

Breweries  
and  
Beer Bottles  
at  
El Paso, Texas



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Chapter 5d  
Liquor Bottles and Brands  
Used at Juárez During Prohibition II

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## Chapter 5c

### Liquor Bottles and Brands Used at Juárez During Prohibition II

#### More Liquor Bottles

This second set of liquor flasks and bottles centers around the Waterfill & Frazier brand that migrated from Kentucky to Juárez in the mid-1920s. The D.W. Distillery – comprised of the Kentucky owners and local Juárez businessmen – made and bottled Waterfill & Frazier south of the border until about the end of Prohibition. Another producer, the Mexican Distillery, used a brand called Pan American Straight Whiskey, formerly offered by D.W. Distillery. I have not discovered the exact relationship between the two distilleries.

#### Mexican Distillery

Although Langston (1974:231) claimed that the Mexican Distillery made a brand called Border Bell, the only bottles I have found from the firm were Pan American Straight Whiskey. It is possible that Border Bell was an early brand, and none of the labels have survived – or that I have not found one. Langston claimed that Wayne Russell operated the distillery from 1926 until shortly after Repeal (1934).

#### Pan American Straight Whiskey

The original name of the distillery may have been Cía Distilladora del Norte, S.A. [Distillery Co. of the North] – the name that appeared on the earliest and least common label for Pan American. The only photograph of a label I have seen was faded, but “PANAMERICAN” stretched diagonally across the upper 2/3 of the rectangular shape. The area created above and to the left of PANAMERICAN was labeled “JUAREZ WHISKEY (arch) / 100 {with “PROOF” across the center} / OLD PROCESS / SOUR MASH / Double Distilled (all horizontal).” The bottom right area had a yellow and green picture of a grain field.

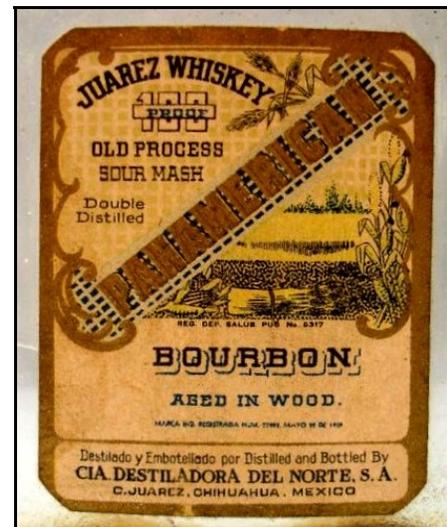


Figure 5d-1– Early Pan American whiskey label (eBay)



Figure 5d-2 – Early Pan American flask (eBay)

Below was “BOURBON / AGED IN WOOD” with “Destilado y Embotellado por Distilled and Bottled by / CIA. DESTILADORA DEL NORTE, S.A. / C. JUAREZ, CHIHUAHUA, MEXICO” (Figure 5d-1).

This label style was pasted on a flask that appeared to be a miniature in the eBay photo (Figure 5d-2). The base, unfortunately, was unmarked. Another style, also a miniature, was round in cross-section, with a textured body that tapered up to an upper-body-shoulder that was ball shaped. Although the finish

appears to have been corked, it was capped with a red plastic top that resembled a Mexican sombrero (Figure 5d-3).



Figure 5d-3 – Pan American “Mexican hat” bottle (eBay)

The newer label clearly evolved from the one described above.



Figure 5d-4 – Later Pan American label

Although the basic layout was the same, the name “PAN-AMERICAN” was now hyphenated, and the newer label was more colorful. “JUAREZ WHISKEY” had been changed to “STRAIGHT WHISKEY” and the 100-proof designation was gone. The next lines read “Made in Juarez / Under the Old Process / Double Distilled.” At the bottom of the label, only the name had been changed to “MEXICAN DISTILLERY CO. S.A.”

(Figure 5c-4). I have seen the newer label on pint and ¼-pint flasks, although it probably also appeared on larger sizes (Figure 5c-5).

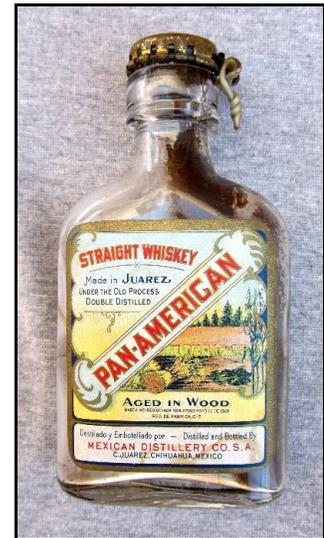


Figure 5d-5 – Later Pan American flask

Flasks with both the older and newer labels had Kork-n-Seal finishes and caps. Although many of these finishes were two part, the ones on the Pan-American flasks had three parts. The top ring was similar to a crown finish sealing ring – and, indeed, Kork-n-Seal caps work quite

well on crown finishes. The middle ring was thick but flat on top, and the lower ring was rounded and more ring-like. Lindsey (2012) described the operation of the cap:

This closure worked by placing the cap on the finish of the bottle and pulling down on the side toggle or lever. This pulled on both ends of a metal wire loop that runs around the entire skirt of the cap, tightening the skirt into the groove underneath the bead.

Because this wire toggle could be reapplied, the cap was reusable (Figure 5c-6). This was typically a boon to the whiskey drinker who intended to consume his (or her) bottle in more than a single setting.



Figure 5d-6 – Pan American Kork-n-Seal finish composite

The base of my miniature example was embossed “<0> / 7 0” with either a “6” or “9” sideways below it. The symbol was the logo of the Owens-Illinois Glass Co., and the “7” indicated Plant No. 7 at Alton, Illinois. The “0” was a date code for 1930 (Figure 5c-7). This suggests that the second label was initiated no later than 1930. The larger flask was embossed “FULL ¼ PINT” on the back shoulder. The base of the pint was embossed “4056 3.” Unfortunately, those numbers tell us nothing.

### **D.W. Distillery**

As noted in Chapter 5a, Mary Dowling, primary stockholder of Waterfill & Frazier, joined with local businessmen to form the D.W. Distillery Co. At its earliest point, D.W. Distillery offered at least three brands but soon ceased production of two of them to concentrate on Waterfill & Frazier.



Figure 5d-7 – Pan American base

## Pan American

The only connection between Pan American whiskey and the D.W. Distillery Co. is a serving tray that featured a lady's face, along with a quart-sized bottle of Waterfill & Frazier whisky on the front (Figure 5d-8). The high sides of the tray alternated between blurbs for Waterfill & Frazier, Kentucky Pioneer and "Pan American / OLD / BOURBON & RYE WHISKIES" (Figure 5d-9). As noted above, Pan American was the featured brand of the Mexican Distillery.



Figure 5d-8 – Waterfill & Frazier serving tray

Since the tray was almost certainly made ca. 1927 (see Waterfill and Frazier discussion, below), D.W. must have introduced the brand to Juárez, then sold it to the smaller firm. The Mexican Distillery opened in early 1926. According to Langston (1974:231), its initial brand was called Border Bell Whiskey, and it had a reputation for poor quality. The Mexican Distillery may have acquired the Pan American brand from D.W. as an improvement in quality. I have not discovered a single bottle with the Pan American logo and a label from D.W. Distillery. It is likely that Mary Dowling and/or the other incorporators of D.W. originally assumed that a variety would be the best sales strategy, then decided to only retain the best-selling brand of the lot.



Figure 5d-9 – Pan American Whiskey ad on side of tray

It is even possible that the earlier of the two Pan American labels discussed in the Mexican Distillery section (above) was actually used by D.W. Distillery under the name of Cía Distilladora del Norte, S.A. This, however, is pure speculation. I have not discovered any evidence that Dowling used an earlier name for the distillery at Juárez.

## Kentucky Pioneer

This is a difficult brand to trace. I only know of it from two sources. One of these was a serving tray that featured a quart-sized bottle of Waterfill & Frazier whisky on the front. The announcements on the high sides of the tray alternated between Waterfill & Frazier, Pan American, and “KENTUCKY / PIONEER / STRAIGHT / BOURBON WHISKEY” (Figure 5d-10). As noted above, the tray was almost certainly made at or near the inception of the D.W. Distillery at Juárez.



Figure 5d-10 – Kentucky Pioneer ad on side of tray



Figure 5d-11 – Kentucky Pioneer flask

The second source was an eBay auction for a small, amber, 1/10th pint flask with a red, rolled-steel screw lid. A red tax stamp covered the lid and was sealed in place by a cream-colored plastic strip wrapped around the lid and seal. A black labeling area had “KENTUCKY / PIONEER / K / P” in white letters (Figure 5d-11).

The tombstone-shaped label was tan with a white outline and a drawing of a horse head inside a horseshoe at the top. Below that in black letters was “KENTUCKY / PIONEER / Straight Bourbon / Whiskey (both in cursive) / OLD STYLE SOUR MASH / HECHO EN MEXICO / DESTILLADO Y EBOTELLADO POR / D.W. DISTILLERY CO., S.A. / CD.

JUAREZ, CHIH., MEXICO / 0.047 ½ LT. / REG. S.S.A. No. 60076 “A” / REGS. F-2 y P.272 / M. IND. REG. 27066 JULIO 16, 1927” (Figure 5d-12). Unfortunately, the seller failed to include information on the base of the flask.

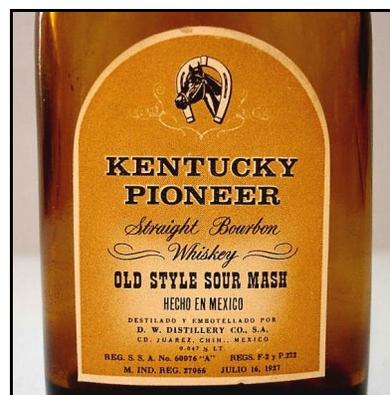


Figure 5d-12 – Kentucky Pioneer label

## Waterfill & Frazier

During its tenure at Juárez, Waterfill & Frazier was made in a variety of containers with at least two label styles. In addition, the bottles were made with at least four finish and cap styles. Unfortunately, my sample of bottles is small, including two styles only known from ads and drawings on trays.

### Bottle Styles

The D.W. Distillery Co. bottled Waterfill & Frazier in at least three sizes: quart, pint, and 1/10th pint. It is likely that half-pint flasks were also available, possibly quarter-pints as well – but I have not seen either of those. The firm used at least three styles of quart bottles. Unfortunately, I have only seen one style on a serving tray (see Figure 5d-8), one on a tip tray (Figure 5d-13), and the other in a newspaper ad (see Figure 5a-18).



Figure 5d-13 – Waterfill and Frazier tip tray



Figure 5d-14 – Waterfill and Frazier pint flask

The bottle on the serving tray is certainly the oldest, probably used in 1927. It was cylindrical with embossed bands on the shoulder and heel and a long neck. The heel band was embossed “D.W. DISTILLERY CO. S.A.” The next bottle – shown on a tip tray – was shorter and stouter, with a much shorter neck. The final one – illustrated in a 1934 ad – was cylindrical with a long neck but no shoulder or heel bands. All three were colorless.

My only example of a pint flask was colorless and was embossed “0.47 1/3 LITRO / FEDERAL FORBIDS THE SALE OR RE-USE OF THIS BOTTLE” on one shoulder (Figure 5d-14) and “WATERFILL AND FRAZIER / FAMOUS BOURBON WHISKEY” on the other. The federal warning law was passed in late 1934, so this was one of the later containers used by the Juárez distillery. The base of the bottle was embossed with the Circle-VM logo used by Vidriera Monterrey, but the numerical codes were illegible.

The final size – miniature flasks or single-serving size – is represented by four examples in my sample, all amber in color. Although the labels are different, and there are two variations in finishes (discussed below), the shape of each 1/10th pint flask is generic and virtually identical (Figure 5d-15). The earliest of these had a paper label with a white background (see discussion below) on a generic bottle (i.e., no embossing on the sides).



Figure 5d-15 – Waterfill and Frazier miniature flasks; left to right, early (1927-1928); middle (1930-1934); late (1934-1936); back of late flask; back of late flask without paper label

These were probably used from 1927 to 1928. An intermediate label is missing from my sample in this size category but is discussed in the label section.

The second flask in the sample is also generic, but this one has a label with a black background. The flasks were probably used from ca. 1930 to ca. 1934. The final flask was embossed “FAMOUS / WATERFILL AND FRAZIER / PURE AMERICAN WHISKEY” on the upper body, just below the shoulder and “KENTUCKY 1810 JUAREZ 1927” just above the heel. The paper label is missing from one example, but the other had the black-background label and an Illinois tax stamp (in the shape of the state) with a 1937 date on it.

### Finishes and Closures

The Waterfill & Frazier containers were made with at least three, finish types, probably four (Table 5d-1). Two of the finish/closure types were almost certainly used during the entire tenure of Waterfill & Frazier at Juárez. Both are continuous-thread finishes, and the two styles seem to be directly related to container size. All small (1/10th pint) flasks with continuous-thread finishes that I have seen had a single small ring below the threads and were sealed by rolled-steel caps (Figure 5c-16). These caps appeared on bottles that were apparently made in 1927 with the earliest (white) label form as well as the black labels used later in the sequence (see discussion on labels below).

**Table 5d-1 – Finish Variations on Waterfill & Frazier Containers**

Finish	Lid	Basemark	Dating
prob. continuous-thread atop three reinforcing rings	covered by white plastic seal – drawing on serving tray	unknown	prob. ca. 1927*
continuous-thread**	white rolled-steel cap with Mexican tax stamp	7 / Circle-VM / 9	poss. 1927 date code on base; prob. 1927
cork or cork-lined glass stopper	covered by yellow plastic seal – drawing on tip tray	unknown	poss. ca. 1928-1930
continuous-thread	red rolled-steel cap with Mexican tax stamp	5 / Circle-VM / 3	poss. 1925 date code on base; prob. ca. 1930
continuous-thread atop three reinforcing rings	red aluminum with perforated attached “keeper” section	Circle-VM (other codes illegible)	U.S. federal warning (after 1934)
double-ring	cork under aluminum tear-strip cap	<0> / 7 0 / 2	1937 on Illinois tax stamp; 1930 – base

\* See text for discussion about dating of serving tray

\*\* Different label from all others; probably the earliest one.



Figure 5d-16 – Continuous-thread finish and cap – small bottles

An interesting feature on these screw caps was the import tax stamp. This was glued from one shoulder of each tiny flask across the top of the cap and down to the opposite shoulder. The earliest of these was white with “Imp. Fed. / \$0.22” in blue ink on the two sides and the Mexican national symbol of an eagle killing a rattlesnake on the top (Figure 5d-17). A slightly later tax stamp was almost identical, except that it used red ink, showed an increased tax of “\$0.25,” and added the word “EXISTENCIA” (Figure 5d-18).



Figure 5d-17 – Eagle-and-Rattlesnake on cap top

increased tax of “\$0.25,” and added the word “EXISTENCIA” (Figure 5d-18).

Two other types of continuous-thread finishes appeared on larger bottles and flasks. The earlier of these was apparently shown on the earliest tray (see Figure 5d-8). As noted in Chapter 5c, Leslie R.N. Carvalho applied for a “Bottle Cap” patent on November 3, 1927, and received Patent No. 1,712,103 on May 7, 1929 (see Figure 5c-14). He noted that “tear-off or rip strips” were already known for use on the skirts of caps. The caps probably began use in late 1927 of Waterfill & Frazier quart bottles.



Figure 5d-18 – Later tax stamp “\$0.25”

The last ad I have found for Waterfill & Frazier quart bottles (see Figure 5a-18) showed a similar style, called a pilfer-proof cap, that



Figure 5d-19 – Continuous-thread finish on pint flask

was also on the pint flask in my sample. Three thick bands were embossed below the threads of the finish (Figure 5d-19). These finishes used threaded aluminum lids, attached to an aluminum band that covered the three embossed bands of the finish. The two segments of the lid were joined by a perforated section, where the

top broke off during the unscrewing process. The lid on the pint was red, although the lids in the drawings were covered by plastic seals. As noted in Chapter 5c, this cap was designed by Charles Hammer. On July 21, 1937, Hammer applied for a patent for a “container cap or closure” and received Patent No. 2,175,350 on October 10, 1939 (see Figure 5c-42). Hammer also noted that similar closures were already in use. These were thus only used on later bottles.

The other two finishes were both for corks. One is more theoretical, known only from a single illustration on a tip tray. This *appears* to be a one-part or two-part finish, similar to those typically used on flasks during the pre-Prohibition era of the 20<sup>th</sup> century (see Figure 5d-13). Those were typically closed with a flanged cork or cork-wrapped glass stopper (Figure 5d-20) – although flanged corks were used on other Juárez liquor bottles (see Figure 5c-26).

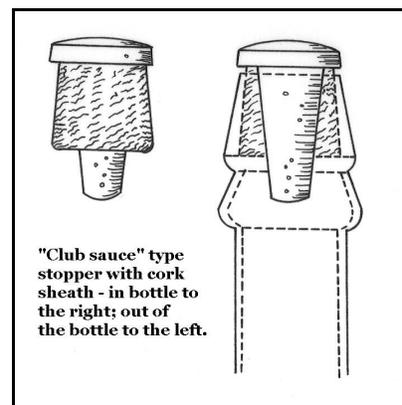


Figure 5d-20 – Cork-wrapped glass stopper (Lindsey 2012)

The most recent (1937) one-serving (1/10th pint) flask had a two-part (double-ring) finish that was sealed by a cork. The entire cork/finish was concealed by an aluminum cover that affected an outer seal. This was opened by a tear-strip encircling the center of the cover. Atop the tear-strip was a red-outlined black decal that read: “D.W. DISTILLERY Co. S.A. / BOLETA DE REGISTRO C-11 / C. JUAREZ, MEXICO” in red letters (Figure 5d-21). See discussion of the patents in Chapter 5c (especially Figure 5c-30).



Figure 5d-21 – Finish, cork, and cover used on later single-serving flasks

### Paper Labels

There were two significant areas of change in the labels (Table 5d-2). The initial label had a white background with black and some red letters. It was followed by a label with white and some red letters on a black background. The early type was probably used only during the first few years of operation. The second style had a dark background and remained in use not only throughout the Juárez period but into the move to Anchorage, Kentucky, after Prohibition.

**Table 5d-2 – Label Variations, Waterfill and Frazier**

Age Designation	C *	Dating	Comments
YEARS / 8 / AÑOS	W	ca. 1927	Neck label; quart; on serving tray
8 / AÑOS	W	ca. 1927	Vertical on sides of label; 1 1/10th pint flask; poss. date code 1927
AÑEJADO EN BARRILES / 8 / YEARS	B	ca. 1928-1930	In white ball on label; quart; on tip tray
AÑEJADO EN BARRILES / 6 / YEARS	B	ca. 1930-1935	In white ball on label; 1 1/10th pint flask and pint flask; Federal Warning on pint
AGED IN WOOD	B	ca. 1934-1937	In white ball on label; 1 1/10th pint flask (with 7 / Years Old on lower label and 1937 tax stamp; quart in 1934 ad (ad says six years old)

\* Color

Second was the aging designations. Originally, the term “8 Years” (in English and/or Spanish) appeared on a neck label or in vertical lettering on the right and left sides of the white label. With the adoption of the black label “Aged in Wood” and “8 Years” appeared in a gold-outlined white ball in red letters – in both English and Spanish. At some point – again, probably early – the period was reduced to “6 Years.” A final change – probably after Repeal – dropped the Spanish and revised the configuration of the lettering inside the ball.

### White Background Labels

The earliest label was shown on a quart bottle on the serving tray – along with the drawing of the lady. The label was a white, round-cornered rectangle with “Waterfill / and Frazier (cursive) / SPECIAL (all black letters) / STRAIGHT BOURBON / WHISKEY (red) / SOUR MASH / HECHO EN MEXICO / M. IND. REG. No. 27285 REG. S.S.A. No. 71 “A” / 7 DE SEPT. DE 1927 REGS. F. 2 Y.P. 272 / ONE QUART • CAP. 0.94 2/3 LITRO / D.W. DISTILLERY CO. S.A. • CD. JUAREZ, CHIH., MEXICO / R.F.C. / DWD 20606 (all in black



Figure 5d-22 – Earliest Waterfill and Frazier (white) label – single-serving flask

letters).” A neck label bragged “56 PROOF {YEARS / 8 / AÑOS} 43 GAY LUSSAC” (see Figure 5d-8).

An early single-serving flask had an identical label except that “8 AÑOS” had been added in red in a vertical line on each side of the Waterfill and Frazier designation (Figure 5d-22).<sup>1</sup> This was probably the earliest label, roughly contemporary with the one on the serving tray. The base of the flask was embossed “7 / Circle VM / 9” (Figure 5d-23). The



Figure 5d-23 – Base of the earliest Waterfill and Frazier single-serving flask

<sup>1</sup> There were also insignificant changes in the third and fourth lines from the bottom of the label: “M. IND. REG. No. 27285 REG. S.S.A. No. 71 “B” / 7 DE SEPT. DE 1927 REGS. F. 2 Y.P. 272/2.” Oddly, both the quart and 1/10th pint labels had the same volume designations: “ONE QUART • CAP. 0.94 2/3 LITRO.”

logo was used by Vidriera Monterrey, possibly as early as ca. 1910. The “7” was stamped over a peened-out earlier code and was probably a date code for 1927. The other digit was likely a mold number.

### Black Background Labels

Although it is impossible to determine the exact year with current data, Dowling and her associates adopted a black label fairly early. The label had “BOURBON” in red at the top, followed by “WATERFILL AND FRAZIER (slight arch)” above a red ball with “AGED IN WOOD / AÑEJADO EN BARRILES (both arched) / 8 / YEARS / AÑOS (both inverted arches)” in white letters inside it. Below that was “FAMOUS / FAMOSO / WHISKEY / REGISTRO S.S.A. NO. 71 ‘A’ / DISTILLADO Y EMBOTELLADO / POR / D.W. DISTILLERY CO. S.A. / C. JUAREZ, CHIH, MEXICO / M. IND. REG. 27285 — SEPT. 27 DE 1927 / CAP. 0.47 1/3 LITRO — REGS. F. 2 Y P. 272 / KENTUCKY 1810 — JUAREZ 1927” (see Figure 5d-13).

At some point, the central number in the “AGED IN WOOD” ball became a “6” – although the rest of the label remained unchanged (Figure 5d-24). Although I have no evidence to back up this assertion, the “6 Years” ball was probably used throughout the remainder of Prohibition and the earliest years after the Repeal. See the discussion section below for a discussion about the aging process.

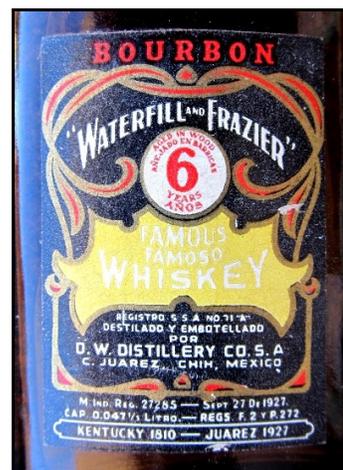


Figure 5d-24 – Waterfill and Frazier black label with “6 YEARS”



Figure 5d-25 – Last Waterfill and Frazier label from Juárez with 1937 Illinois tax stamp

The term “FAMOSO” also vanished from the label, and only the registration number and date remained near the bottom. At least one of these bottles had a 1937 Illinois tax stamp and a lower, red label that said “7 / Years Old When Bottled” (Figure 5d-25).

The final label change likely occurred shortly after Repeal. The number disappeared from the ball and was replaced by “AGED IN WOOD / OLD (both arched) / WATERFILL (upward slant) / AND / FRAZIER (both horizontal) / 100 PROOF (inverted arch).”

The same bottle was embossed “2 {7 0 – perpendicular in aspect to the other number and symbol} <0>” on the base (Figure 5d-26). The symbol (with an “I” in the center) was used by the Owens-Illinois Glass Co. from 1929 to ca. 1960. The “2” was a mold code, with “7” as a plant designation for the factory at Alton, Illinois, and “0” as a date code for 1930. The bottle may have been in storage for seven years, but it may have been reused. Although such reuse was illegal in the United States, Mexican law may have been more relaxed in that area.

### **Discussion and Conclusions – Waterfill and Frazier**

Langston (1874:232-233) noted that the D.W. Distillery Co. began production in 1927. The only label I have seen for Pioneer Whiskey (distilled and bottled by D.W. Distillery) had a July 16, 1927, registration date, and every label I have discovered on Waterfill and Frazier containers claimed September 27, 1927, as the date of registration. In addition, 1927 is embossed as an inception date on some bottles and in ads – along with the 1810 date for Kentucky production.



Figure 5d-26 – Base of bottle with 1930 date code

This raises the question of how the firm could claim an eight-year aging process in 1927, the year the plant opened at Juárez. The answer may lie in the realization that thousands of gallons of U.S. whiskey arrived at the border in January 1920. As noted in Chapter 5a, many U.S. distilleries shipped their remaining supply of liquor to Juárez in December 1919 and January 1920. Although Langston (1974:224-225) did not specifically mention Waterfill and Frazier, it is certainly likely that large quantities of that brand entered Mexico as part of the migration.

Although this is speculation, Dowling and her associates probably sold all of the aged whiskey to U.S. retailers and shipped freshly distilled, unaged alcohol to Juárez. This would have resulted in hundreds or thousands of gallons of Waterfill and Frazier whiskey sitting in Mexican warehouses. The liquor would have been eight years old in late 1927.

It is unfortunate that we do not retain memoirs from Mary Dowling, Antonio J. Bermúdez, or any of the other original financiers of the project. What was Dowling doing during

the almost eight years between the closing of the Kentucky distillery and the opening of the one at Juárez? Could the firm have begun distilling and aging in 1923 or 1924? If so, the actual Juárez production would have been ready to sell by ca. 1930 – allowing the new labels to claim that the whiskey had been aged in wood for six years by that time.

It is probable that Dowling began casting for a new location in Kentucky about the time of Repeal, although there is no question that the firm continued exporting the already aged whiskey into the U.S. As Langston (1974:240, 320-321) discussed, it took several years for U.S. distilleries to prepare for a return to the American market. D.W. Distillery certainly took advantage of that market prior to closing the Juárez facility. The 1937 flask may have been one of the last exported, although sales could have extended for a few more years. Although some of this is speculation, the timing fits virtually perfectly.

### **The Juárez Bottles – Discussion and Conclusions**

Although this study of Juárez beer and liquor bottles is as complete as I can make it, there are many bottles, labels, and nuances missing. For example, I would love to examine actual labeled bottles of Juarez, American, and Richelieu beer. There are certainly details that are not available from drawings of photos on trays and postcards. In addition, there are almost certainly variations, especially in labels, from the Chihuahua Brewing Assoc. brands.

Again, there were almost certainly a fairly large number of liquor bottles and flasks that were labeled by individual bars and nightclubs at Juárez. The few I have listed must be only a tiny sample. In addition, I would *love* to know more about what was sold at the Hole in the Wall.

Another totally unresolved issue is the relationship between the Mexican Distillery and D.W. Distillery Co. The Pan American brand was enameled on the side of the earliest tray from the D.W. Distillery along with Waterfill and Frazier and Kentucky Pioneer. However the earliest label for Pan American claimed the whiskey was distilled and bottled by Cia. Destiladora del Norte, S.A. (Distillery of the North, Inc.). The next label identified the distiller as the Mexican Distillery Co., S.A.

As often happens, the evidence begs more questions than it provides answers. Did the D.W. Distillery Co. originally operate as Cia. Destiladora del Norte? Or was that the original

name of the Mexican Distillery? Was it a completely different business? Did D.W. Distillery originally make the brand, then sell it to the Mexican Distillery to concentrate on Waterfill and Frazier? The latter explanation seems most likely, but we may never know.

What is certain is that the three major distilleries – Mexican Distillery, D.M. Distillery, and D.W. Distillery – each used distinctive bottles, closures, and labels, most of which are datable. One of the interesting trajectories in the bottles was a shift from bottles made in the U.S. (ca. 1926-ca. 1930) to ones made in Mexico (ca. 1930-ca. 1936) and back to bottles made north of the Border (post-1936).

There is virtually no question that new bottles and labels will continue to surface. Since I began writing this chapter, I have discovered and added information from three label variations and have greatly expanded my knowledge about finishes and closures of the period. No future discussion about Prohibition at the U.S. border cities will be complete without a complementary study about the bottles, breweries, and distilleries on the Mexican side.

### **Sources**

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1974 *The Impact of Prohibition on the Mexican-United States Border: The El Paso-Ciudad Juarez Case*. Doctoral Dissertation, Texas Tech University, Lubbock, Texas.

