



## Canada Dry beverages sales album 1995.248

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### Audiovisual Collections

PO Box 3630  
Wilmington, Delaware 19807  
[askhagley@hagley.org](mailto:askhagley@hagley.org)  
URL: <http://www.hagley.org/library>

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## Table of Contents

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Summary Information .....	3
Historical Note .....	3
Scope and Content .....	4
Administrative Information .....	4
Controlled Access Headings .....	5

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## Summary Information

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<b>Repository:</b>	Audiovisual Collections
<b>Creator:</b>	Canada Dry Ginger Ale, Inc
<b>Title:</b>	Canada Dry beverages sales album
<b>ID:</b>	1995.248
<b>Date:</b>	1938
<b>Physical Description:</b>	1 volume(s)
<b>General Physical Description:</b>	1 album (22 photographic prints) ; b&w and color ; 8.5 x 11 in. (album). Cover separated from album. "World famous for quality" is embossed in gold on cover.
<b>Physical Location:</b>	GL Box 1.
<b>Language of the Material:</b>	English .
<b>Abstract:</b>	Canada Dry is a brand of soft drinks best known for its ginger ale. Canada Dry had its beginning when John McLaughlin (1865-1914) opened a small carbonated water plant in Toronto, Canada, in 1890 to manufacture soda water. In the 1930s the company introduced other Canada Dry mixers. Canada Dry expanded worldwide during this period. The album was created as a salesman's flip chart for Canada Dry distributors to show retailers. There are images of Canada Dry products, views of bottling plants and the manufacturing process, as well as advertisements and merchant testimonials.

[^ Return to Table of Contents](#)

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## Historical Note

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Canada Dry is a brand of soft drinks best known for its ginger ale. Canada Dry had its beginning in Toronto, Canada when John McLaughlin (1865-1914) opened a small carbonated water plant in 1890 to manufacture soda water, which he then sold to drugstores as a mixer for fruit juices and flavored extracts. In 1904, he created Canada Dry Pale Dry Ginger Ale. In 1919, McLaughlin began to ship the product to New York City, and two years later opened the first Canada Dry plant in the United States in Manhattan.

In 1923, P.D. Saylor and Associates purchased the company from the McLaughlin family and formed Canada Dry Ginger Ale, Inc. Consumer demand grew and this led to national expansion. Much of its popularity was linked to the fact that it was used as a mixer to mask the taste of home brew during

Prohibition. The 1930s saw the introduction of other Canada Dry mixers. Canada Dry expanded worldwide during this period.

The 1980s was a time of several ownership changes. In 1986, it was acquired by Cadbury Schweppes of London. Now Canada Dry is part of Plano, Texas-based Dr. Pepper Snapple Group, which was spun off from Cadbury Schweppes in 2008.

[^ Return to Table of Contents](#)

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## Scope and Content

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The album was created as a salesman's flip chart for Canada Dry distributors to show retailers. There are images of Canada Dry products (ginger ale, club soda, alcohol mixers), views of bottling plants and the manufacturing process which includes photographs of ginger being harvested in Jamaica. Advertising campaigns and point of purchase "sales boosters" are illustrated. Lastly, there are merchants' testimonials and statistical marketing information for retailers.

[^ Return to Table of Contents](#)

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## Administrative Information

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### Publication Statement

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### Access Restrictions

This collection is open for research.

### Existence and Location of Copies

View selected items online in Hagley's [Digital Archives](#).

[^ Return to Table of Contents](#)

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## **Controlled Access Headings**

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- Advertisements
- Carbonated beverages -- Equipment and supplies.
- Sales promotion
- Factories -- Equipment and supplies