

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

1956 – Very Good. **Fun WITH COFFEE, How to Brew Good Coffee, Exotic Hot Coffee Recipes, Exciting Frosty Coffee Recipes, Desserts, Pies, Cakes and Breads, Cookies and Candies, Sauces and Frostings.** Compliments of Folger's. Published by Pan-American Coffee Bureau, 120 Wall Street, New York 5, N.Y. Coffee beans under plates of fruit cookies and cups of coffee with coffee pot. Red, black and blue lettering on white rectangle. Back: wrap-around cover with yellow block at bottom for grocer or product name. 6" x 8 7/8", 32 pages.

1977 – Very Good. **Folger's RECIDEX RECIPE ORGANIZER.** Spindex Corporation, Patent #3,877,729. Needle point cover with clear plastic spiral. Fold-out back so that book can stand alone. 6"x 4 1/4", 6 pages of coffee tips and rest are blank so owner could write recipes under indexed Salads and Appetizers, Meat/ Fish, Vegetables, Desserts, Misc.

1980 – Very Good. **Folger's COOKING WITH COFFEE.** Copyright by Meredith Corporation and The Proctor and Gamble Company, Cincinnati, Ohio. Produced by Meredith Publishing Services, 1716 Locust Street, Des Moines, Iowa 50336. Picture of one large piece of German Mocha Cake teamed with 2 cups of Belgian Coffee. Back: **FREE WHEN YOU BUY AT LEAST 2-LBS. OF Folger's COFFEE OR 26-OZ OF Folger's FLAKED COFFEE.** Title in upper left-hand corner on plain white stock. 8 3/4"x 6 3/4", 49 pages.

03/01/06

Little Cookbooks – **Old Dutch** – Krantz Brewing Corp., Findlay, Ohio

No Date – Good. **Meals Taste Better With Just the Right Touch Old Dutch.** Title Page: **Food for Entertaining – Better with Beer.** Back cover: **Just the Right Touch . . . Old Dutch the Good Beer. Taste and Flavor Enjoyed by Millions.** The Krantz Brewing Corp., Findlay, Ohio. Front cover: Ham with pineapple and red and green cherries on the top. Back cover: black and white sketch of two couples enjoying TV and drinking beer. Woman holds beer glass tray. Can and bottle of Old Dutch in foreground lower right. 6" x 8 ¾", 18 pages.

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 WHOLESOME. 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 1/2”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 1/4”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 1/4”, 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 1/2"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 – Very Good. **Great drinks made simple with an assist from 7-Up.** The Seven-Up Company, 1300 Delmar Blvd., St. Louis, Missouri 63103. White stock with sketched brown ice bucket, lime, cherries, mix measurer, and three cocktails. Back: Standard Bar Measurements, Glass Sizes. Drawn bottle of 7-Up **Your Guide to Happy Mixing SEVEN-UP FLATTERS THE FLAVOR ... whatever you favor.** 8 1/4"x 5 1/4", no page numbers.
- 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 3/4"x 7 3/4", 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.

1969 – Fine. **PUT THE UN IN COOKING FUN WITH 7-UP THE UNCOLA.** Orange background. Very modern drawing of 7-Up on table with various foods. Back: orange background, Seven-Up Company address and “Recipe Booklet prepared by: Consumer Services Department.” 8 ¼”x 5 ¼”, 13 pages.

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.

01/09/06

Little Cookbooks – **Welch's Grape Juice** – The Welch Grape Juice Company, Westfield, N.Y.

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.

1934 – Fine. *Drink or serve 'A Bunch of Grapes'.* **Recipes checked and standardized for The Welch Grape Juice Co. by Good Housekeeping Institute.** Seal of Good Housekeeping Bureau. The Welch Grape Juice Co., Westfield, New York. Single sheet with three folds. Recipes for Grape Sherbet and Welch's Grape Juice Luncheon Salad on the back. Each panel 3 ½"x 5 7/8".

1952 – Good. **Welch's HOWDY DOODY COOK BOOK.** The Welch Grape Juice Company, Westfield, N.Y. Howdy Doody and friends looking at bowl of grape juice gelatine. Lower right corner has a yellow gift card from Howdy Doody. Back: Song about Welch's Grape Juice. Drawing of cow's head at top and below six children holding hands and dancing. 5 3/8"x 8 ¼", 34 pages.

04/04/06