

A History of Bottling Companies

Soft drinks have become the beverage staple of modern life, and very few remember that Greenville was once home to some of the largest bottling companies in the State. The first known endeavor into the bottling trade in Greenville can be traced back to one S. M. Schwartz, who opened the Greenville Bottling Company on Fourth Street in 1883, manufacturing and selling beer. Other beer bottlers soon followed, but in 1887 Edward H.



Roger Kammerer

Shelburn & Co. opened a grocery and soda fountain on Evans Street and began Greenville's long history of soda bottlers.

In 1892, Edward H. Shelburn & Co. opened the Greenville Bottling Works for carbonated drinks, selling ginger ale, soda water and sarsaparilla and was named by 1897 as one of the leading bottlers in the State. He also bottled beer which he bought in large barrels and bottled for the trade. In 1893, Shelburn became the first person to sell Coca-Cola in his soda fountain in town and by 1906 was bottling it in his company. In Jan. 1907, Shelburn moved his bottling works to his new building on Third Street. In 1908, Shelburn got out of the bottling business and sold it to the Hines-Murphrey Coca-Cola Company.

In 1902, J. W. Bryan, a local merchant, invented a drink and began dispensing it

at his soda fountain. It was so refreshing and possessed such excellent digestive qualities he called it "Digestine." When he tried to patent the name it was found to already be used, so he called it "Euvita." In Jan. 1903, the Euvita Bottling Company was formed with E. H. Thomas, J. W. Bryan, W. J. Nichols and O. L. Joyner. In June 1911, J. W. Higgs, secretary and treasurer of the Euvita Company, offered for sale at the court house door all the property and rights of

the company.

In April 1906, a new company, the Burton Soda Water and Ice Cream Works, opened with J. H. Cox as manager. They bottled Seven Springs mineral water and carbonated it to keep it fresh.

The Pepsi-Cola Bottling Company was started in 1908 by Thomas Menan Hooker and William A. Teel, Jr. The bottling plant was located at 808-810 Dickinson Avenue with J. R. Moore as manager. Mr. Hooker died in March 1920 and his half share of the company was sold to Paul Fitzgerald. The bottling company reopened in April 1920 and the following November, Fitzgerald sold his half of the company to W. A. Teel, Jr. Teel managed the company until his death in Jan. 1921 and his widow offered the bottling works for sale. The Pepsi-Cola Bottling Company was bought in Feb.



The location of the original Chero-Cola Bottling Company on Dickinson Avenue is being renovated to house the office of the Greenville Times.

1921 by J. Vance Perkins, who renovated the bottling plant. In 1923, Perkins sold the Pepsi Cola business to Miles Otho Minges and I. L. Minges of Statesville, NC.

In Sept. 1908, the Hines-Murphrey Company purchased the Coca Cola bottling business from Edward H. Shelburn and opened the Coca-Cola Bottling Works of Greenville. The officers were: Harvey C. Hines, Pres.; E. L. Hines, V.P.; and Z. V. Murphrey, Sect. and treas. Mr. Murphrey managed the business in Greenville and Harvey C. Hines managed the same business in Kinston. In 1910,

Mr. Winslow built a two story building on the corner of Fifth and Washington Streets and leased the downstairs to the Hines & Murphrey Bottling Company. In July 1912, the company dissolved and James M. Hines became the sole owner, operating the bottling plant at 901 Dickinson Avenue. Besides Coca-Cola, Hines also sold Ward's Lime, Lemon and Orange Crush. On Apr. 1, 1919, Mr. Hines sold a half interest in the Coca-Cola Bottling Company to Harvey C. Hines and Z. V. Murphrey. In 1924, a new bottling plant was built on Pitt Street. In Feb. 1927, James M. Hines died.

In March 1915, The Greenville Chero-Cola Bottling Company opened with owners W. J. Hardee, Cary M. Warren and R. T. Cox. They bottled all the Nehi flavors of orange, grape, ginger ale, strawberry and root beer. The Chero-Cola Bottling Company was dissolved in Oct. 1918 and Cary M. Warren was sole owner. The company moved into their bottling plant in the new Gates-Hardee Building on Dickinson Ave. in Dec. 1919, two doors south of their old bottling factory. By 1924, W. J. Hardee and J. K. Spivey were the sole owners. W. J. Hardee got into legal trouble in Oct. 1931 and they sold out in May 1933 to J. C. Waldrop.

In 1919, W. S. Dail (former manager of the Coca Cola Bottling Co.) and L. L. Rives opened the Mint Cola Bottling

Works next to the Liberty Tobacco warehouse on Ninth Street. They also sold "Cheerwine" and Ginger Ale.

On March 1, 1922, the Cherry Blossom Bottling Company was incorporated in Greenville with four primary shareholders: E. I. Fleming of Rocky Mt., E. W. Harvey of Greenville, J. L. Perkins of Stokes and V. C. Fleming of Greenville. It went into receivership in 1923.

In 1922, there was a company in Greenville known as the Lime Cola Bottling Company; but it must have lasted only a short while.

In 1923, the Orange Crush Bottling Company was opened on Ninth

Street, opposite the Farmers Tobacco Warehouse, by Miles Otho Minges and I. L. Minges. They bottled Ward's Lime, Lemon, Orange and Cocoa Crush. Later they bottled Schmidt's Beer, Jumbo Cola, Nugrape and "Necto," a yeast vitamin drink. In 1935 they added Pepsi-Cola franchise and the company changed names to the Pepsi Cola Bottling Company on Jan. 1, 1940 and had a new building on Dickinson Avenue.

In 1933, J. Carroll Waldrop came to Greenville from Hendersonville, NC and bought the Nehi Bottling Company on the corner of Evans and Twelfth Streets. In 1936, he added "Royal Crown Cola"

and moved the bottling plant to the old National Guard Armory (site of Chicos Restaurant) on Cotanche Street. About 1946 the business changed the name to the Royal Crown- Nehi Company. In July 1957, the Royal Crown- Nehi Company opened a new plant on Mumford Rd. They bottled Nehi, Part-T-Pak beverages, Royal Crown Cola, Diet Rite Cola and Upper 10.

In 1939, the Double Cola Bottling Company was started at 1117 Evans Street. Albert T. Fugitt was manager and George Starnes was bottling foreman. In 1942, Roderick E. Harris was manager

and they went out of business in 1953.

In March 1940, the Gary Beverage Company of Charlotte, NC opened the Greenville Tip Company on Washington Street, with H. A. Peterman as manager and Fred B. Gary as sales manager. Tip was a grape soda with a high content of real grape juice. In 1947, the Tip Bottling Company moved to a brick building on South Evans Street by the railroad tracks (the old Henry's Army-Navy Store torn down in 1989). The Greenville Tip Company was suspended in 1950 for failure to comply with State laws.