

Questions & Answers

From Joe Terry, Bowling Green, Ohio:

I have a question about a green ACL bottle for "ALE 8" which apparently was some sort of soda. It is older, but the interesting thing about it is that there is no address on the bottle. I am used to seeing the name and location of the local bottling plant, and this bottle doesn't show it. Have you ever heard of the stuff, and where was it made?



From the Ale-8-One website:

Ale-8-One, the soft drink unique to Kentucky, has been bottled in Winchester since 1926 and operates one of only two returnable-bottle lines left in Kentucky. The returnable bottles are used locally in 35 Kentucky counties, and they make it worthwhile to return by giving back \$1.80 for an empty six-pack. The company averages 1,500 cases of bottles returned daily.

Still a closely guarded family secret, the Ale-8-One formula was developed by G.L. Wainscott in the 1920's after experimentation with ginger-blended recipes he acquired during extensive travels in Northern Europe. He sponsored one of America's first "name the product" contests, and "A Late One" was the winning entry. The drink's logo, Ale-8-One, was adopted as a pun of its description

as the latest thing in soft drinks.

Wainscott had been in the soft drink business in Winchester since 1902, bottling soda water and several flavored drinks in a plant on North Main Street. In 1906, he introduced Roxa-Kola, a popular rival to the cola drinks then available. By 1935, Wainscott had converted a livery stable on West Broadway and moved his growing bottling operation.

Jane Rogers Wainscott inherited half of her husband's bottling stock at his death in 1944. The other half was divided among the company's employees. At her death in 1954, Mrs. Wainscott left her interest to her brother, Frank A. Rogers, Sr.

Mr. Rogers bought out his partners in 1962, and incorporated the Ale-8-One Bottling Company. Frank A. Rogers, Jr., became manager, was later named president, and the phenomenal growth of the new corporation began.

The company built a new plant on Carol Road in 1965 and production of Roxa-Kola was discontinued in 1968. By 1974, the remaining Wainscott flavored drinks were dropped in order to concentrate on Ale-8-One, and Frank A. Rogers, III joined the Company's management.

In 1976, a warehouse was constructed on an adjacent lot, and in 1981, a two-story syrup room was added to the main building. In 1989, the company built an extensive addition which tripled warehouse space and includes a two-story office building.



Today Ale-8-One is operated by Wainscott's great-nephew, Frank A. Rogers, III and owned by him and his children. On March 4, 2003, after twenty years in development, Rogers perfected the formula for Diet Ale 8. Diet Ale 8 is the first new product offering of the company since Ale-8-One was launched in 1926. It contains no calories, sodium or aspartame. State-of-the-art sweeteners sucralose, (Splenda®) and acesulfame potassium (Ace K®) were chosen for their qualities to sweeten without leaving the aftertaste commonly associated with

aspartame.

Tours of the factory are offered on Fridays at 10:50 a.m. with advanced notice. The Ale-8-One Company Store is located in the main office building at 25 Carol Road, Winchester, Kentucky. The Company Store features many interesting specialty items to the public 8:30-4:30 p.m., Monday-Friday.

Visit their website at: www.ale-8-one.com.

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From Lynda Abbott:

My mother left me several old soda pop serving trays. I've been researching them and as you can all imagine the Coca-Cola ones are easy to find, but I can not find one listing anywhere for the Nehi one I have. Why is that? Is it because they are not highly collectable or they are hard to find? This one is a girl on a wave with a red bathing suit. (Drink Nehi in your favorite flavor) Any information would be a great help.

Your tray is listed on page 149 of *Petretti's Soda Pop Collectibles Price Guide, 3rd Edition* (2003) for \$365.

It is not that brands other than Coke or Pepsi are not collectible, it is just that there are more books on those brands. As far as I know, Allen



Petretti is the only one with a price guide for the other brands, his latest being a third edition.

From Paula Welsh:

Do you know anything about this sign?

The Ma's sign shown is on page 118 of *Petretti's Soda Pop Collectibles Price Guide* (2nd Edition, 1999) for \$175 and is given the time period of the 1950s. It is listed on page 85 of the same book, but the newer 3rd Edition (2003) for \$185.

This is all the information I have.

