

MARCH 1, 1976
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INDIANA GLASS CO.
CHARLES J. KALEM

A & W MUG HISTORY

ALLEN AND WRIGHT REALIZED THE IMPORTANCE OF SERVING THEIR ROOR BEER IN A CHILLED GLASS MUG. THEREFORE, PRACTICALLY FROM THE START, FRANCHISES REQUIRED THAT AN APPROVED CHILLED MUG BE USED.

IT IS BELIEVED THE FIRST MUGS USED IN LODI WERE OF INDIANA GLASS MANUFACTURE, #1504 - 10 OZ MUG. LATER, THE #1504 - 3½ OZ "BABY MUG" WAS ADDED.

MUG SOURCES HAVE BEEN,

U. S. GLASS FROM ABOUT 1940 TO 1946

HAZEL ATLAS FROM ABOUT 1925 THROUGH 1960

INDIANA GLASS FROM 1919

IN 1951 A #1506 - 16 OZ MUG WAS INTRODUCED AND ADOPTED BY MOST OPERATORS SO THEY COULD HAVE A TEN CENT (10¢) ROOT BEER AS WELL AS THE STANDARD FIVE CENT (5¢).

RESORT OPERATORS IN WISCONSIN, MINNESOTA AND MICHIGAN REMAINED WITH ONLY THE 10 OZ MUG FOR FIVE CENTS (5¢). MANY OF THESE OPERATORS SERVED ONLY POPCORN AND SOME HAD ADDED HOT DOGS. OPERATORS OUT OF THIS AREA HAD EXPANDED THEIR MENU AND ADDED HAMBURGERS.

THERE WAS PRESSURE IN 1955 TO INCREASE PRICES FROM FIVE AND TEN CENTS TO TEN AND FIFTEEN CENTS. CONSEQUENTLY IN 1956 THE 8 OZ LIGHT WEIGHT MUG WAS INTRODUCED. WHEN PRICES REFUSED TO HOLD AT FIVE AND TEN CENTS, THE HEAVY DUTY 8 OZ SHAMMED FROM 10 OZ WAS INTRODUCED IN 1957.

AS DEMAND FOR FAST SERVICE DEVELOPED, IT WAS BELIEVED A SINGLE SIZE MUG AT ONE PRICE (10¢) WOULD FACILITATE THIS DEMAND FOR FAST SERVICE, SO IN 1958 A LARGE 12 OZ WITH A DOG EARED HANDLE WAS INTRODUCED. IT WAS NEVER A SUCCESS.

THE "FROSTY MUG" UNIT WAS INTRODUCED AND TO EXPEDITE THE FROSTING OF MUGS, A NEW LIGHT WEIGHT MUG WAS THE APPROVED A & W MUG FOR 1962. IN MID-YEAR THESE MUGS HAD TO BE REVISED. BULGES AT LIP TO GIVE THICKER LIP THAT WAS MORE PROTECTED, AND A FLARED BASE SO THAT MUGS WOULD BE LEVEL WHEN DRAFTING.

THE FOLLOWING YEAR A & W OFFERED LARGER MUGS SHAMMED DOWN 2 OUNCES TO GIVE SLIGHTLY LARGER APPEARANCE AND TO HAVE "FROSTY MUG" OPERATE AT A RAPID RATE.

THESE MUGS ALSO HAD AN UNSATISFACTORY MUG LIFE. AS THE SITUATION WAS SERIOUS, INDIANA GLASS PRESENTED WHAT THEY BELIEVED TO BE AN ECONOMICAL MUG THAT WOULD HAVE A LOW COST PER SERVING. THESE MUGS WERE ONLY FAIR ON THE "FROSTY MUG", BUT WERE HIGH IN APPEARANCE. THEY ARE THE MUGS THAT ARE USED IN 1973 WITH MANY IMPROVEMENTS, WHICH IN ESSENCE HAVE NOT CHANGED THEIR APPEARANCE, BUT HAVE LENGTHENED THEIR LIFE.

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IN 1967 DUE TO INCREASE COSTS OF MATERIALS AND SERVICES, IT WAS DECIDED TO STANDARDIZE ON THREE (3) MUGS RATHER THAN FIVE (5). FOR ECONOMY REASONS, AND TO KEEP FROM INCREASING THE PRICE OF A MUG OF ROOT BEER, THE SIZES CHOSEN WERE 3-1/2 OZ MUG, 8 OZ MUG AND A NEW 14 OZ MUG. THIS FAIRLY WELL ESTABLISHED A RETAIL OF 10¢ AND 15¢.

ORIGINALLY THE STANDS ORDERED FROM THE GLASS PLANT OR THROUGH A & W. IT WAS CASH IN ADVANCE AND F. O. B. GLASS PLANT. IN 1958 SARGENT REFRIGERATION, LA CROSSE, WISCONSIN STARTED WAREHOUSING INDIANA MUGS FOR A & W OPERATORS. IN 1959, A & W SANTA MONICA STARTED WAREHOUSING INDIANA MUGS.

IN 1960, MANSFIELD AND A FEW CARPENTER PAPER WAREHOUSES WERE ADDED.

IN 1962, SHIPMENTS FROM INDIANA GLASS CO., TO THE OUTLETS WAS PHASED OUT.

3-1/2 oz Mug

- 1921 IT IS BELIEVED THIS IS FIRST YEAR USED. IT WAS OUR STOCK
3-1/2 OZ MUG WITH RAISED IN GLASS LETTERS "A & W".
- 1960 CHANGED FROM RAISED LETTERS TO ONE COLOR "RED" SILK SCREEN.
- 1961 CHANGED ONE COLOR TO "ORANGE" SILK SCREEN.
- 1964 MODIFIED FROM 8 SHORT FLUTES TO 16 LONG FLUTES.
- 1966 CHANGED TO THREE COLOR - "ORANGE, BROWN AND WHITE BULLS EYE".
DECAL.
- 1968 CHANGED TO "BROWN AND ORANGE" OVAL DECAL.
- 1972 ADDED U. S. MAP UNDER OVAL DECAL.
- 1976 CHANGED BACK TO "BROWN AND ORANGE" OVAL DECAL.

8 oz A & W Mug

8 oz LIGHT WEIGHT OR REGULAR

1956 #1504 - 8 oz INTRODUCED OUR STOCK NUMBERS WITH DECAL "RED AND BLACK" BULLS EYE.

1961 #1504 - 8 oz CHANGED TO "ORANGE AND BROWN" BULLS EYE AND DISCONTINUED AT END OF SEASON.

8 oz SHAMMED FROM 10 oz

1957 #1512-3/4 8 oz. INTRODUCED OUR STOCK NUMBER WITH "RED AND BLACK" BULLS EYE DECAL

1961 CHANGE DECAL COLOR TO "ORANGE AND BROWN".

1962 INTRODUCED NEW THIN WALL #B-36 8 oz.

1963 SHAMMED THE 1962 - 10 oz TO 8 oz CAPACITY WITH LIP BULGE AND FLARED BASE #B-81.

1964 COMPLETE RE-WORK OF #B-81 MOLDS TO STRAIGHT SIDES AND FROM 8 SHORT FLUTES TO 16 LONG FLUTES #1698.

1967 PURCHASED OVAL "BROWN AND ORANGE" DECALS SAME AS CANADIAN LOGO, AND ABOUT 1000 CASES WERE DECORATED FOR 1968 SEASON.

1968 ON A & W INSTRUCTIONS, DECALS WERE DESTROYED AND NEW OVAL LOGO DECALS APPROVED ON MARCH 26TH, 1968. MUGS WITH THIS NEW LOGO SHIPPED TO DISTRIBUTORS IN LATE 1968.

1969 MID YEAR CHANGED DECAL TO REMOVE MOST OF "WHITE" FROM BEHIND "BROWN AND ORANGE" COLOR. THIS BONDED THESE COLORS TO MUG AND GIVES LONGER LIFE IN CONTACT AREAS.

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8 OZ SHAMMED FROM 10 OZ, CONT'D.

- 1972 NEW "BROWN AND ORANGE" DECAL OVAL WITH MAP OF UNITED STATES.
- 1976 RETURNED TO OVAL "ORANGE AND BROWN" DECAL OF 1969.
- 1978 Added escutcheon to assist in locating decal.
- 1980 Removed escutcheon

10 oz A & W Mug

- 1919 WHEN ALLEN AND WRIGHT OPENED THEIR STAND IN LODI, IT IS BELIEVED THEY USED A STOCK INDIANA GLASS MUG OF THE ST. LOUIS TYPE AND OF 10 OZ CAPACITY.
- 1921 ABOUT THIS TIME A STOCK MUG WAS REVISED TO HAVE LETTERS RAISED IN GLASS "A & W".
- 1948 1518 - 10 oz THE FIRST MUG DESIGNED FOR A & W WAS INTRODUCED. IT WAS VERY HEAVY (2 OZ - 47 LBS) AND A DOG EARED HANDLE SO THAT A GREATER NUMBER OF MUGS COULD BE HELD IN ONE HAND. ALSO IS FIRST DECALED MUG WITH THE "RED AND BLACK" BULLS EYE LOGO ON "WHITE".
- 1961 #1518 - 10 oz NEW "BROWN AND ORANGE" BULLS EYE LOGO.
- 1962 B37 - 10 oz NEW LIGHT WEIGHT DESIGN INTRODUCED. BY ITS WEIGHT IT MADE THE "FROSTY MUG" EQUIPMENT VERY FAST. BY VOTE OF FRANCHISEES IT HAD STANDARD HANDLE RATHER THAN DOG EARED HANDLE.
- Mid
1962 REVISED THE #B37 BY MAKING A LIP BULGE AND FLARING THE BASE.
- 1963 #0292 (B82) 10 oz TOOK THE 1962 - 12 OZ AND SHAMMED TO 10 OZ.
- 1964 #1699 REWORKED THE 1962 - B37 10 OZ. STRAIGHT SIDES AND HEAVY WALLS AND WITH 16 LONG FLUTES INSTEAD OF 8 SHORT FLUTES.
- 1965 IN ABOUT MAY, BULLS EYE TRADE MARK WAS APPLIED FOR.
- 1967 END OF SEASON DISCONTINUED 10 OZ.

12 oz A & W Mug

- 1958 #1518 - 12 oz INTRODUCED A 12 OZ MUG FOR A SINGLE SERVICE, THAT IS, ONLY ONE SIZE ROOT BEER. IT IS A HEAVY DUTY WITH DOG EARED HANDLE. HAD "RED AND BLACK " BULLS EYE DECAL.
- 1961 CHANGE BULLS EYE TO "ORANGE AND BROWN".
- 1962 #838 - 12 oz NEW LIGHT WEIGHT INTRODUCED.
- 1963 #0293 - (B82) - 12 oz BUILT NEW TALLER 12 OZ MOLD EQUIPMENT. STILL THIN WALLED WITH LIP BULGE AND FLARED BASE.
- 1964 #1700 - 12 oz REWORKED 1962 MOLDS #838 TO HEAVY WALL AND STRAIGHT SIDES AND WITH 16 LONG FLUTES IN PLACE OF 8 SHORT FLUTES.
- 1967 DISCONTINUED AT END OF SEASON.

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14 oz - A & W Mug

1968 #1702 - 14 OZ MUG INTRODUCED. IT IS SHAMMED FROM THE OLD #1701.
16 OZ AND PRODUCED 6000 CASES WITH "BROWN AND ORANGE" BULLS EYE.

#1614 - 14 OZ MUG AS ABOVE BUT WITH NEW OVAL "BROWN AND ORANGE"
LOGO. PRODUCED IN JUNE OF 1968.

1969 REMOVED "WHITE" FROM BEHIND THE "BROWN AND ORANGE".

1972 #1614 - 14 OZ WITH NEW LOGO. MAP OF U. S. WITH OVAL.

1976 RETURNED TO OVAL DECAL OF 1968.

1978 Added escutcheon to assist in locating decal.

1980 Removed escutcheon.

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16 oz A & W Mug

1951 #1906 - 16 oz KNOWN AS "JUMBO" MUG (AND 10 OZ WAS REGULAR)
INTRODUCED ABOUT 1951. USED STOCK MUG WITH "RED AND BLACK" DECAL.

IT IS INTERESTING THAT A SHORT TIME LATER, ABOUT 1954, TERMINOLOGY
WAS CHANGED TO "WOULD YOU LIKE A REGULAR (MEANING 16 OZ) OR A
SMALL (10 OZ)". PRICE WAS STILL FIVE CENTS AND TEN CENTS.

1961 CHANGED DECAL COLOR TO "ORANGE AND BROWN" ON "WHITE" BULLS EYE.

1962 DISCONTINUED HEAVY 16 OZ #1506 AND INTRODUCED LIGHT WEIGHT
16 OZ #B39.

1963 REVAMPED TO #0294 (FROM #B39) WITH BULGE AT LIP AND FLARED BASE.
RE-OFFERED #1506 - 16 OZ ON DROP SHIP TO STANDS. DISCONTINUED
IN SPRING OF 1966.

1964 COMPLETE REWORK OF #0294 INTO #1701 WITH THICK STRAIGHT WALLS AND
16 LONG FLUTES IN PLACE OF 8 SHORT FLUTES.

1967 FALL DISCONTINUED PRODUCTION.

10 OUNCE
SAMPLE MUG FOR
NOSTALGIA PROMOTION

12 OUNCE
1958/1961

10 OUNCE
1948/1961

16 OUNCE
1961/1962

16 OUNCE
1963/1967

16 OUNCE
1951/1960

16 OUNCE
1962/1963

14 OUNCE
1968-1972
1976-

14 OUNCE
1972/1975