

A Marked Coincidence: The CCGCo Logo of the Colorado City Glass Co. and Cream City Glass Co. Part 2 – Cream City Glass Co.

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As noted in Part 1 of this series, both the Colorado City Glass Co. and the Cream City Glass Co. used the same “C.C.G.CO” logo. Both were in business during the same period 1888 (1889 for Colorado City)-1893, and both ceased operations due to the Panic (Depression) of 1893. Despite these similarities, we have discovered ways to tell many of the variations of the marks apart.

The Cream City Glass Co. – the focus of this section – was the third in a series of glass houses that began with the Chase Valley Glass Co., followed by the Wisconsin Glass Co. All three firms produced glass at the same factory, although each made distinct changes to the plant. Cream City mostly specialized in beer and Hutchinson soda bottles, although the plant also made some flasks and fruit jars. See Appendix 1 for a capsule history of the full series.

History

Cream City Glass Co., Milwaukee, Wisconsin (1888-1893)

The former Wisconsin Glass Co. factory apparently remained idle for about two years after the plant closed in 1886. On August 8, 1888, however, a new group composed of Arthur P. Ayling, Richard Ogden, and Lewis M. Ogden prepared an incorporation document to create the Cream City Glass Co., with a capital stock of \$20,000 (Figure 1). The *Chicago Ocean* for September 3, 1888, announced that Cream City Glass would be using the southern plant of the former Wisconsin Glass Co. to produce beer bottles. The Cream City incorporators proclaimed the new firm’s purpose to be

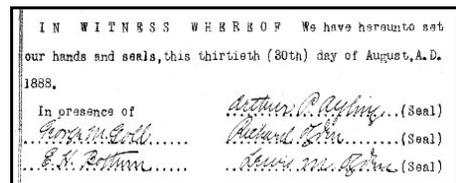


Figure 1 – Signatures of Arthur Ayling, Richard Ogden, and Lewis Ogden on the incorporation papers.

the manufacture and sale of glass-ware, and the manufacture, use, and sale of apparatus for the purpose of using crude petroleum for fuel purposes, and the buying and selling, mortgaging, leasing or otherwise dealing in such real estate as may be necessary in connection with said business (Incorporation Records).

According to Noyes (1962:5), the Cream City Glass Co. “leased *part* of the factory” to make beer bottles (our emphasis – almost certainly the southern plant). The restriction to beer bottles was in recognition that one of the reasons for the collapse of the Wisconsin Glass Co. was over-diversification – although Cream City later added fruit jars and flasks to its product list.

By September 8, 1890, Ayling was president with Richard Ogden as acting secretary. The amendments to the bylaws included raising the capital to \$35,000 and adding the office of vice president – although there was no indication that one was elected. The final meeting on June 26, 1891, increased the capital stock to \$50,000. Ayling remained as president, and Ogden was officially secretary (Incorporation Records).

On September 5, 1891, the *Commoner & Glassworker* reported an August 30 letter from a Milwaukee informant that Cream City had two large furnaces ready for production and a smaller one almost ready to go. “One entire furnace to make Mason jars the whole season, while another one will be nearly all taken up with ‘select’ ware, an order for which has been received from Pabst Brewing Co., which had heretofore gone to Streator Bottle Co.” In October the *Commoner & Glassworker* crowed that Cream City “now is the only factory in operation with 4 day tank furnaces, 1 furnace of 14 rings, and 3 furnaces of 6 rings each. Large ware is made exclusively, fruit jars & beers” (Roller 1998).

Cream City’s glass output for 1892 was valued by the Milwaukee Chamber of Commerce at \$237,000. The firm employed 260 people with a total salary of \$117,000. Like its predecessors, the plant again failed, this time due to the depression of 1893, and the company was again reorganized as the Northern Glass Co. (Noyes 1962:5; Reilly 2004 [1997]; Toulouse 1971:119). Although Ayres et al. (1980:12), Noyes (1962:5), and Kupferschmidt & Kupferschmidt (2003:27) all placed the closing date at 1894, the September 6, 1893, issue of *China, Glass & Lamps* noted that the Cream City Glass Co. had “filed a voluntary assignment [i.e., a notice of bankruptcy]” to Charles F. Hunter on August 29. Chapman J. Root was the superintendent at the time of the closure.

The *Cedar Rapids Gazette* even used stronger terms on August 31, 1893: “The Cream City Glass Company of Milwaukee, has failed.” The *Chicago Inter Ocean* added on October 25 that “Deputy Sheriff Halle this afternoon sold the Cream City Glass works plant under foreclosure proceedings The whole plant, stock, machinery, real estate, and fixtures, was bid in by receiver for \$1,500. It is worth \$25,000 at the lowest estimate. There were no other bidders.”

The Mystery of Plant No. 1 – Solved!

Over the last 20 years, we have pondered what happened to Plant No. 1. The secondary sources did not mention the division of factories. Originally, the Chase Valley Glass Co. was divided into two plants – No. 1 and No. 2. Toulouse (1971:119) claimed that the two plants were “reunited and reorganized as the Wisconsin Glass Co.” – the operation that followed Chase Valley.

Although we had surmised the continued existence of Plant No. 1 from circumstantial evidence that both plants were open during the Wisconsin Glass period, the discovery of the 1894 Sanborn map revealed that the original glass houses *both* had morphed into large works by that time. The northern plant was labeled “WISCONSIN GLASS Co. Not in operation” – the southern one “NORTHERN GLASS Co. Not in Operation Closed for Repair” (Figure 2). This clearly indicates that the southern plant (the old No. 1) also remained in use by Wisconsin Glass.

The *Chicago Ocean* for September 3, 1888, clearly stated that “the southern house of the old Wisconsin Glass Works in this city has been purchased by the newly organized Cream City Glass Company and will be used for the manufacture of beer-bottles. It will be a ten-pot house, with a capacity of 25,000 gross of bottles per year.” This leaves no question that the northern plant remained closed – again as shown on the 1894 Sanborn map. Bottle data (see below) suggests that the remaining open plant, the southern operation, was Factory No. 1. The mystery has been solved. See Appendix 1 following the Sources section (below) for an overview of the plant history from 1880 to 1920.

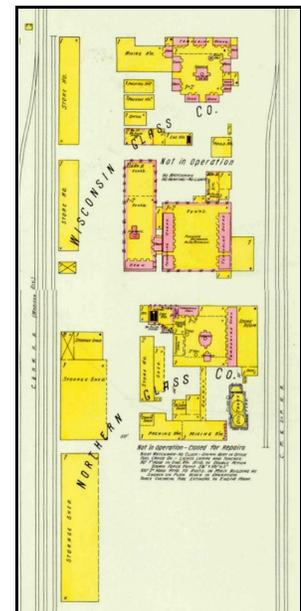


Figure 2 – Glass Houses (Sanborn map, 1894)

Bottles and Marks

Toulouse (1971:119) showed only one mark for this company: CCGCo, which he dated 1888 to 1894. Jones (1968:14) noted that the company advertised itself in the *National Bottlers Gazette* as the “only glass bottle Factory in the Northwest.” Reilly (2009) quoted Wayne Kroll as saying that Cream City continued “to use the older bottle moulds from Wisconsin Glass. Many of the Cream City ‘Export’ beer bottles look exactly like those used by Wisconsin Glass.” It is likely, however, that Cream City either peened out the Wisconsin Glass Co. basemarks or used new baseplates.

C.C.G.C. (1888)

We have in our possession an amber beer bottle embossed “E.L. HUSTING (arch) / MILWAUKEE (arch) / WIS. (inverted arch)” on the front in a plate, with “THIS BOTTLE / NOT TO / BE SOLD” on the reverse. The base was embossed “C.C.G.C. (arch) / N^o 1 (horizontal).” There is no question that the C.C.G.C. mark was used by the Cream City Glass Co. (Figure 3). The use of “N^o 1” on the base strongly suggests two things. First, Cream City Glass was using the old Factory No. 1. Second, the firm must have originally intended to fire up Plant No. 2. Otherwise, there would be no need for a number – and no factory number appeared on later marks.

An eBay auction offered a Hutchinson bottle with a hexagonal “mug” base embossed “JOHN GRAFF (arch) / MILWAUKEE (horizontal)” on the front. The base was embossed “C.C.G.C. / 2 (both horizontal)” (Figure 4). The “2” was almost certainly a mold code rather than indicating Plant No. 2. The logo also appeared above what may have been a “14” (the embossing was unclear) on the base of an amber export beer bottle, offered at an eBay auction. Again, the number was a mold code. Because of the “N^o 1” with “C.C.G.C.,” this mark was almost certainly the first one used by the company, quickly replaced with “C.C.G.Co.” – very likely only used in 1888.



Figure 3 – C.C.G.C. N^o 1



Figure 4 – C.C.G.C. 2
(Maas 2014)

C.C.G.Co. (1888-1894)

This mark appeared with only a single variation in Wilson (1981:114) on bases of amber beer bottles accompanied by the number, 11, in the center. The initials were in an arch at the top of the base (Figure 5). Jones (1966:7; 1968:14) also showed the same base (including the 11). Herskovitz (1978:8) found 22 of these marks on bottle bases accompanied in the center of the bases by numbers ranging from 3 to 21; however, he did not note the placement or configuration of the marks. Brose and Rupp (1967:90-91) included a “3” associated with the mark on a quart beer bottle and “Y, X, or nothing” on 12-ounce examples. Unfortunately, they did not describe the configuration of the marks. Ayres et al. (1980) showed a single logo in an inverted arch at the bottom of the base (see Figure 5).



Figure 5 – C.C.G.CO. – arch & inverted arch (Fort Stanton collection)

Peters (1996:9) clearly demonstrated that Cream City Glass Co. produced soft drink bottles as well as beers. He noted the C.C.G.CO. mark in numerous cases in his book on Wisconsin soda bottles. In addition, Peters (1996:100) reported that on one specific bottle type, the manufacture’s mark appeared on the back heel in one variation and on the base in another. He also listed the mark with full punctuation. Sellers on eBay have offered beer bottles with horizontal basemarks (Figure 6), arched logos on Hutchinson bottles (see Figure 6), and heelmarks on Hutchinson bottles (Figure 7). Maas (2014) photographed a John Graf bottle that was identical to the one discussed in the section above, except that this one was embossed “C.C.G.Co.” horizontally across the base (note lower-case “o” in “Co.”). “C.C.G.CO” should be dated 1888-1894. However, identification is complicated by the presence of another participant.



Figure 6 – C.C.G.CO. – horizontal basemark & arch (eBay)

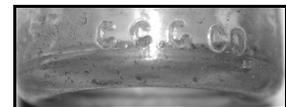


Figure 7 – C.C.G.CO. – horizontal heelmark (eBay)

The C.C.G.Co. mark was also used by the Colorado City Glass Co., Colorado City, Colorado, from 1888 to 1894, almost the same time period (see Part 1 of this two-part series for more information on the Colorado firm). As noted in the former section, logos from the two could easily be confused. Geographic proximity, however, should help separate bottles made by

the two companies. Proprietary bottles (i.e., those with embossed names of the bottles' fillers) found in Colorado, Utah, Wyoming, and New Mexico were likely made at Colorado City, while those found in Wisconsin, Minnesota, Michigan, and other Midwestern states were probably produced at Milwaukee (Figure 8). Containers marked with C.C.G.CO. that were used by Kansas and Nebraska soda bottlers or breweries, however, might be more problematical to positively identify.

The discussion in Part 1 makes clear distinctions between many of the containers made by the two firms. See the hypotheses and Table 2 in the earlier section for more discussion – also Table 1 below. In summary, the C.C.G.CO. mark appears in the following configurations and bottles made by the Cream City Glass Co.:

1. Arch – base of Hutchinson bottles (Wisconsin *and* Colorado)
2. Arch – base of amber beer bottles (Wisconsin only) – some very fat letters
3. Inverted arch – base of amber beer bottles (Wisconsin only)
4. Horizontal – base of Hutchinson bottles (Wisconsin *and* Colorado)
5. Back heel of Hutchinson bottles (Wisconsin only)
6. Arch – base of flasks (Wisconsin only) (Figure 9)

Mason Jars



Figure 10 – Cream City fruit jar (Maas 2014)

Maas (2014) illustrated a Mason jar that he noted as a “Cream City Glass Co. fruit jar. Includes CCGC which could possibly have been made at Cream City Glass, but it’s not certain. They don’t turn up in the Milwaukee area, but it is known that Cream City Glass made fruit jars so it is a possibility” (Figure 10). The front of the jar is actually embossed “MASON’S (arch) / “CC” (with the second “C” mirroring the first one) / GC (with the “C” again in mirror) / PATENT / NOV. 30TH / 1858 (all horizontal)” (Figure 11). Roller (1983:233) discussed the jar:



Figure 8 – E.L. Husting / Milwaukee (eBay)



Figure 9 – CCGCo flask (eBay)

Maker is uncertain but may have been at the Colorado City Glass Company in Colorado City, Colorado (1889-1893); the Cream City Glass Company of Milwaukee, Wisconsin (1888-1894); or the Crystal City Glass Company of Bowling Green, Ohio (1889-1893) all . . . reported to have made fruit jars.

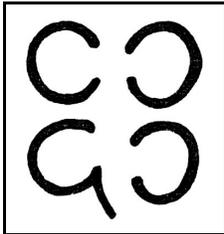


Figure 11 – CCGC logo (Roller 1983:233)

He added that a variation had “D in diamond” on the base. Unfortunately, no one illustrated the Diamond-D logo, and we have not located a photo. The Dominion Glass Co., Montreal, Canada, used a Diamond-D mark from 1928 to the 1970s (King 1987:248). All jars by that time would have been machine

made, but the jars with the “CCGC” logo were all mouth blown. We have not discovered a probable user a 19th century Diamond-D mark.



Figure 12 – Cream City fruit jar (Creswick 1987:114)

Creswick (1987:141) illustrated the jars and noted an error variation with “30^{HT}” instead of “30TH” (Figure 12). She did not speculate on the maker. The Roller update (2011:352) noted that “Jerry McCann added further clarification by observing that these jars turn up in the Milwaukee area suggesting Cream City Glass Company. In addition, they are too common to have [been] made by the Colorado City Glass Company and do not turn up in Ohio.” So, we join McCann in suggesting the Cream City Glass Co.

Discussion and Conclusions

Because both the Cream City Glass Co. and Colorado City Glass Co. used the same marks on similar types of bottles, during an almost identical time period, it is has been difficult to determine which variations belonged to which companies. However, our assessment – presented in its entirety in “A Marked Coincidence, Part 1” – makes a clear distinction between the two firms for most bottle/logos types. On many others, the embossed labels indicated a geographical proximity that should help place the manufacturer. For dating purposes, the specific maker is irrelevant, however, as both firms were in production during almost the exact same period.

Table 1 – Cream City Logos and Bottles

Basemark	Heelmark	Side Embossing	Bottle Type
C.C.G.CO. (arch)		Wis. (round plate)	Hutch
C.C.G.CO. (arch)		Wis. (no plate)	Hutch
C.C.G.CO. (inv. arch)		Wis. (no plate)	Hutch
	C.C.G.CO.*	Wis. (round plate)	Hutch
C.C.G.Co. (horiz.)		Wis (no plate)	Hutch
C.C.G.C. (horiz.) / 2		Wis. (no plate)	Hutch
C.C.G.C. (horiz.) / NO. 1**		Wis. (no plate)	beer
C.C.G.Co. (horiz.) / # **†		Wis. (round plate)	export beer
C.C.G.CO. (horiz.) / # **		none	export beer
C.C.G.Co. (arch) / # [fat letters] **†		none	export beer
C.C.G.CO. (inv. arch) / # **		none	export beer
C.C.G.CO. (arch) / # [thin letters] **		none	export beer
C.C.G.CO. (arch) **		none	flask

* Heelmarks are horizontal.

** All or some made in amber glass.

† The “O” in “Co” is slightly smaller than the other letters and is above a period or dot.

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First Published 7/21/2015; last updated 11/15/2024

Appendix A

The “Disappearing” Factory Revealed

A Capsule History of Chase Valley, Wisconsin, Cream City Glass Co. Northern Glass Co., Northern Glass Works & William Franzen & Son

When we first began our research on the series of Milwaukee glass houses in 2013, we were curious about what happened to the second glass house originally built in 1881 – or was it the first one in 1880? Although the secondary sources gave hints about what happened, nothing we could find actually addressed which of the two plants remained in use or for how long. It was pretty clear by 1900 that only one factory remained, but which one? Since we were busy with other research, the questions have remained unanswered for more than a decade – but we finally have answers.

When Dr. Enoch Chase opened the Chase Valley Glass Co. in 1880, he built two glass houses adjacent to each other on his farm at Bayview, Wisconsin, just outside of Milwaukee. Initially, each had a single furnace, but one was much smaller than the other. The smaller operation quickly became Chase Valley No. 1, owned entirely by Chase, himself. The larger plant, Chase Valley No. 2, incorporated with Chase as the president and majority stockholder.

On August 16, 1881, Chase sold Chase Valley No. 1 and his interest in Chase Valley No. 2, and the new firm reorganized as the Wisconsin Glass Co., with a capital of \$100,000 by October. Although we hypothesized that both plants remained open during the Wisconsin Glass Co. years (1881-1886), we had found no evidence (except circumstantial). However, the 1894 Sanborn map showed that the original glass houses *both* had morphed into large works by that time. The northern plant was labeled “WISCONSIN GLASS Co. Not in operation” – the southern one “NORTHERN GLASS Co. Not in Operation Closed for Repair” (see Figure 2 in the main report above). See the remaining history below for the Northern Glass Co. history. What this shows, however, is that the Wisconsin Glass Co. had greatly enlarged *both* of the original Chase Valley factories and kept them in operation. In 1886, the firm ceased production due to increased costs, excessive diversity, and strikes.

Both plants remained closed until 1888, when a new corporation reopened the southern plant as the Cream City Glass Co. Learning from the mistakes of Wisconsin Glass, the new outfit limited its production to beer and soda bottles, expanding to add fruit jars and some flasks. As shown on the 1894 Sanborn map, Cream City Glass only opened the southern factory, almost certainly the former Chase Valley No. 1. There are two reasons for the assumption of the number. First, a single base was embossed “C.C.G.Co. / No. 1” – suggesting that Cream City took over the No. 1 plant. Second, the southern plant, identified as the Cream City Glass Co., was the smaller one. The Panic (Depression) of 1893 forced the closure of Cream City Glass.

On February 8, 1894, another new corporation – the Northern Glass Co. – came into being and opened the southern plant. Again, the plant specialized in beer bottles, beginning production about mid-year. The firm failed on December 21, 1895, after only a year and a half in business – declaring voluntary bankruptcy, and a completely different corporation opened as the Northern Glass Works on June 12, 1896. Still making beer and soda bottles, this operation continued to use the same southern plant (No. 1). William Franzen bought out the other corporation members at some point, bringing his son into the business on September 1, 1898, and renaming the firm William Franzen & Son.

According to the September 17, 1898, issue of the *Milwaukee Weekly Wisconsin*, Franzen had leased the Northern Glass Co. plant (i.e., the southern works, No. 1), but that factory was completely destroyed by fire on September 12. However, most of the equipment remained undamaged, so Franzen moved into the northern until (No. 2) and quickly returned to production. On November 19, 1899, the No. 2 plant burned to the ground, destroying the last vestige of the original Chase factories. Undaunted, Franzen rebuilt the plant.

Even though the business was now William Franzen & Son, Franzen continued to call the plant the Northern Glass Works. Again, beer and soda bottles were the only products – eventually expanding to some wide-mouth bottles. Franzen incorporated on June 22, 1900, still under the same name. Although Franzen died in 1911, his son, William R. Franzen (not Jr.) continued the operation. The plant closed, probably in 1920, but the corporation remained on the books until January of 1924. Undoubtedly, the advent of Prohibition was the cause of the firm’s demise. The Val Blatz Brewing Co. purchased the plant in 1926, intending to make its own bottles when beer became legal once again.

Notes About the Maps

As noted above, the northern plant was labeled “WISCONSIN GLASS Co. Not in operation” – the southern one “NORTHERN GLASS Co. Not in Operation Closed for Repair” on the June 9, 1894, Sanborn map. The northern plant was close to Lincoln Ave., listed in directories as the factory address. To the west of both factories was the C.&N.W. RR (Chicago & North Western Railway – chartered in the states of Illinois and Wisconsin) with C.M.&St.P. R.R. (Chicago, Milwaukee & St. Paul Railroad) to the east. Both rails ran north-south. The Kinnickinnic River was just west of the C.&N.W. RR.

The northern plant (Wisconsin Glass Co. – closed) was the larger of the two, with two main buildings, five smaller structures (one marked “Office”), and two warehouses. This was apparently Factory No. 2. The southern unit (Northern Glass Co.) consisted of one main building with three satellite units and three warehouses, two much larger than either of the northern warehouses – no marked office. This was apparently Factory No. 1.

The 1910 Sanborn map labeled the remaining factory just south of Lincoln Ave. (at the foot of Clinton St. – with Chase St. dead ending into the plant from the east) as “NORTHERN GLASS WORKS – BOTTLE FACTORY” (Figure 1). The Kinnickinnic River flowed south at that point just west of the railroad. This was the rebuilt plant after the two disastrous fires of 1898 and 1899. In place of the southern factory, ten buildings were labeled “NORTHERN GLASS Co.’s WARE HOUSES.”

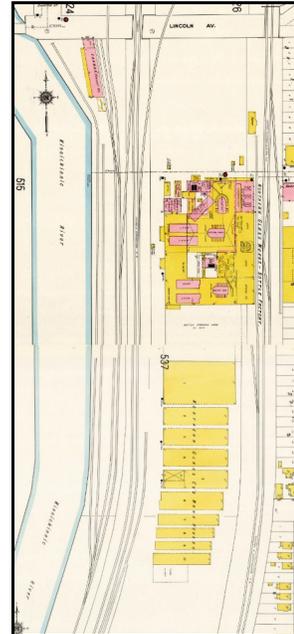


Figure 1 – Franzen Factory
(Sanborn map 1910)

Table 1 – Factory Uses

Company	Dates	Factories
Chase Valley No. 1	1880-1881	No. 1
Chase Valley No. 2	1881	No. 2
Wisconsin Glass Co.	1881-1886	No. 1 & 2
Cream City Glass Co.	1888-1894	No. 1
Northern Glass Co.	1894-1896	No. 1
Northern Glass Works	1896-1898	No. 1
William Franzen & Son	1898-1920	No. 2