.4 1/8”x
6 1/8”, no page numbers.

No Date – Good. **7-Up suggests how to watch the clock and be fancy, too!** Any food’s a feast with
7-Up. Magazine pull-out. Same title front and back. Clock upper right while food on lower
part of cover. 5 ½”x 7 3/8”, no page numbers.

1961 – Very Good. **Do yourself a flavor … make a Seven-Up “Float”! (SEVEN-UP AND ICE
CREAM)** Front panel has 7-Up bottle lower left adjacent to three scoops of ice cream
while above right is a Seven-Up Float. Back panel has family enjoying 7-Up with bottle
upper right. Little boy is in space suit. **The all-Family Drink.** For a real thirst quencher,
a fresh clean taste, a quick refreshing lift… “Fresh Up” with Seven-Up! Three fold
pamphlet. Each panel 4 ¼”x 6”.

1961 – Fine. **7-Up goes to a Party! Recipes for: BARBECUES, GUEST DINNERS, OPEN
HOUSES, HOLIDAY EVENTS.** The Seven-Up Company, 1300 Delmar Blvd., St. Louis
3, Mo. Upper left, six bottles of 7-Up; ham opposite title and below left is tomato and
shrimp mold. Back: bottle of 7-Up and glass of 7-Up. Below that, **Memo to Seven-Up
Cooks.** Paragraph about stocking up with 7-Up. 5 3/8”x 8 ¼”, 15 pages.
1962 – Good. *Happy eating!* **SEVEN UP WITH FESTIVE FOODS. Any Festive Food Tastes Its Delicious Best With Seven-Up!** White stock with green blue and red ovals behind title. Yellow block at bottom of front panel. Back: yellow background with red footer and blue and red ovals behind title. 7-Up bottle and glass of 7-Up to left. **SEVEN-UP makes any meal a feast.** The Seven-Up Company, 1300 Delmar Boulevard, St. Louis, Missouri. Three fold pamphlet. Each panel 4 1/8”x 6 1/8”.

1962 – Very Good. *Serve a 7-UP punch …put a SURPRISE in your party!* The Seven-Up Company, 1300 Delmar Boulevard, St. Louis 3, Missouri. Picture of young man and woman at a punch bowl. Three bottles of 7-Up at left on table. Title right on one-third cover. Back: punch bowl to left. Title and promo on right. **MAKE-YOUR-OWN GLITTERING PUNCH BOWL. Buy 7-UP by the case.** Case of 7-Up. 8 ½”x 4 7/8”, 7 pages.

1963 – Very Good. **QUICK RECIPE FAVORITES …DISTINCTIVELY DIFFERENT WITH 7-UP.** Modern drawing of foods using bright pink to lavender to highlight foods. Black pen and ink sketch of 7-Up bottle. Back: similar drawing with title and promo on white background. **7-Up and food just naturally go together!** 8 5/8”x 5 5/8”, 15 pages.


1964 – Good. *For Happy Holidays – 7-UP Your Party.* Yellow background. At top is picture of iced punch, three bottles of 7-Up to right and 4 punch glasses to the left of punch. Back: red gloved hand holding bottle of 7-Up. **FOR HAPPY HOLIDAYS 7-Up Your Party.** At bottom: red ribbon tied around container for three bottles of 7-Up. Holly on either side. 5 ¾”x 7 ¾”, no page numbers.

1965 – Fine. *quick recipe favorites distinctively different with … 7up.* Drawings of molded green salad, ham, cake with one candle, parfait. Back: in red and black, **7-UP AND FOOD just naturally go together!** Bottle of 7-Up below with drawings of food on either side of it. 5 3/8”x 8 3/8”, 15 pages.

1966 – Poor. *Bright, Bold and Sparkling! A JOLLY HOLIDAY WELCOME FROM 7-UP.* The Seven-Up Company, 121 South Meramac, St. Louis, MO 63105. Drawing of punch bowl with strawberry or raspberry ice cubes in blue Christmas tree bulb. Back: Six packs of seven up in a red bag. One beside it. **The more 7-UP the merrier. 7-UP FIRST AGAINST THIRST.** 7 5/8”x 5 5/8”, no page numbers.

1981 – Very Good. **7-Up Holiday Party Starter.** Wrap-around holly background. Picture of bottle and can of 7-Up with sandwiches, cheese, salad, turkey, cranberries, etc. Copyright on lower back cover. 5 3/8”x 7 ¼”, 25 pages.

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1912 – Good. *The Hostess and Welch’s Grape Juice*. The Welch Grape Juice Co., Westfield, N.Y. Wrap-around cover with grapes, leaves, and vine extending from back to front. Bottle on back near four punch glasses and on front hands ladling Welch’s from cut-glass punch bowl into cup. Grey stock. 3 ¾”x 6 ½”, 36 pages.

No Date – Good. *WHOLESOME COOKING WITHOUT WASTE*. Welch’s “The National Drink” “Let me be your hostess” Welch’s Grape Juice Sold by L.G. Thurston, Staple and Fancy Groceries, Monticello, Ky. Published by: Rand McNally & Company, Chicago – New York. Yellow background for title. Same illustration of woman pouring grape juice on front and back. Concord grapes. Back also has promo for Welch’s as the drink to use for dinners, luncheons, teas, receptions, etc. Machine punched hole. 5 5/8”x 7 5/8”, 32 pages.

1925 – Very Good. *The vital place of appetite in diet*. The Welch Grape Juice Company, Westfield, New York. Picture of dinner place setting and small glass of grape juice served as appetizer. Back: drawing of bottle, glass and bowl of concord grapes in center and a red line frame close to edge. 4 ¼”x 5 ½”, 16 pages.


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