

Chapter 10

Small Dairies and Creameries of the Teens

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RIO GRANDE VALLEY BUTTER

to the Housewives of El Paso, we will offer a special proposition for one week—from April 13 to 20.

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Rio Grande Valley Butter is made fresh daily from pasteurized cream. We are so confident you will appreciate its purity and freshness, once you try Rio Grande Valley Butter that you will become a constant consumer.

If your Grocer can not supply you, phone us; we will see that you are supplied.

Arctic Creamery Company

Successors to
Rio Grande Valley Creamery Co. PHONE 6171

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Clip this Coupon and take it to your Grocer

THIS COUPON GOOD FOR:—

This is to certify that I have purchased a pound of Rio Grande Valley Butter from..... grocery, in which I was allowed 5c on this coupon

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To any Grocer in El Paso: We will redeem this coupon for 5c in cash when it is properly filled in and signed. Good only from April 13 to 19, ARCTIC CREAMERY CO.



LOOK!

Bill Lockhart

2014

Chapter 10

Small Dairies and Creameries of the Teens

Bill Lockhart 2014

Two major changes during the middle teen years of the 20th century increased the incidence of marked milk bottles in El Paso. The first of these was the rise of creamery industry. With a single exception, the Glen Spring Creamery Co., the production of typical creamery products – butter, cream, ice cream, cottage cheese, etc. – was carried out on a small scale by some individual dairies. The El Paso Dairy Co., also offered many creamery products. By the early teens, however, independent and cooperative creameries entered the competition.

The second change has already been mentioned in preceding chapters. The dairy ordinance of 1913-1914 provided stiff fines for any dairy caught using a bottle owned by another dairy. Although I have not found the actual ordinance, it apparently spurred many small dairies into ordering milk bottles embossed with their names. Bottles with permit numbers also appeared during this same period, possibly set by the same ordinance.

I have made no attempt to include all of the dairies listed in the city directories during this period. Instead, I have concentrated on the ones that used some form of marked container that I have recorded. In addition, I have not attempted to segregate these businesses using a division of creameries and dairies. These are addressed chronologically according to the probably year that the firm began production.

Small Producers, 1910-1920

West El Paso Dairy (1914-ca. 1923)

The West El Paso Dairy was never listed in the city directories because it was located just outside the state line in West El Paso, New Mexico. The town was originally called Anapra but was renamed West El Paso on April 10, 1914. Herman Jundt became postmaster on October 15, 1912, and apparently remained in that position until 1918 (White 2005).

On December 29, 1914, the *El Paso Herald* mentioned Jundt as the postmaster and noted that “he also runs a dairy.” The September 17, 1919, edition claimed that Jundt had been renting the Hall Dairy and had just moved his herd to Berino. He remained connected with the Berino dairy herd until at least 1923.

Bottle Variation

An eBay auction described and illustrated a milk bottle embossed “WEST EL PASO DAIRY (arch) / H. JUNDT / PROP. (both horizontal) / WEST EL PASO, N.M. (inverted arch)” in a round plate on the front (Figure 10-1). The bottle had the “E 4” logo of the Essex Glass Co. embossed on the front heel. Since Essex sold to the Thatcher Mfg. Co. in 1920, the bottle could only have been used between 1914 and 1920.



Figure 10-1 – West El Paso Dairy bottle (eBay)

El Paso Creamery Co. (1913-1914; 1918-1929)

On January 20, 1913, the *El Paso Herald* informed its readers that “El Paso dairy owners have organized the El Paso Creamery company, with a capital stock of \$10,000.” The president of the corporation was A.R. Schourup, with C.B. Hawkins as secretary and Mary Price as treasurer. Other directors included C.W. Ardoin, Mrs. L.W. Hawkins, H.H. Bailey, C.S. Donaldson, and G.H. Bromberg. The group planned to erect a plant in East El Paso.

The following year, the plant was first listed in the El Paso City Directory, located on Frutas at the northeast corner of Hammett Blvd. It was run at that time by Edward, John, and Joseph Dunne along with C.W. Martin. It is likely that Martin and the Dunne brothers operated the facility, while the corporation remained the owners. The firm was no longer listed in the directories from 1915 to 1917.

Although I have found no historical documentation, it is possible that the El Paso Creamery Co. reorganized as the Rio Grande Valley Creamery Co. in late 1913 or early 1914 and moved to 707 Texas St. The city directories listed Rio Grande Valley from 1916 to 1918.

However, an ad in the *El Paso Herald* (4/16/1914) noted that the Arctic Creamery Co. was “Successors to Rio Grande Valley Creamery Co.” (Figure 10-2). The directories often kept listings after a business closed.

By at least June 1918, the creamery had moved to 516 N. Stanton with C.L. Jacobsen as manager. It advertised “None Nicer Butter” (their quotes). An ad in the *El Paso Times* (6/22/1918) noted that it was “the only ‘made in El Paso’ butter that you can buy from your grocer – here. We have the latest up-to-date pasteurizing and refining machinery, which insures highest quality.” Although Jacobsen remained as manager throughout the duration of the business, the plant moved again to 404 E. San Antonio by 1923. A new address appeared in 1925 (322-23 Trust Bldg.), but this was probably the business office rather than the actual plant. The following year, however, the move to 108-10 N. Piedras was almost certainly the plant, itself. The directory added “wholesale mfrs ‘None Nicer’ Butter.” The El Paso Creamery Co. was last listed in 1929. The following year, under its name, the directory said, “see Mistletoe Creameries, Inc.” The larger business had absorbed the smaller company. Mistletoe Creameries are addressed in Chapter 11.

Joe B. Hill shipped cream to the El Paso Creamery Company from his farm in southern Santa Fe County, New Mexico (Figure 10-3). According to his grandson, Hill and his family likely milked the cows, ran the milk through a cream separator, collected the cream in special cans (see accompanying photo), and then fed the skimmed



Figure 10-2 – Arctic Creamery Co. ad (*El Paso Herald* 4/16/1914)



Figure 10-3 – Joe B. Hill farm (Wayne Hill)

milk to the calves. The filled cream cans would then be taken by horse-drawn wagon to the post office at the former town of Venus, a couple of miles to the east (Figure 10-4). The mail carrier would then take the cans to the railroad in Moriarty to be delivered by rail to the El Paso Creamery Co. The empty cans would be returned by rail and mail carrier (personal communication, Wayne Hill, 2/20/2009).¹



Figure 10-4 – Dairy can label – Joe B. Hill (Wayne Hill)

Bottle Variation

I have only discovered a single bottle used by the second incarnation of the El Paso Creamery Co. Although there should also be quart and pint sizes, the half-pint bottle had a “cream top” finish and was embossed “None Nicer (cursive) with BRAND in underlining tail / CREAM TOP MILK / EL PASO CREAMERY / CO. / PHONE MAIN 3827 / HALF PINT” on the front and “ASK YOUR (slight downward arch) / GROCER / FOR THE BEST / NONE NICER BUTTER” on the reverse. The bottle had the “MTC” logo of the Thatcher Mfg. Co. on the front heel and “CREAM TOP PAT. MAR. 3 ‘25 / S (in ejection scar) / 28” on the base (Figure 10-5). The bottle was made in 1928 and was certainly one of the last used by the creamery.



Figure 10-5 – El Paso Creamery Co. bottle

¹ The former town of Venus was located about 3½ miles north of present day Edgewood.

This was the only cream top bottle that I have found from El Paso, and it contained one of the most complex embossed messages ever used in the city. On March 3, 1925, Norman A. Henderson received Patent No. 1,528,480 for a “Milk Bottle and Cream Separator for use Therewith” and assigned it to the Cream Top Bottle Corp. These bottles displayed a bulbous neck to contain the cream as it rose to the top of the milk (Figure 10-6). Henderson had applied for the patent on April 16, 1921, almost four years prior to receiving it. The delay may have been due to earlier bulge-neck patents for other bottle types. Not surprisingly, the container became known as the cream top milk bottle (Giarde 1980:31). This was apparently the only cream-top container ever used in El Paso.

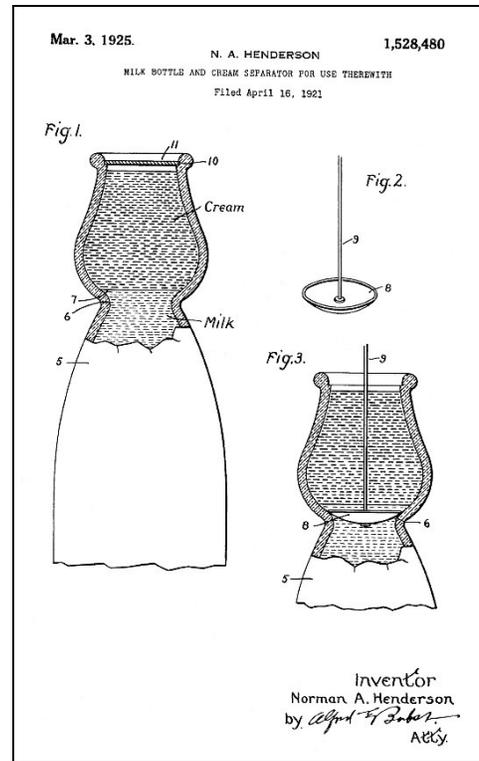


Figure 10-6 – Henderson’s 1925 patent

Model Dairy (ca. 1914-1915)

Although I can find no record of the earlier firm, it is highly likely that two different Model Dairies were in business at El Paso during different time periods. The first was operated by J.H. or S.H. Bromberg and used an embossed bottle. The second, run by A.E. Hollebeke, was in business from ca. 1934 to 1940. The second Model Dairy did not use any bottle I have found. See Bottle Variations (below) for an explanation.

The Model Dairy appeared in a list of dairies in the *El Paso Herald-Post* on January 4, 1934 – which likely means that the dairy was in business at some point during the previous year. The firm was first listed in the El Paso city directories in 1934. The principal (probably owner) was A.E. Hollebeke, and the business address was Box 67a Glenwood Dr. The 1935 listing called it the Model Jersey Dairy. The same information continued until 1940.

Bottle Variations

I have only recorded a single quart example from an eBay auction. The bottle was embossed “ONE QUART” in a slight arch on the front shoulder (Figure 10-7). The front body appeared to be light amethyst in color and was embossed “MODEL DAIRY (arch) / EL PASO / BOTH PHONES 2463 / TEXAS (all horizontal) / J.H. BROMBERG (inverted arch)” in a round plate (Figure 10-8). Unfortunately, the seller did not record any manufacturer’s mark, and the bottle sold for an exorbitant price.

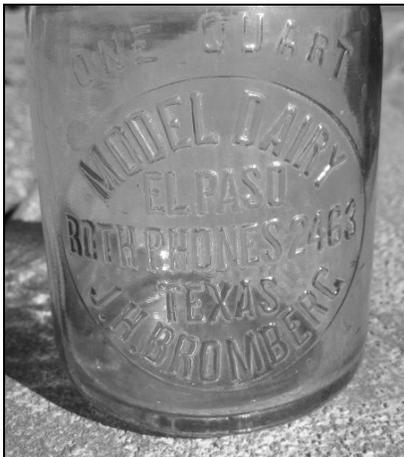


Figure 10-8 – Model Dairy plate (eBay)

If the bottle were used by the Model Dairy between 1933 and 1940, both the bottle and the embossing create a conundrum for identification. The solarized amethyst color was in general use on milk bottles from ca. 1900 to ca. 1920, although it is mostly found on bottles made on Owens machines during the last decade of that period. The color, then, suggests an earlier use of the bottle. Next, the term “both phones” indicates the period from ca. 1912 to 1918, when El Paso had both Bell and Auto telephone systems.

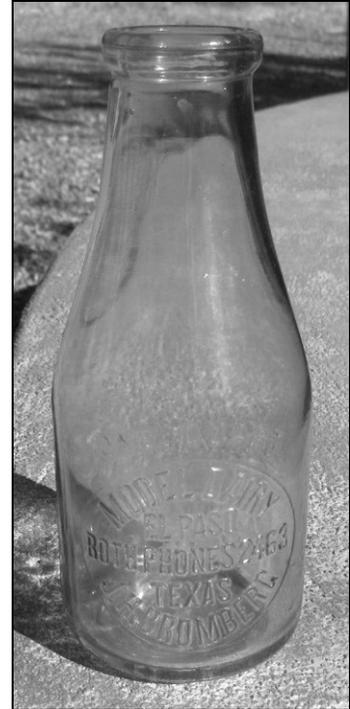


Figure 10-7 – Model Dairy bottle (eBay)

Finally, the principal in the 1934-1940 period was A.E. Hollebeke, while the bottle is embossed “J.H. BROMBERG.” The 1914 city directory listed Hyme Bromberg under the dairy heading, but the name was altered to S.H Bromberg in the 1915 listing. In 1916, Bromberg was listed as the principal of the Popular Dairy and remained so until 1920, when he disappeared from the records. It is possible that J.H and S.H Bromberg were the same person, although they may have been father and son or even brothers.²

² The early El Paso Creamery Co. reference referred to a G.H. Bromberg – again probably a reference to J.H. Bromberg.

J.H. Bromberg appeared repeatedly in the *El Paso Herald* during 1911 and 1912. S.H. Bomberg, however, appeared in the same newspaper in 1913, 1917, and 1927. J.H. Bromberg, the father, may have operated the firm as the Model Dairy, prior to dying or passing the business on to his son, who renamed it as the Popular Dairy. However, both names appeared in the *Herald-Post* in the 1930s, although this J.H. may be another son. Almost everything about the bottle suggests that it was used during the period of the first city ordinance of 1913/1914. Although the mystery remains, it is probable that J.H. Bromberg called his business the Model Dairy about 1913 – even though the name was not used in the city directories.

Cesario Madrid (1915-1921)

Cesario Madrid was listed in the El Paso city directories at Val Verde Ave. from 1915 to 1921. The name on his bottle was “Lecheria Progreso” – although the last word was probably intended to be “Progreso” (Progressive Dairy). I have been unable to locate any other information about him or his operation. Like most of these dairies, Madrid almost certainly used a marked bottle to fulfill the 1913-1914 milk bottle ordinance.

Bottle Variation

Madrid used at least one bottle, embossed “CESARIO MADRID / VAL VERDE / LECHERIA PROGESO” in a plate on the front (Figure 10-9). The bottle was made by the Liberty Glass Co., but it lacked a date code. Liberty began using date codes on its milk bottles in 1928. The bottle could have been used any time during the 1915-1921 period.



Figure 10-9 – Cesario Madrid bottle

Lecheria El Verjel (1916-1921)

Librado Chacon was first listed in the city directories in 1916 as “Chacon, Librado dairy.” Located at 4410 White Oaks, Chacon continued to be enumerated until 1921 (EPCD 1916-1921). Although the dairy name – Lecheria El Verjel – was not listed in the directories, it

was embossed on at least one bottle. Verjel translates as flower garden, beautiful orchard, or anything pleasing to the sight.

Bottle Variation

Chacon's only surviving bottle was embossed "LECHERIA EL VERJEL / L. CHACON / PERMIT 63 / EL PASO, TEX." in plate on the front (Figure 10-10). The bottle was embossed "5W" on the front heel and "29" on the back heel. The "5W" was one of the logos used by the Winslow Glass Co., Columbus, Ohio. Palmer Winslow opened the Columbus plant in 1902 and sold to the Berney-Bond Glass Co. in 1927. Berney-Bond, in turn, sold the business to the Owens-Illinois Glass Co. in 1930. The bottle was probably used to fulfill the 1913/1914 city ordinance requirements.

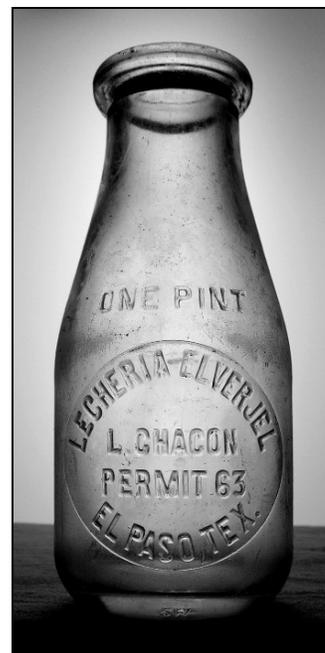


Figure 10-10 – Lecheria El Verjel bottle

An alternative possibility, however, should not be overlooked. After the sale, Berney-Bond typically used either "BB48" or "BBGCO48" heelmarks in conjunction with the "5W" mark, although the mold used for this bottle could have missed the conversion. The "29" may be a date code (for 1929), suggesting that the dairy was in business later than directory entries indicate. However, this explanation is less likely. Berney-Bond date codes were typically embossed on bottle bases – not heels – and we have no documentary evidence for the dairy being open this late. In addition, the permit numbers appear to have been used during a ca. 1916-ca. 1922 context (see other entries below).

Several other El Paso dairies of the ca. 1918-1930 period – including O.C. Vasquez Dairy (Permit 22), Montana Dairy (Permit 98), La Paloma Lecheria (Permit 90), and La Palma Dairy (Permit 53) – used the same permit numbering system. This may have indicated a connection between these smaller dairies and an El Paso creamery. The most likely choice was the Rio Grande Valley Dairy Assn., in business from 1916 to 1930 – despite the numerous bottles with RGVDA logos. During this period, Rio Grande was both the largest creamery in El Paso (this likely had numbers that extended to 98) and lasted longer than its competitors. Alternatively, the numbers could refer to an obscure city or county regulation that only remained in force for a few years.

Popular Dairy (1916-1923)

S.H. Bromberg, proprietor of Popular Dairy first listed the business in the El Paso city directory in 1916. Located on Valverde Ave., the dairy offered “Pure Milk and Cream.” The dairy was last listed in 1923 (EPCD 1916-1923). See the discussion about the Model Dairy above for more about the Brombergs.

Bottle Variation

I have only seen a single example from Popular Dairy – a typical press-and-blow bottle with cap-seat finish and a plate on the front. The plate was embossed “POPULAR DAIRY (arch) / PURE / MILK AND CREAM (horizontal) / PHONE 6120” (Figure 10-11). The front heel had the “E4” logo of the Essex Glass Co. Essex used the mark from 1906 until 1920, so the bottle was made during the 1916-1920 period and probably represents yet another example of the consequences of the 1913/1914 city ordinance.

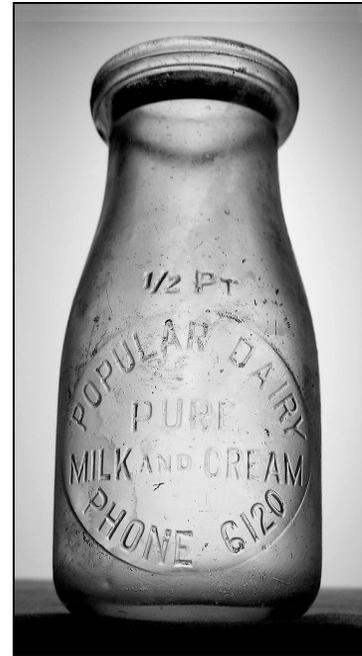


Figure 10-11 – Popular Dairy bottle

Rio Grande Valley Dairy Assn. (1916-1930)

On August 1, 1916, the Rio Grande Valley Dairy Assn. incorporated in New Mexico as “a milk depot to be supplied by farmers of the Mesilla and El Paso valleys.” Located at 607 Montana St., “just west of the Bailey school,” the association was originally operated by S.A. Donaldson, a local farmer and dairyman, and George R. Campbell, a recent “graduate of the Agricultural and Mechanical college of Kansas” (*El Paso Times* 7/21/1916). By the next year, Donaldson and Campbell had been replaced by B.A. Parker and John A. Johnson. The association advertised dairy supplies, butter, and eggs (EPCD 1917).

A brief 1918 ad in the *El Paso Times* (4/17/1918) asked “Did your milk sour? Stop at the Rio Grande Valley Dairy Ass’n for Milk and Cream that keeps. Quarts Milk 15c Pints 8c” (Figure 10-12). A later ad (*El Paso Times* 6/26/1918), however, advertised sour milk. The ad

offered “Sour Milk for the Chickens . . . MAKES THEM LAY.” It also offered sour milk for cottage cheese at twenty cents per gallon. The price of sweet milk had not changed, although the concern had added a gallon price of 50 cents. Butter milk sold for “35c Gallon” with “Sweet Skimmed Milk, 26c Gal.”

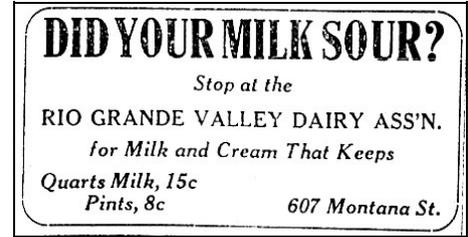


Figure 10-12 – 1918 RGVDA ad (*El Paso Times* 4/17/1918)

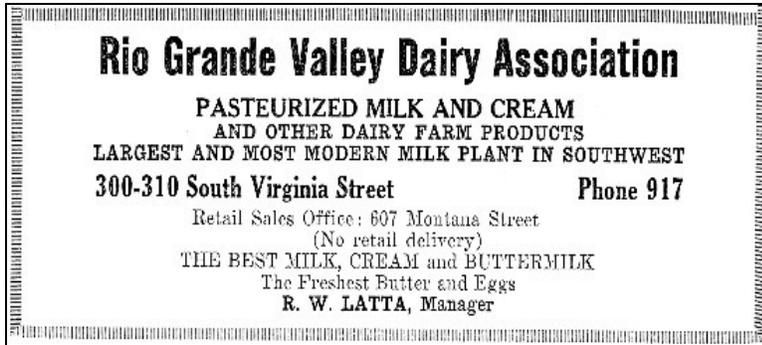


Figure 10-13 – 1922 RGVDA ad (*El Paso City Directory*, 1922)

D.R. Kloss of Mesquite, New Mexico became the secretary and treasurer in 1919 with R.W. Latta as manger of the operation.³ Although the sales office remained on Montana St., the plant was at 300-310 S. Virginia in late 1919 or early 1920; however, the business offered “no

retail delivery” (Figure 10-13). Latta noted that the firm offered pasteurized milk and cream, buttermilk, butter, and eggs and had the “largest and most modern milk plant in the Southwest” (EPCD 1919-1920).

The Rio Grande Valley Dairy Assn. went through a series of reorganizations during the early 1920s. The first of these, on July 7, 1921, was primarily to raise the capital from \$6,000 to \$25,000. Lee Harion (probably Harlan) was the president, with H.U. McDowell as vice president, while Kloss remained secretary and treasurer (*Rio Grande Republic* 7/7/1921). The *Republic* (7/14/1921) added a week later that the Association “was owned by about 75 dairy farmers” and that it handled “the output of nearly all milk made in the Mesilla Valley. They sell as market milk in El Paso and even now have a surplus.”

On March 23, 1922, the *Rio Grande Republic* announced the next reorganization of the firm – almost on the heels of the first one – again to raise the capital, this time to \$50,000. In June, the Association mirrored the spike in prosperity in the *Las Cruces Citizen* (6/10/1922)

³ This implies that the firm was already a corporation and probably had been one from the beginning. The 1922 corporation was apparently a reorganization.

advising the public that the “increase of business enables us to take on a few additional shippers of good, clean market milk.” Secretary Kloss also noted that “a few shares of Common Stock are now available. Become a stockholder and thereby secure a permanent market for your milk.”

Further reflecting this spurt of growth, the final reorganization occurred on July 5, 1923, just four months after the second one. This time, L. Harlan of La Mesa, New Mexico, became the president, with Kloss as vice president, and W.P. Thorpe as secretary. The primary reason for the change was to again raise the capital – to \$100,000 (EPCD 1923; *Rio Grande Farmer* 7/5/1923). The firm registered the Desert Gold trademark on November 21, 1923 (Serial No. 71188641), used on “Milk, Buttermilk, Cream, and Creamed Cottage Cheese” and claimed that its first use was on January 1, 1923.

The 1923 city directory ad reflected the changes made by the corporation. The ad claimed the firm as “Originators of ‘Desert Gold’ Products” and that “all ‘Dairy Gold’ products represent the ‘De Lux’ Class. There is nothing better. ‘Desert Gold’ is your guarantee of Quality – Safety – Satisfaction.” Similar ads indicated the firm’s reliance on Desert Gold branding for milk, ice cream, butter, and other products throughout the tenure of the company (e.g., *El Paso Times* 8/12/1925 –Figure 10-14).

In the ever-changing reorganization of officers, J.T. Hall replaced Kloss as vice president in 1924, with Thorpe as secretary and treasurer, H.F. Dietrich as manager, and A.F. Dietrich as assistant manager. By 1926, the Rio Grande Valley Dairy Assn. was also listed as Desert Gold Dairies. Two years later, the primary listing was Desert Gold Dairies, Inc., with H.F. Dietrich as president and manager, along with Idus T. Gillett as vice president and W.C.



Figure 10-14 – 1925 Desert Gold ad (*El Paso Times* 8/12/1925)

Lynch as secretary and treasurer. By this time, the Montana office had closed and only the 300-314 S. Virginia plant appeared to be operating (EPCD 1924-1929).

In 1932, the *El Paso Times* (7/22/1932) looked back and noted that the Rio Grande Valley Dairy Assn. was:

the first to produce a substantial supply of fresh local butter, made from local cream by local labor for local and territory consumption. They were also the first dairy in El Paso to install and operate a complete bacteriological laboratory manned by college trained technicians, for the complete daily testing of all milk.

In late 1929 or early 1930, Price's Dairy formed a new combine that engulfed Price's, Desert Gold, and Velvet Ice cream under a single umbrella – Midwest Dairies, Inc. Robert B. Price was the new president of Desert Gold with W.A. Rank (one of the principles of Velvet) as vice president, and Pauline Gillespie as secretary. The new Desert Gold continued to occupy the 310 S. Virginia plant. Clearly, Price's had bought the operation; in 1932 the business was renamed Price's Desert Gold, a division of Midwest Dairies, Inc. (EPCD 1930-1932). The business became more subsumed into the Price's identity until even the name "Desert Gold" faded away (see Chapter 7 for a history of Price's Dairy).

In 1933, the *El Paso Times* (8/18/1933), asserted that "Desert Gold Dairies was founded in 1913." However, the city directory did not note any creamery in business during that year. The only creamery listed in 1914 was the El Paso Creamery Co. (see discussion above). This reference may be a typographic error on the part of the newspaper or a faulty memory by the reporter's source.

Bottle Variations

The Rio Grande Valley Dairy Assn. used at least four forms of bottles, probably indicating four separate orders, although the same format may have been used for subsequent orders of the same bottle. It is possible, of course, that other variations may appear. Even though my research on El Paso bottles spans more than 20 years, I still discover "new" bottles every year.

Type 1 – R.G.V.D. / ASS’N

The initial bottle format was simple – a standard milk bottle with a round plate embossed “R.G.V.D. (arch) / ASS’N. (inverted arch).” The front heel was embossed “E 4” – the logo of the Essex Glass Co. (Figure 10-15). Since RGVDA did not open until 1916, and Essex sold to the Thatcher Mfg. Co. in 1920, the bottles can only have been made during that four-year period.

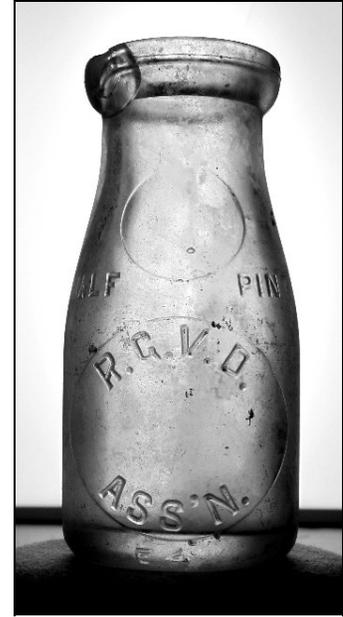


Figure 10-15 – RGVDA – Type 1 bottle

Type 2 – R.G.V.D. / EL PASO, / TEX. (tiny letters) / ASS’N.

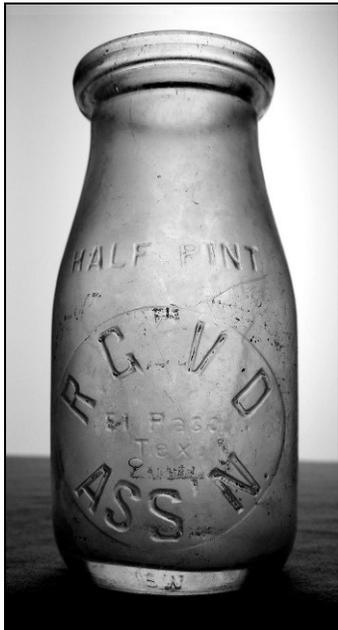


Figure 10-16 – RGVDA – Type 2 bottle

The second bottle style was very similar and was probably made from the same plate, although the manufacturer was different. This requires a bit of explanation. Originally, the bottle buyer – in this case, the dairy – had to purchase molds with its embossed name. The molds were thus the property of the *dairy* not the glass house. With the invention of plates in 1867, the glass house would provide a generic mold, and the customer (dairy) would only buy the embossed plate that was then inserted into to mold. As this was owned by the *dairy*, it could be transferred to another glass house.

This second bottle again had a similar round plate inserted into a generic mold. However “EL PASO, TEX.” was now embossed in very small letters on the center of the plate (Figure 10-16). I have seen examples of quart and half-pint sizes in this style, and there was almost certainly a pint. The bottles were embossed with the “5W” logo on the front heel. Although Winslow was in business earlier, these bottles were almost certainly made sometime after the Essex bottle (possibly after Essex ceased operations (in 1920) and 1927, when Winslow sold to the Berney-Bond Glass Co. – probably no later than ca. 1925.

**Type 3 – R.G.V.D. / EL PASO / TEX. / ASS'N.
(vertical panels)**

RGVDA not only changed suppliers for the next bottle, it also ordered a new shape. In pint format, each bottle had 22 vertical panels around the sides, extending from the heel to the neck. Although I have not seen half-pint or quart sizes of these bottles, similar ones from the same firm had 20 panels on the half-pint and 24 panels on the quarts. The third type was now embossed “R.G.V.D. (arch) / EL PASO / TEXAS (horizontal) / ASS'N. (inverted arch) – with the central embossing now in larger letters (Figure 10-17). Each bottle had a large “R” on the base and were embossed “L.G.” on the front heel – the logo used by the Liberty Glass Co. from 1924 to 1931. These bottles cannot predate that year. These were probably used from 1924 until ca. 1928.



Figure 10-17 – RGVDA – Type 3 bottle

Type 4 – R.G.V.D. / ASS'N. (vertical panels) + DESERT GOLD



Figure 10-18 – RGVDA – Type 4 bottle

The final bottle style was made during the last year of Rio Grande Valley Dairy Assn. operations. These retained the panel design (20 on the half-pint; probably 22 on the pint; 24 on the quart) but had much larger embossing directly on the mold (no plate). In addition, the reverse was embossed “DESERT GOLD” under a sunburst (Figure 10-18). Each bottle was embossed with the Liberty Glass Co. logo on the heel and the large “R” on the base. To the left of and perpendicular to the “R” was the date code “29.”

A very interesting feature of this final bottle style was a very subtle logo difference between the quart and half-pint sizes (I have yet to discover a pint). The quarts were embossed with the “L.G.” mark, while the half-pints used the “L-G” logo. According to Toulouse (1971:321), the L.G. mark was used by Liberty from 1924 to 1946. Giarde (1980:65-68), however, dated the L.G. mark from 1924 to 1934. We have only observed this mark on the heels of milk bottles, and our research suggests a use no later than 1931.

Peterson (1968:49) whose information came from trademark registrations, placed the L-G mark as beginning in 1936. The date code on the RGVDA/Desert Gold bottles, however, makes it clear that the mark was in use by at least 1929. Peterson almost certain used the registration date for the trademark. In order to qualify for trademark status, a logo had to have already been used by the applying firm. Thus, a use by 1929 and registration in 1936 are not necessarily incompatible.

Table 10-1 – Chronology of Rio Grande Valley Dairy Assn. Bottles

Characteristics	Manufacturer	Date Range
Type 1 – R.G.V.D. / ASS’N		
R.G.V.D. / ASS’N in round plate	Essex Glass Co.	1916-1920
Type 2 – R.G.V.D. / EL PASO, / TEX. (tiny letters) / ASS’N.		
R.G.V.D. / EL PASO, TEX. / ASS’N in plate	Winslow Glass Co.	1916-1928
Type 3 – R.G.V.D. / EL PASO / TEX. / ASS’N. (vertical panels)		
R.G.V.D. / EL PASO, TEX. / ASS’N in plate; 22 vertical panels – pint	Liberty Glass Co.	1924-1928
Type 4 – R.G.V.D. / EL PASO / TEX. / ASS’N. (vertical panels) + DESERT GOLD		
R.G.V.D. / EL PASO, TEX. / ASS’N (no plate); 20 vertical panels – pint; quart 24 panels + DESERT GOLD on reverse	Liberty Glass Co.	1929
Cottage Cheese Containers		
R.G.V.D. / ASS’N / EL PASO, TEX.; 24 panels	Liberty Glass Co.	1924-1927

Cottage Cheese Jars

The Rio Grande Valley Dairy Assn. also used a cylindrical, 12-ounce cottage cheese jar with 24 vertical panels. The center was adorned by a circular plate embossed “R.G.V.D. (inverted arch) / ASS’N (horizontal) / EL PASO, TEX. (arch)” with “12 OZ. NET / L.G.” on the front heel (Figure 10-19). The base was unmarked except for an ejection scar. These were almost certainly used during the same 1928-1931 period discussed above. See Table 10-1 for a summary of RGVDA bottles.



Figure 10-19 – RGVDA cottage cheese jar

O.C. Vasquez Dairy (1917-1922) and Vasquez Dairy (1952-1957)

O.C. Vasquez opened his small, family-run dairy in 1917 at Plamdale Acres. This early dairy was last listed in 1922. Like several other dairies discussed above, Vasquez obtained a permit (No. 22). The 1955 “Directory of El Paso Manufacturers,” however, placed the Vasquez Dairy as opening in 1917 – an almost certain reference to the O.C. Vasquez listing.

As noted above (Farmers Dairy section), removal of the listing from the city directories is better explained by a lack of listing for virtually all Lower Valley businesses during the period extending from the mid-1920s, until much later. The directories appear to have picked up different firms at different times – apparently when an agent of the publisher decided to look farther. In addition, the Palmdale Acres area of El Paso included the 7200-block of North Loop Rd. It is thus highly likely that the dairy remained in business during the entire period when there were no listings.

Vasquez Dairy appeared in lists in the *El Paso Herald-Post* at least as early as 1934, and the Vasquez family placed Christmas “cards” in December newspapers by 1937. Spurred by a high wind, fire spread through the barn and stables at the Vasquez Dairy in early May of 1937, causing \$4,000 worth of damage. The fire destroyed 600 bales of hay and 100 stacks of feed, although no animals or people were hurt (*El Paso Herald-Post* 5/13/1937).

The Vasquez Dairy again showed up in the 1952 directory, owned by Carlos, Eduardo, and Ponciano Vasquez – almost certainly the sons of O.C. Vasquez. The dairy was at 7231 North Loop Rd. – an area known as Palmdale acres in the community of Ysleta – but only Carlos R. Vasquez was listed in 1954. The 1955 Directory of El Paso Manufacturers noted that the dairy had “1-19” employees, the smallest category available. The dairy last appeared in the directories in 1957 and was last shown in a list of dairies in the *El Paso Herald-Post* on July 26, 1957.

Bottle Variations

I have only seen two bottles from the Vasquez family – one from the early O.C. Vasquez Dairy, the other from the later dairy – apparently run by his sons or some other relatives. We may only speculate on the intervening years. It is possible that Vasquez stopped using embossed milk bottles because of the Great Depression. Many businesses ceased operations during the early 1930s, and many others cut corners every way they could. Embossed bottles would have been considered a luxury by a very small dairy. Because the dairy was modest, we may just not have found any of the intermediary bottles yet.

O.C. Vasquez Dairy

The earliest bottle I have found was embossed “O.C. VASQUEZ DAIRY (arch) / PERMIT / NO. 22 (both horizontal) / PALMSDALE ACRES (inverted arch)”⁴ in a round plate on the front (Figure 10-20). The front heel had the “5W” logo of the Winslow Glass Co. The 1955 *Directory of El Paso Manufacturers* noted that the dairy was founded in 1917, so the bottle cannot be older than that. Winslow sold in 1927, establishing an end date. Thus, the bottle was made sometime during the 1917-1927 period.

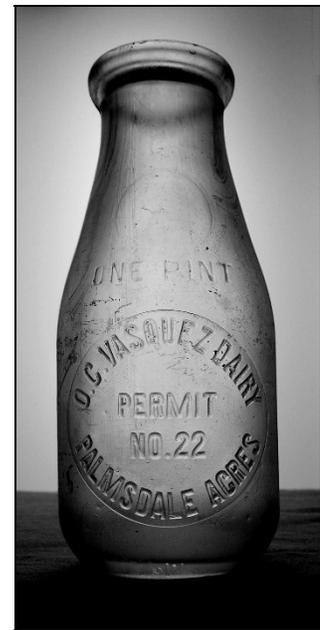


Figure 10-20 – O.C. Vasquez Dairy bottle

⁴ The area was later known as *Palmdale Acres* – note singular of “Palm.” This was apparently an engraver’s error. Errors in engraving were very common during the 19th century and well into the 1940s.

The bottle had two numerical codes that could be misleading. The ejection rod was stamped “22” – but this is *not* a reference to the permit number, and it is probably not a date code. The back heel was embossed “25” – and this, again, is unclear. Unfortunately, our study of Winslow date codes is in its infancy, although Berney-Bond bottles that were likely made at the former Winslow plant were embossed with date codes, such as “28W” on their bases. The use of date codes could have been adopted from Winslow after the Berney-Bond purchase.

We may speculate a bit on this bottle – with three possible results. First, the “25” may be a date code for 1925, establishing a good base. However, the bottle may have been made in response to the 1913-1914 city ordinance as soon as Vasquez entered the dairy business. Once he discovered the cost of embossed bottles, Vasquez may have opted for generic containers after that. Finally, whatever entity required the permit number (city/county ordinance? creamery requirement?) may have also demanded marked bottles. This last possible explanation, however, is less likely. I have only found a few bottles embossed with permit numbers, although these extend into the 90s. It seems that I should be finding more if embossed bottles were required by the permit issuing body.

Vasquez Dairy

The later bottle was pyroglazed “USE / Vasquez Dairy (upwardly slanted cursive) / MILK / PH. RED 86J-1” on the front and “NATURE’S BEST / FOOD” above a line drawing of a cow’s head on the reverse (Figure 10-21). The heel was embossed with the “MTC” logo of the Thatcher Mfg. Co., and the base was embossed “S large-V 7 / 41.” The “V” indicated Vasquez, of course, the “S” was the Thatcher code for the Streator, Illinois, plant, and “41” was a date code for 1941.



Figure 10-21 – Vasquez Dairy bottle

Although we have no historical information for the year, 1941 may have been the time when the Vasquez children gained control of the dairy. They may have chosen ACL bottles to improve the dairy's image. The Vasquez brothers may have used similar bottles (that we have not found) until the dairy closed in 1958. Conversely, the brothers may have returned to generic bottles once they discovered that the more expensive containers did not increase business. A final explanation may suggest that the bottle was a late response to the 1936 bottle law.

Escobar Dairy (1917-1990+)

Juan M. Escobar was first listed in the 1917 city directory. As with the other Lower Valley dairies, Escobar was no longer listed after 1921. Escobar died in 1931. The *Herald-Post* reported on August 20, 1931, that Escobar's dairy was valued at \$25,000 and that it included a herd of 100 cows, 35 heifers, and 3 bulls. The property was divided equally between his widow and his 12 children. On Christmas Eve, 1936, Escobar Dairy included its greeting in the *El Paso Herald-Post*, but it was not until September of the following year, when the newspaper regularly included the business in lists of milk producers.



Figure 10-22 – Anthony Escobar in front of dairy (Rentería 2013)



Figure 10-23 – Escobar Dairy in 2013 (Shade 2013)

Although the dairy continued to be mentioned intermittently in newspapers, it was not until 1948 that the listing returned to the city directories – with J.M., Carlos, and Emilio Escobar advertising Grade A Pasteurized milk at the Escobar Dairy on 7221 North Loop Rd. The business began to be listed as the Escobar Dairy Co. in the July 15, 1953, edition of the *El Paso Herald-Post*. Benjamin replaced J.M. in 1955, and the dairy remained a family affair (Figures 10-22 & 10-23). Surprisingly, I found

very little recorded about the relatively recent history of the dairy. With remarkable resilience, however, the Escobar family remained in business until 1995 (Rentería 2013).⁵

Bottle Variation

I have only seen two types of bottles from the Escobar Dairy, both from the middle period of the company. Although it is generally true that dairies used pyroglazed containers later than embossed bottles, the Escobar Dairy may have been an exception to that rule.



Figure 10-25 – Escobar embossed bottle

One bottle had “Escobar (upwardly-slanting cursive) / Ph. Red S6J2 (cursive) / EL PASO, TEXAS” in red pyroglaze on both front and back shoulders (Figure 10-24). These were made by the Thatcher Mfg. Co. (MTC heelmark). The bottle had a cap-seat finish but was generic in form with a “41” date code. Although the bottle was certainly made in 1941, the pyroglaze *could* have been added later, possibly in 1943 or 1944. It is likely that occasional bottles were pyroglazed a year or more after they were made.



Figure 10-24 – Escobar pyroglazed bottle

The only other style I have seen was made in both quart and pint sizes. These were embossed with “Escobar (upwardly-slanting cursive) / Ph. Red S6J2 (cursive) / EL PASO, TEXAS” – the same information as the pyroglazed variation (Figure 10-25). However, these were also embossed “A BOTTLE OF MILK IS A BOTTLE OF HEALTH” on the heel roll (Figure 10-26). This feature was offered by most glass houses during the late 1930s-1940s both as additional advertising and as a non-slip feature. To add even more grip certainty, these bottles also had an embossed ring around the neck. These were also made

⁵ Heather Shade (2013) place the date of closure at 1992.

by Thatcher, and all examples I have seen in either size had “42” date codes. Escobar joined the El Paso Milk Bottle Assoc. in the use of pyroglazed square milk bottles in December 1947 (see Hawkins section).

Bagge’s Dairy (1918-1943)

Originally from Norway, Frederick M. Bagge was first listed in the Dairies section of the El Paso City Directory in 1918. By 1922, he called his business Bagge’s Dairy. The operation was in the Collingsworth Addition to El Paso, and Bagge bragged that he sold “milk from our own cows” (EPCD 1922). His wife, Matilda, was noted in 1926. By 1931, Bagge (always known as Fred) had retired, and the directories listed his son, Roy, as the proprietor. The business was now listed as being on Auburn Rd., although that may have been the old location. Roy was joined by his brother, Lyman, in 1937, but only Roy was named in 1940. Bagge’s Dairy was last listed in 1943. Fred Bagge died at the age of 70 on September 1, 1944 (*El Paso Herald-Post* 9-2-1944; EPCD 1918-1943).

Bottle Variation

Bagge apparently only used a single bottle style (unless more are found). The only example I have seen was embossed “BAGGE’S DAIRY (inverted arch) / M 3278 (horizontal) / EL PASO, TEXAS (inverted arch)” in a round plate on the front (Figure 10-27). Although the bottle had an ejection scar on the base, there were no markings to identify a manufacturer or a date code. The bottle is somewhat oval in cross-section, and the thickness of the neck suggests a manufacture no later than the early 1930s. The bottle may have been made during the period of embossed bottles spawned by the 1913/1914 city ordinance.



Figure 10-26 – Finish roll of Escobar embossed bottle

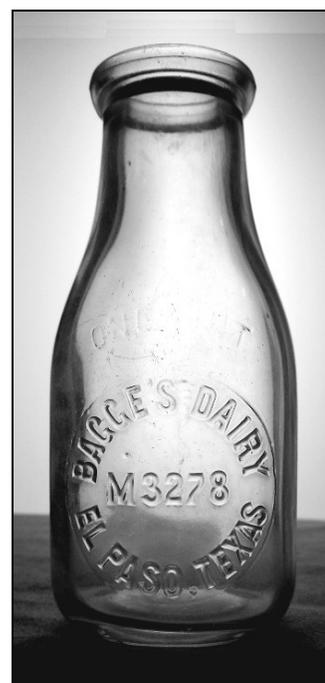


Figure 10-27 Bagge’s Dairy bottle

La Palma Lecheria (ca. 1918-1921)

First listed in the 1918 El Paso city directory, La Palma Lecheria was located at 3100 Mountain. Francisco Palencia was the proprietor. By 1920, the business was listed as La Palma Dairy, and the address was Val Verde Ave. (although this was probably a change in the street name rather than an actual move). Jesus Palencia was also listed in the 1921 city directory under dairies, but there is no indication as to whether or not he was connected with Francisco. La Palma was last listed in 1921.

Bottle Variation

Only a single bottle is known to have survived from the dairy. It is marked “FRANCISCO PALENCIA / LA PALMA / PERMIT 53 / EL PASO” in a plate on the front body (Figure 10-28). On the heel, the bottle bears the 5W mark of the Winslow Glass Co., and the bottle could have been made at any point during the four-year history of the dairy.

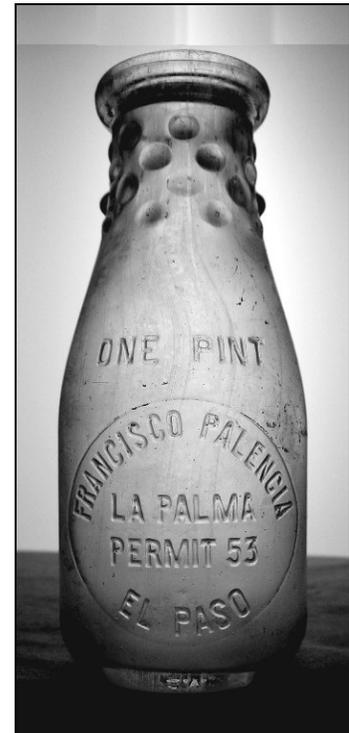


Figure 10-28 – La Palma Lecheria bottle

La Paloma Lecheria (ca. 1918-1919)

A brief mention in the July 29, 1919, *El Paso Herald-Post* discussed C.R. Hernandez, a driver for La Paloma Dairy. The paper noted that “Hernandez was driving his dairy wagon on the county road near the county hospital” when a car struck the wagon. This was almost certainly the G.R. Hernandez embossed on the bottle listed below – the owner of the dairy. The notation that the accident occurred on the “county road” (later Alameda Ave.) suggests that the scene – and probably the location of the dairy – was in the Lower Valley. Most Lower Valley dairies were not listed in city directories until after the 1930s – or were listed very sporadically.

Bottle Variation

A bottle with 24 panels was embossed “LA PALOMA LECHERIA (arch) / PERMISO / No. 70 (both horizontal) / PURE MILK / G.R. HERNANDEZ (both inverted arches)” in a round plate on the front (Figure 10-29). The base was embossed “MID-WEST” in an arch, and the bottle had solarized to an amethyst color. The front heel as embossed with an “M” – with a “5” on the back heel.

Three glass houses used the name Midwest or Mid-West. Toulouse (1971:217), noted that “Mid / West (upwardly slanted) / CANADIAN MADE” was embossed on the sides of fruit jars. He called the company “Midwest Glass Co., Winnepeg, Man. [Manitoba]” and dated the mark at “1929-37,” the same as the years of operation for the company. By his second book (Toulouse 1971:363-364), he listed the containers made by Midwest as “bottles and jars, sodas, prescriptions, and packers.”

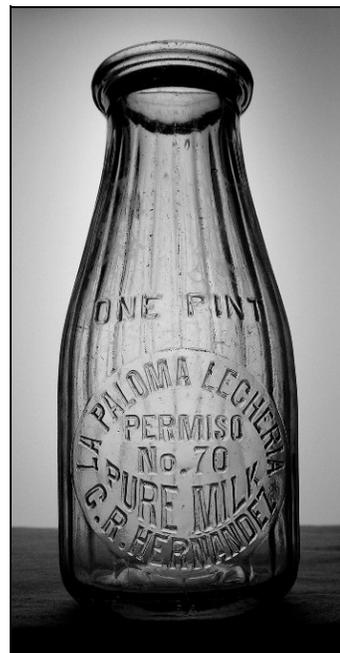


Figure 10-29 – La Paloma Lecheria bottle

According to King (1987:155-156), however, the company was Mid-West Glass Co., Ltd. of Winnepeg. The Canadian government granted the company a charter on July 19, 1929. The new plant had two furnaces, one to produce flint (colorless) glass, the other to alternate between green and amber colors. Projected to manufacture 18,000,000 containers per year, the plant made “milks, sodas, beverages, and medicines, fruit and honey jars; also packer’s ware, including jelly glasses and tumblers.” Aside from the mark noted by Toulouse, King listed no logo used by Mid-West. Although a reference to a bad debt was dated October 6, 1936, King stated the “there is no extant proof that the company operated successfully after 1930.”

The Knox News (1951:6) noted a Mid-West Glass Bottle Co. as part of the Knox conglomerate. Located in Gas City, Indiana, the plant was established in 1951. Toulouse (1971:296, 298) called the plant the Knox Glass Bottle Co. of Indiana. He noted that “it had been built by the United States Glass Co. in 1892, and sold to [the Slick Glass Co.] in 1937.”

The La Paloma bottle, however, was more likely made by the Mid-West Glass Casket Co., with locations at Muskogee and Okmulgee, Oklahoma. The plant opened in August 1917, but the last reference I have found was the following year. The plant exclusively manufactured milk bottles. The bottle was thus almost certainly made during the 1917-1918 period, suggesting that La Paloma was in business at least a year earlier than the 1919 mention in the newspaper.

Montana Dairy (1918-1922)

Montana Dairy was first listed in the city directories in 1918 with Salvador Baca as proprietor at 4303 Stephanson. Baca moved the dairy to 118 Martinez in 1920, and the last listing was in 1922. The dairy may have been in business later. Many dairy listings were dropped during the early 1920s.

Bottle Variation

As with most small dairies, I have only found a single bottle from the Montana Dairy – in the quart size. The bottle was embossed “MONTANA DAIRY (arch) / PERMIT #98 / PHONE 7385 (both horizontal) / EL PASO, TEXAS. (inverted arch)” in a round plate on the front (Figure 10-30). The bottle was made by the Essex Glass Co. (E4 logo on front heel) and thus could not have been manufactured later than 1920.



Figure 10-30 – Montana Dairy bottle

Discussion and Conclusions

The selection of bottles from El Paso’s small dairies during the 1914-1920 period is extremely rich. No other era had the variety of containers I have found during this period. With the exception of the creamery bottles, almost all of these small dairy containers probably owe their existence to the city ordinance of 1913/1914. Most of these dairies apparently only ordered marked bottles once.

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