

Arrowhead and Puritas Water Bottles

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When we began the revision of the *Encyclopedia of Manufacturer's Marks on Glass Containers* in 2021, we quickly discovered that the one-page devoted to the Arrowhead Water Co. bottles in the Other A section was completely inadequate. Not only was the history of Arrowhead more complex (along with its sister firm that manufactured Puritas Distilled Water), the diversity of products and bottles was much broader and more diverse than our original discoveries. In addition, the new study exploded into a revelation about the century of development of large ware in the Los Angeles area between 1875 and 1979 – especially during an exceptionally turbulent period in the 1920s and 1930s. We divided the new information into three sections. Part 1 includes an overview of glass houses, major water firms, and their interactions as well as a look at the manufacturer's marks used by the glass factories. Part 2 looks at the two major water firms – Arrowhead and the Los Angeles Ice & Cold Storage Co. – along with their merger and the variations of five-gallon bottles that they used. The final section examines in detail the other types of bottles and labels used by the two firms – smaller water bottles, refrigerator bottles, and soda bottles.

Histories

When we began the revision of the *Encyclopedia of Manufacturer's Marks on Glass Containers* in 2021, we quickly discovered that the one-page devoted to the Arrowhead Water Co. bottles in the Other A section was completely inadequate. Not only was the history of Arrowhead more complex (along with its sister firm that manufactured Puritas Distilled Water), the diversity of products and bottles was much broader and more diverse than our original discoveries. In addition, the new study exploded into a revelation about the century of development of large ware in the Los Angeles area between 1875 and 1979 – especially during an exceptionally turbulent period in the 1920s and 1930s. We divided the new information into two sections. Part 1 includes an overview of glass houses, major water firms, and their interactions as well as a look at the manufacturer's marks used by the glass factories. Part 2 looks at the two major water firms – Arrowhead and the Los Angeles Ice & Cold Storage Co. – along with their merger and the large variety of bottles and markings they used.

Part 2 focuses on the histories of the two founding companies – the Los Angeles Ice & Cold Storage Co. and the Arrowhead Springs Co. – that merged to form the California Consolidated Water Co., later the Arrowhead Puritas Water Co. Following the histories, we present the first comprehensive look at the five-gallon water bottles used by the Arrowhead and Puritas firms.

Los Angeles Ice & Cold Storage Co., Los Angeles (1889-1901)

The Los Angeles Ice & Cold Storage Co. incorporated on February 20, 1889, with a capital of \$1,000,000. E.E. Hendricks was president with J.H. Watkins, C.D. Sampson, M.J. Healey, and L.A. Bassett as directors. According to Wikipedia (2021)

the firm initiated Puritas Water at Los Angeles in 1894, and we have discovered ads as early as the following year. In 1895, the cost of a five-gallon bottle of Puritas Sparkling Distilled Water was 50 cents. A dozen half-gallon bottles cost a dollar. An 1895 ad targeted the upper crust, showing a well-dressed man,

woman, and child, bragging that “This



Figure 2 – 1897 Puritas ad (*Los Angeles Times* 2/21/1897)

family drinks Puritas. So does every family in Los Angeles that is healthy and happy” (Figure 1). By 1897, the cost was 75 cents for two five-gallon bottles “at one delivery” (Figure 2). A 1906 Sanborn map showed two locations for the Los Angeles Ice & Cold Storage Co. The main building and cold storage lockers were E. 7th St. & Mesquit. The corner of Alameda and E. 4th St. was the site of the bottling operation (Figure 3).



Figure 1 – 1895 Puritas ad (*Los Angeles Herald* 8/11/1895)

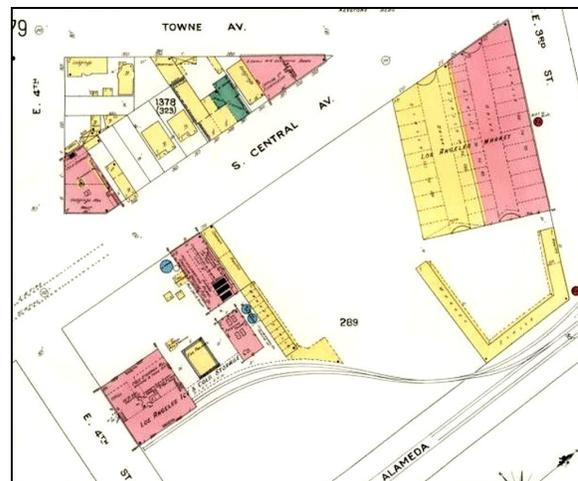


Figure 3 – LA Ice & Cold Storage (1906 Sanborn map)

Puritas Water Co., San Francisco (1901-1929)

The Puritas Water Co. incorporated at San Francisco on May 22, 1901, with a capital of \$300,000. W.M. Rand, A.N. Lewis, and T. Spellacy were the primary directors (Curry 1902:67). In 1929, the firm merged with the Arrowhead Springs Co. to form the California Consolidated Water Co.

Arrowhead Springs Co., San Bernardino, California (1909-1929)

The Arrowhead Mountain Springs emerged from a large rock formation shaped like a downwardly pointed arrowhead (Figure 4). The Arrowhead Springs Co. began bottling in 1909, serving Southern California from a location just north of San Bernardino. The plant moved to Los Angeles in 1917 and added a Department of Distilled Water in 1922 (Figures 5 & 6). The firm merged with the Puritas Water Co. in 1929, forming the

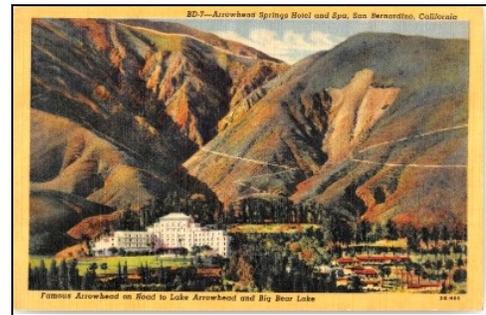


Figure 4 – 1927 Arrowhead Springs Postcard (MyPostcard.com)

California

Consolidated Water Co. – and the new company marketed both brands of water (*Beverage Journal* 1922:41; Nestlé Waters 2011; Wikipedia 2021).



Figure 5 – LA bottling plant 1917 & 1920 (Nestlewatersna.com)

By at least July of 1916, Arrowhead was bottling Arrowhead Springs Table Water, Arrolax (a laxative mineral water), and Arrowhead Ginger Ale. By March of 1917, the firm had added Kwas, a raspberry drink, made from the Arrowhead spring water and called its mineral water Pen-Yugal Mineral Water by November. By September of 1925, the firm added Arrowhead “Pale” Dry Ginger Ale (*Los Angeles Times* 7/25/1916; 11/6/1917; 9/23/1925; *Santa Cruz Evening News* 3/29/1917).

Nestle Waters (n.d.) included photos of Arrowhead delivery trucks from 1926 (Figure 7) and 1935 (Figure 8). However, even though the truck was a much newer and different model from the one in the 1926 photo, the bottle in the salesman's hand and those on the truck had the 16 rows of arrowheads – bottles used between ca.

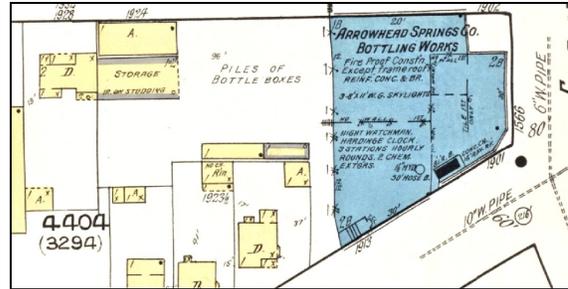


Figure 6 – Arrowhead Springs Bottling Works (1922 Sanborn map)



Figure 7 – 1926 truck (Nestlewatersna.com)

1919 and

1929. These returnable bottles were undoubtedly used until they wore out, extending the life for a considerable period.

Most returnable bottles had a shorter use life, typically about five years beyond the date code embossed on the bases (although any individual bottle could have remained in circulation longer).

However, milk, soda, and beer bottles (the other typical returnables) saw much rougher handling than these large water bottles. Several of these 16-row arrowhead bottles appeared in a 1942 photo – suggesting a fairly typical use life of 13-15 years or even more.



Figure 8 – ca. 1929 truck (Nestlewatersna.com)

California Consolidated Water Co., Los Angeles (1929-1939)

On March 9, 1929, the *Pasadena Post* discussed the merger of the Arrowhead Springs Corp., the Puritas Water Division of California Consumers, and the Bottled Water Division of the Merchants Ice & Cold Storage Co. to form the California Consolidated Water Co. Respectively, the companies produced Arrowhead Water, Puritas Water, and Liquid Steam. The three firms controlled 90% of the bottled water distribution in Southern California. A.V. Wainwrite was the president with A.E. Fitkin, Dean Witter, R.W. Davidson, and T.V. Braun – all vice presidents, L.F. Kendall as treasurer, and A.G. Gumaer as secretary. The new firm was a subsidiary of the Pacific Service Co., one of the largest public utility organizations in Southern California, organized in 1928.

Arrowhead Puritas, Inc., Los Angeles (1939-1987)

In 1939, the firm became Arrowhead Puritas, Inc. (Figure 9). Little changed in the use of glass ware until William McLaughlin took over the Larson Glass Co. facility in Gardena, California, to produce water bottles and sold that property in 1956 to Arrowhead Puritas. The factory was then known as the Arrowhead Glass Products Division, and Don McLaughlin (son of William McLaughlin) continued to blow bottles for Arrowhead (Padgett 1996:85). Although we have not discovered the date when Arrowhead ceased glass bottle production, we can guess that it was probably around 1979, the last date we could find on a glass, five-gallon bottle. By that time, plastic bottles – lighter and cheaper – were taking over the market.

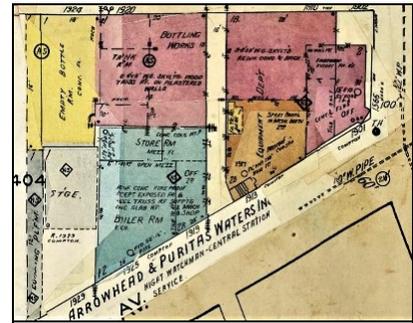


Figure 9 – Arrowhead & Puritas Waters (1922+ Sanborn map)

A 1946 photo of the labeling section of the Arrowhead Puritas bottling plant showed us some information that is generally missing from the histories of such firms. The photo showed one man unloading five-gallon bottles onto a revolving table, where a woman checked to see that the machine had applied the labels correctly. Another man loaded labeled bottles into crates. One bottle in the photo was obviously quite old – the second style discussed below with 16 rows of embossed arrowheads – last purchased in 1929 (Figure 10).



Figure 10 – Affixing labels 1946 (Huntington Library)

The firm obviously refilled the bottles as long as they were able – even if it meant applying paper labels over embossing.

On March 30, 1969, Arrowhead merged with the Coca-Cola Bottling Co. of Los Angeles (note that this was the local bottler – *not* the national Coca-Cola Co.). Nestlé Waters North America, Inc., acquired the brand in 1987 and began to sell single-serving plastic bottles in supermarkets and convenience stores. Nestlé continued to sell Arrowhead Water until 2021,

when One Rock National Partners and Metropoulos & Co. purchased the firm (Padgett 2001:15; Wikipedia 2021),

Arrowhead Springs Beverage Co., Los Angeles (1928-1930)

Arrowhead Beverage Co., Los Angeles (1930-ca. 1956)

Arrowhead began marketing soft drinks at least as early as July 25, 1916, when it advertised Arrowhead Ginger Ale and Arrowlax (a laxative water) in the *Los Angeles Times*. When Arrowhead merged with the Puritas Water Co., to form the California Consolidated Water Co., the new group instituted a subsidiary – the Arrowhead Springs Beverage Co. – to make and sell carbonated beverages (Figure 11). Although we have not discovered the reason, the firm dropped “Springs” during 1930 to become the Arrowhead Beverage Co.

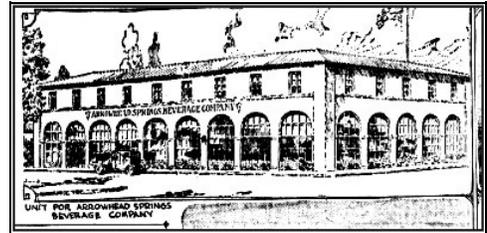


Figure 11 – Arrowhead Springs Beverage Co. (*Los Angeles Times* 4/22/1928)

The company marketed sodas and water in glass bottles with ACL labels during part of this period – at some point after ACL became available in 1934 – probably the late 1930s. The subsidiary continued until at least 1949, likely until the firm entered the bottle-making business in 1956 (although possibly into the 1960s) (Figure 12). It was certainly discontinued by the time the Los Angeles Coca-Cola Bottling Co. purchased Arrowhead in 1969.

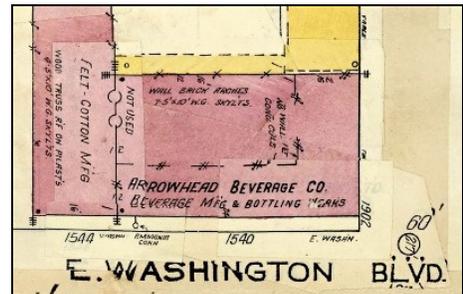


Figure 12 – Arrowhead Beverage Co. (1922+ Sanborn map)

Containers and Marks

As noted above, the Los Angeles Ice & Cold Storage Co. introduced Puritas water in bottles in 1894, and the Arrowhead Springs Co. began bottling the water from the springs near San Bernardino in 1905. At this point, we know nothing about those early containers except that they were made of glass (and occasionally ceramics) and were probably only identified by paper labels. When the Arrowhead moved to Los Angeles in 1917, it probably began using marked five-gallon bottles for its water as well as offering refrigerator bottles and some smaller sizes.

Marked Puritas containers may have first appeared about the same time. In 1940, just after California Consolidated became the Arrowhead Puritas Water Co., the firm began selling both brands in the same bottles, bearing both names.

Five-Gallon Water Bottles

At some point around 1917, both Arrowhead and Los Angeles Ice & Cold Storage (Puritas) began using bottles embossed with the names of the firms and brands. These were intended for use in both counter-top and stand-alone coolers, where they were upended so that the water would drain by gravity pressure when the spiggot was opened (Figure 13). The office cooler became the gathering place for breaks. We have discovered four variations of five-gallon water bottles used for Arrowhead water between 1917 and 1979. The only large Puritas bottles we found were made for distilled water. All of these bottles (from both companies) were made for the embossing to be read “upside down” – when the bottles were inverted into the coolers.



Figure 13 – Water Cooler (iCollector)

Arrowhead Bottles

From ca. 1917 to 1979, Arrowhead used a total of five different variations of glass bottles. Different glass houses made each variation, and there may have been several years of overlap. Since these were returnable bottles, they were reused until they broke, wore out, or were stolen.

1. No Arrowheads on Shoulder or Heel (1917-1923)

The body was embossed “ARROWHEAD (arch) / {downwardly pointed arrowhead} / LOS ANGELES (inverted arch)” all in a round plate on the front (Figure 14). At least one of the downwardly pointed arrowheads on the front (made by McLaughlin) had a flared base, but all others had a straight base (Figure 15). These bottles were almost certainly the first type used by Arrowhead, probably beginning in 1917, when the firm moved to Los Angeles. At least one of

these had the Diamond-IPGCo logo of the Illinois-Pacific Glass Co. with no date code, and another with the initials and no diamond (see Figure 1, Part 1). The factory used both marks during the same period. Next was by a base that was embossed “McL” in the center of the post bottom (see Figure 3, Part 1). These were probably the earliest five-gallon water bottles made by William McLaughlin beginning in 1920. As noted in Part I, McLaughlin had his start in large ware production when a fire



Figure 14 – No Arrowheads (Peter Utas)



Figure 15 – Flared & straight base (Peter Utas)

destroyed the Illinois-Pacific plant in 1920. The Illinois Glass Co. (Diamond-I logo) made the bottles in at least 1921 and 1923, probably needed to augment McLaughlin’s production – from his garage. From the beginning until the 1929 merger, Arrowhead used bottles with one-part finishes for corks.

Although the bulk of the downwardly pointed arrowheads were textured, some of the early bottles had an arrowhead that was flat inside (Figure 16). The texturing varied in type and consistency, almost certainly at the whim of



Figure 16 – Textured & untextured (Peter Utas)

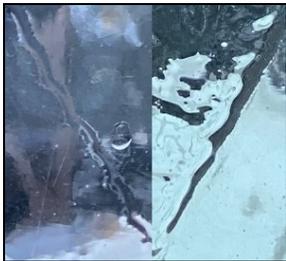


Figure 17 – Straight & serrated (Peter Utas)

each mold maker. Some used elongated furrows as texture, others dots, although large dots seemed to be the most common (and certainly easiest to make). A final variation constituted the edges of the arrowhead. Some had mostly straight lines, others light serrations to imitate flaking marks (Figure 17). Again, these were probably at the whims of the mold makers.

2. Sixteen Rows of Arrowheads on Body (ca. 1919-1929)

Along with the multiple rows of arrowheads – 32 in each band – these bottles were embossed “ARROWHEAD (arch) / {downwardly pointed arrowhead} / LOS ANGELES

(inverted arch)” all in a round plate on the front (Figure 18). The earliest one was embossed “IPGCo-in-a-diamond” on the base, and the next on was probably the solitary example embossed “McL” on

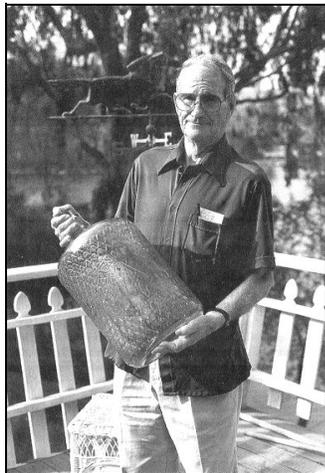


Figure 19 – Don McLaughlin (Padget 2001:15)

the base. An interesting photo showed McLaughlin’s son, Don, with one of these bottles in his hands (Figure 19). All others we have seen were embossed with the Shield-F mark of the Federal Glass Co. (1923), the Shield-M logo of the Monarch Glass Co. with “24” or “X25” date codes (1924-1925) or the Shield-L of W.L. Latchford with date codes from “X26” to “X29” (1926-1929). A single example from 1929 bore the Diamond-I logo of the Illinois Glass Co.

(see Part 1 for photos). These bottles were also embossed “REGISTERED PENALTY FOR PRIVATE USE — FINE AND IMPRISONMENT” on the shoulders to be read with the bottles sitting on their bases (Figure 20).

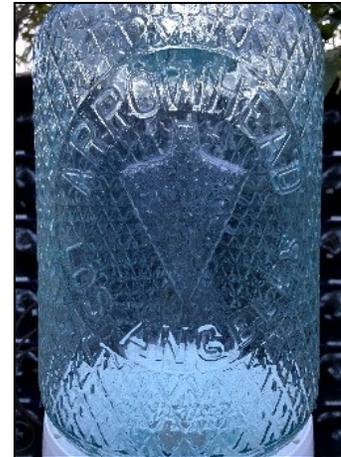


Figure 18 – 16 rows (eBay)



Figure 20 – Shoulder warning (eBay)

3. Arrowhead Row on Shoulder and Heel (1930-ca. 1941)

Since the single most expensive part of bottle manufacture is the cost of making the molds, the 16 rows of arrowheads made the cost of each bottle quite expensive. About 1930, Arrowhead reduced the background to a single row at the shoulder and another at the heel (32 arrowheads in each band), both with arrowhead pointed downward when the jug was inverted in the stand. The front was embossed “ARROWHEAD (arch) / {textured arrowhead} / SPRING WATER (inverted arch)” in a circle (Figure 21). These were embossed on the base with “C.C.W.CO.” (California Consolidated Water Co.) in an arch (except for the



Figure 21 – Shoulder & heel (eBay)

1930 example) and the Shield-L of the W.J. Latchford Co. with date codes ranging from of “A30” to “40A” (see Figure 8, Part 1). The final Latchford example (40A) was embossed “APW INC” (Arrowhead Puritas Water Inc.) rather than “C.C.W.CO.” A single bottle bore the second logo of the McDonald Glass Co. – “MC” with a tiny “c” between the legs of the “M” surrounded by a ”horseshoe with a “4” date code below the letters (see Figure 10, Part 1). The “4” was only part of the date code; the second digit was missing. Probably, the engraver was changing the date and became distracted, never finishing. Our examples of McDonald’s initial mark (none on Arrowhead bottles) only used a “40” date code, and our earliest code for the second (horseshoe) logo was “42.” This partial date code was almost certainly for 1941 or 1942.

The bottles were embossed “REGISTERED PENALTY FOR PRIVATE USE — FINE AND IMPRISONMENT” around the shoulder to be read with the bottle sitting on its base (see Figure 20). The PENALTY warning had also been embossed on an earlier 16-row arrowhead bottle described above (Shield-L X29).

4. Alternating Arrowhead and Puritas symbols around shoulder and heel (1940-1966)

This variation celebrated the 1939 reorganization of the California Consolidated Water Co. to form the Arrowhead Puritas Water Co. The shoulder and heel rows now had the downwardly pointing arrowhead alternating with the step-sided polygon symbol of Puritas, 12 of each symbol per band. The front was embossed “ARROWHEAD / {arrowhead plus Puritas symbol superimposed with AND} / PURITAS / WATERS INC.” – all horizontal in an octagonal outline (Figure 22). Above the Arrowhead/Puritas symbol line, the shoulder was embossed “MINIMUM NET MEASURE

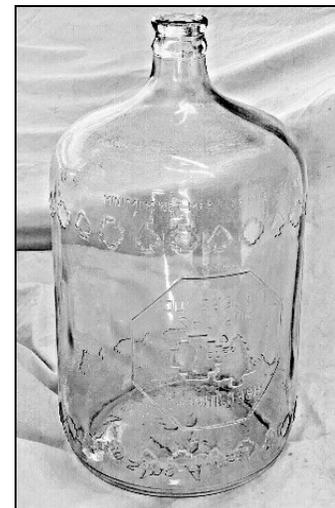


Figure 22 – Alternating symbols (eBay)



Figure 23 – Shoulder (eBay)

FIVE GALLONS” on the front side and “UNATHORIZED USE PROHIBITED BY LAW” on the back – both to be read with the bottle upright, *not* inverted like the rest of the embossing (Figure 23). Some had no embossing above the symbols.

Many bases were embossed “Arrowhead and Puritas Waters, Inc.” in a circle – with arrowhead and Puritas symbols in the center and no manufacturer’s mark (Figure 24). It seems probable that Arrowhead Puritas adopted this design between 1940 and 1942 (the first date code for this type – see next paragraph). We have found no bottles with makers’ logos and date codes during this two-year initial period, so the choice is between these undated bottles or a generic style that only was identified with paper labels.



Figure 24 – Base (eBay)

The earliest dated base we have found was embossed “MD” (small “c” between the “legs” of the “M”) / “42” (or “43”) – all surrounded by a horseshoe – the second mark used by the McDonald Glass Co. (see Figure 10, Part 1). The Davis Glass Co. (McDonald’s successor) continued to make the bottles with the “lazy D” logo with date codes of “49” and “51” (see Figure 11, Part 1). In 1953 and 1954, the Owens-Illinois Glass Co. produced the bottles, using the I-in-a-diamond-superimposed-by-an-O logo with a plant code of “7” (Streator, Illinois) and a date code of either “53” or “54” (Figure 25). McLaughlin (McL) also made the bottle in 1953 and 1954 and 1955.



Figure 25 – Owens-Illinois base (eBay)

Another base was embossed “McL” re-engraved into “GPD” / 57” – almost certainly indicating the Glass Products Division of Arrowhead Puritas (see Figure 12, Part 1). The “7” had been drilled out and re-stamped, so the mold was probably made during 1956 by McLaughlin, altered, and used again in 1957 by the same factory, now operated by Arrowhead. A second base was embossed “GPD” in large letters above a date code of “57” in a post mold base that was *not* converted from a McLaughlin mark (also see Figure 12, Part 1). Most bottles made by the Glass Products Division left off the initials but included date codes – for this style 1960, 1962, and 1966.

5. Arrowhead Row on Shoulder and Heel – No Embossing on Front (1967-1979)

With no embossing on the body front, only the rows of arrowheads on shoulder and heel (20 arrowheads in each band this time), these bottles were primarily identified by a paper label, but this was absent from almost all we have discovered (Figure 26). Often, paper labels identified businesses or events that used the bottles. However, the base was embossed “ARROWHEAD PURITAS WATERS (arch almost in a circle) with a downwardly pointed arrowhead between the first and last letters (Figure 27).

Some of these bottles were identified by the “GPD” initials of the Glass Products Division, Arrowhead’s glass factory. At various times, the letters were at varying sizes. The largest letters were accompanied by a date code of “56” or “57” – noted in the section just above. Most were a bit smaller, but the final ones were tiny (see Figures 12 & 13, Part 1). The identifying initials were absent on most examples we have seen, but the date codes appeared to be the same size on all examples. Date and factory codes could be found almost anywhere in the central area of the bases. A few even lacked the date codes, but all of these were almost certainly made by the Glass Products Division.



Figure 26 – Shoulder & heel (eBay)



Figure 27 – Base (eBay)

Puritas Bottles

We have only found three styles of Puritas bottles in the five-gallon size.

1. L.A.I.&C.S.CO (1920-1924)

The earliest embossed Puritas bottles were embossed “L.A.I.&C.S.CO (arch) / PURITAS (horizontal) / REGISTERED (inverted arch)” on the front (Figure 28). The initials referred to the Los Angeles Ice and Cold Storage Co. The earliest bases carried the “McL” logo of the McLaughlin Glass Co. with no date code, probably made from 1920 to 1922, and one of those

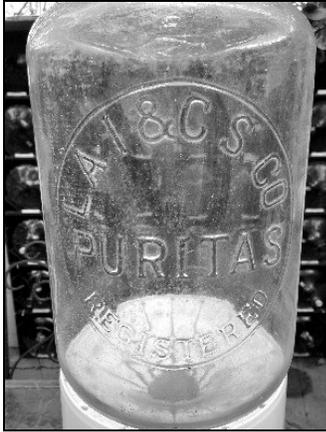


Figure 28 – LA&ICSCO (Peter Utas)

included a five-pointed star below the mark (Figure 29). In 1923, the Shield-F mark of the Federal Glass Co. appeared, but we have found no codes from 1924. From the first use of embossed bottles, all Puritas five-gallon used crown finishes.

2. Distilled Water (1925-1939)

The front of the bottles had an embossed circle within a circle. The inner circle was embossed “DISTILLED (arch) / H₂O / {scroll with THE MARK / OF PURE WATER (inverted arches)}.” The outer circle had “PURITAS (arch) / WATER (inverted arch)” with “TRADE MARK REGISTERED” in an inverted arch below the outer circle (Figure 30). The earliest base we have found was embossed with the Monarch Glass Co. Shield-M logo and 1925 date code. The Shield-L logo of the W.L. Latchford Co. followed, with dates of “26X” and “27X.”

Our only 1928 bottle carried the mark of the Illinois Glass Co. (Diamond-I), with the addition of “H₂O” in tiny letters between “PURITAS” and “WATER” on both sides (Figure 31). The same pattern was repeated on the first Shield-L bottle, with a date code of 1931. This suggests that Latchford used the same mold or molds that were formerly with Illinois Glass, and this requires an explanation. When a customer (water firm, in this case) had a special mold built, it became the property of the *customer* not the glass house. Therefore, Arrowhead Puritas almost certainly had the mold shipped to Latchford, when it transferred its brand loyalty back to the local firm.



Figure 29 – McLaughlin star (Peter Utas)



Figure 30 – Distilled Water (Stoneware & Glass)



Figure 31 – Small H₂O

By 1935, Arrowhead Puritas had returned to the older style with no tiny “H₂O” between the words and continued to use those until 1939 with no letter accompanying the date (see Figure 8, Part 1). In 1940, the firm switched to the Arrowhead Puritas bottles described above.

3. Minnehaha Water (1970s?)

The front of this bottle was embossed “PURITAS / U.S.P. / OR / MINNEHAHA / Spring Water (all horizontal, last line in cursive)” (Figure 32). The base was embossed “CRISA (in an oval format) / NET 5 GALLONS (with a capstan between ‘5’ and ‘GALLONS’) / 1909 (all horizontal) / BOTTLE / MADE IN MEXICO (both inverted arches)” with designs on either side of “CRISA” and an off-center machine scar (Figure 33). The bottle was *not* made in 1909.



Figure 32 – Minnehaha Water (eBay)

A second example lacked the “NET 5 GALLONS” and “1909” on the base but was otherwise the same. A final example only lacked the number, but neither of these were made for Puritas; therefore, the 1909 might have been an identifier for Arrowhead Puritas.

CRISA probably indicated Vitrocrista, a Mexican glass house. The firm was founded in Monterrey as Cristaleria in 1936, renamed Cristales Mexicanos a decade later and finally Vitrocrista Crimesa in the 1960s. The plant primarily made tableware. The designs on the non-wording parts of the base were typical of the ones used to dissipate heat during the 1970s, the probable period when this bottle probably was produced. Why Arrowhead Puritas had a glass bottle made in Mexico during this period is unknown.



Figure 33 – Base (eBay)

U.S.P. stands for United States Pharmacopeia. Although the U.S.P. primarily lists acceptable drugs and medicines, it also maintains a record of dietary supplements and food ingredients. Puritas water was probably included on one of those secondary lists.

Discussion and Conclusions

The combination of information supplied by Peter Utas and researched by Bob Brown catapulted this study from a segment within the Other A section to a full-blown study in its own right. Both the number and level of sources swelled to a *much* more complete history, showing a much more complex organization with many complexities.

In this study, we were able to create a chronology of the five-gallon bottles (from Arrowhead, Puritas, and the joined firms). Most of the dates and conclusions we reached are pretty obvious in the above text.

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