

# Chapter 6

## El Paso Dairy Co.

### and the Early El Paso Dairies



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2014



## **Chapter 5**

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Even though we have no record of the earliest dairies in El Paso, there were almost certainly some present by at least the late 1870s or early 1880s, about the time the town became the seat of El Paso County. The earliest extant El Paso City Directory (1885) listed two dairymen who merged the following year. By 1888, the list had grown to three, with five by 1892. There were ten dairies by 1896, and seven remained in 1899. Into the 20<sup>th</sup> century, the numbers continued to climb, until 24 graced the city directory of 1910.

As noted in the introduction, this history will concentrate on the dairies that used embossed or otherwise marked bottles – at least those I have been able to discover. However, I will briefly discuss a few of the very early dairies, even though I have never found a marked container from them. None of the very early El Paso dairies were able to maintain their business under the competition from the El Paso Dairy Co.

#### **The Early Dairies**

The earliest two dairymen listed in the city directories were Delevan E. Doane and William W. Fink, both enumerated in 1885. By the 1886 edition, the two had become Doane & Fink, located at Bassett's Addition, running “dairy and cattle.” The listing reversed – Fink & Doane – in 1888, with the pair located at Old Fort Bliss. Under their old style as Doane & Fink, the two offered “carriages, harness and saddles” at 216 El Paso St. Neither remained in the dairy business by 1892.

In 1892, El Paso boasted five dairies: Alamo Park Dairy, Eagle Mountain Dairy, City Dairy, Lone Star Dairy, and Mesa Garden Dairy. George W. Wafer and C.W. Cooke operated the Eagle Mountain Dairy at 700 Tays. Of the five dairies and various dairymen, only Wafer remained in 1896 – minus his partner, Cooke. By 1901, Wafer’s dairy was called the Smelter Dairy at Old Fort Bliss, and he continued to be listed as a lone dairyman until 1905.

### **El Paso Dairy Co. (1897-1927)**

The founder of the El Paso Dairy Co. was James A. “Uncle Jimmy” Smith. Smith was born at Hume (Allegany County), New York, on May 2, 1852, although the family soon moved to Wisconsin, then to Missouri where Smith became a postal clerk. In 1871, at the age of 19, he moved to Colorado and opened a furniture business at Denver – Smith & Thompson – when he was 21. He married Eva Hendricks at Denver in 1873, although she died just six years later in 1879. Smith became the publisher of the *Central City Register* at Central City, Colorado, then joined the railway mail service on the Kansas City-Deming run – a change that influenced him to move to El Paso (*El Paso Herald* 5/12/1923; *El Paso Times* 1/13/1933).

In 1883, Smith again married, this time to Alice Kendrick of Cleburne, Texas. The couple move to El Paso the following year, where Smith entered the produce business with William Thompson – as Smith & Thompson (no relation to the Thompson in Denver) – at the corner of Overland & El Paso Streets. The firm also operated from Smith’s residence at 125 Leon St., and the pair remained in business until 1890 (*El Paso Herald* 5/12/1923; *El Paso Times* 1/13/1933; EPCD 1885-1888).

Smith was the owner and editor of the *El Paso Herald* at least as early as 1890, when he initiated a move to close El Paso’s gambling houses, and he held that position until 1899, when H.D. Slater, his editor during the last few years, replaced him at the helm. One of his obituaries noted that “the kindness of his nature, which was the dominant characteristic of his later life, made him, even in the period of his power in politics and civic leadership, a sympathetic champion and helper of the unfortunate”(*El Paso Herald* 5/12/1923; 1/13/1933; *El Paso Times* 1/13/1933; Langston 1974:131).

According to Sonnichsen (1968:351), Uncle Jimmy Smith was “one of the best-loved men” in El Paso. Smith was part of a group determined to rid El Paso of prostitution. In the *Herald*, he said, “Prostitutes should be treated as if the authorities considered their calling a shameful one. They act now as if they have a few more rights than respectable people” (quoted in Sonnichsen 1968:654).

If all this were insufficient, Smith was sworn in as postmaster on June 6, 1890, and served until January 1894. According to the *El Paso Herald* (5/12/1923), Smith was “appointed acting postmaster at El Paso to fill out the unexpired term of T.S. Olshausen and then served two full terms in the office, meantime managing his dairy.” He was actually sworn in again on February 1, 1907, and filled the postmaster position until the end of 1914. Uncle Jimmy was called the “Postmaster who knew the address of every person in town” (*El Paso Herald-Post* 10/17/1932; 1/12/1933; Wheat 2013).

Smith was active in the establishment of Elephant Butte Dam and spent three years as president of the El Paso Water Users’ Assoc. He owned one of the first automobiles in the city. He was a Republican and ran for mayor on that ticket in 1905. In a predominantly Democrat community, he lost by 1,001 votes to Charles Davis, Sr. On March 18, 1928, Smith married Hattie Dunn, former El Pasoan and current resident of Dallas. She was his third and last wife (*El Paso Herald* 5/12/1923; *El Paso Times* 1/13/1933; *El Paso Herald-Post* 10/17/1932).

### **The Early Dairy**

Smith had become a dairyman by 1895. A probably apocryphal story told that he began his dairy with a single cow, but the story sounds more dramatic than real. The cow was not his only means of support; he was also both the postmaster and owner of the *Herald* in 1895. Another story may have been more factual: “Absence of cream on the local market spurred Mr. Smith to opening the dairy. If one needed cream to keep a burn from blistering, or for any other utility, he had to hunt up some frugal housewife who was accommodating enough to skim a pan of milk and sell the cream.” (*El Paso Herald* 5/12/1923).

In 1896, Smith called his first milk production unit the Missouri Dairy – although the choice of the name is not intuitively obvious. He was still operating from his home on Leon St. and may have been a one-man business (possibly even with a single cow) at that time. In addition, he was the vice president of the El Paso Grocery Co. and a correspondent for the United Press. In 1897, he incorporated the El Paso Dairy Co. with a capital stock of \$25,000 – \$15,000 of which was already subscribed, almost certainly by Smith and his fellow corporate officers. Smith, of course, was the president and manager, with W.F. Payne as vice president, A.G. Foster as secretary, and W.S. McCutcheon as treasurer (EPCD 1896-1899).

W. Floyd Payne and William S. McCutcheon were relative newcomers to El Paso, first appearing in the directories as officers in the El Paso Dairy Co. By 1898, they were also partners in McCutcheon, Payne & Co. and the Payne-Badger Coal Co. The two remained partners after they left the dairy ca. 1906. A. Gwyn Foster was already a practicing attorney at El Paso when the 1885 directory was printed. He remained a lawyer and continued to serve in various officer roles for the dairy until his death (EPCD 1885-1925).

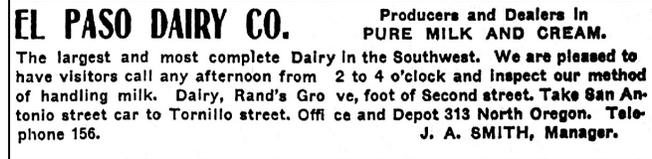


Figure 6-1 – El Paso Dairy Co. ad (*El Paso Herald* 4/16/1903)



Figure 6-2 – Wagons at 313 N. Oregon

In 1898, the dairy office was at 110 San Francisco, and the firm’s phone number was 156. By 1902, the listed address was “Rands Grove end e Second,” and the firm had adopted the slogan “Pure Milk and Cream.” The following year, the address was 313 N. Oregon, and the dairy advertised itself as “the largest and most complete Dairy in the Southwest” (Figures 6-1 and 6-2). In addition to his duties as manager of the dairy, Uncle Jimmy chaired the 1904 convention of the El Paso and Juarez irrigation conference and was the president of the El Paso



Figure 6-3 – El Paso Dairy Co. wagon for July 4

Chamber of Commerce in 1905. As photos show, Smith decked out his wagons (and later trucks) for the Fourth of July parades (Figures 6-3 & 6-4). Smith was known for his patriotism (EPCD 1898-1905; Sonnichsen 1968:385).

Photo books from the El Paso County Historical Society (1908) and the El Paso Public Library (El Paso Chamber of Commerce 1909a & 1909b) have provided a cameo view of the El Paso

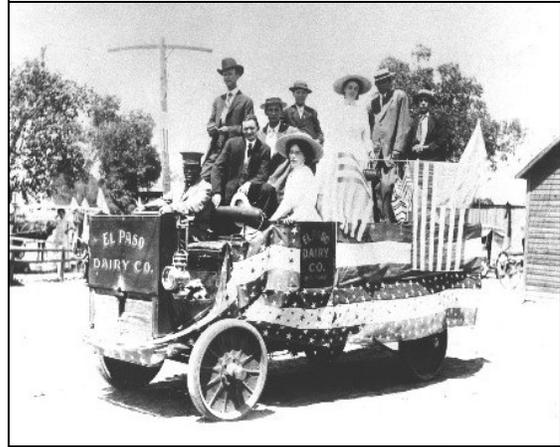


Figure 6-4 – El Paso Dairy Co. truck for July 4



Figure 6-5 – Delivery wagons in 1908 (El Paso County Historical Society 1908:38)

Dairy Co. during 1908 and 1909. These include delivery wagons in 1908 (Figure 6-5), Holstein cattle at the dairy (Figure 6-6), mowing hay at Smith’s ranch (Figure 6-7), El Paso Dairy Co. cattle (Figures 6-8 & 6-9), the dairy, itself (Figure 6-10), and Smith in his role as postmaster (Figure 6-11).

H.B. Stevens replaced Payne as vice president in 1907, and Foster became both secretary and treasurer. Smith remained as president but was also the acting postmaster for the city. Also in 1907, El Paso added a second telephone company, apparently only known as “Auto.” The dairy now advertised its telephones as “SW 156 Auto 1156.” M.L. Cadwallader filled the vice president slot for the dairy in 1908, and Smith became the postmaster in addition to his dairy duties – a position he would hold until 1915 (EPCD 1904-1915).

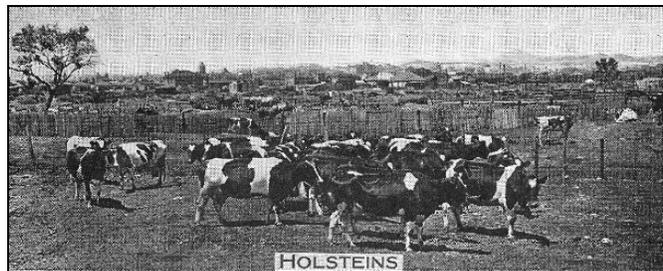


Figure 6-6 – Smith’s Holstein cattle in 1908 (El Paso County Historical Society 1908:38)

By 1909, the dairy office had move to the Mills Building, and the Southwest phone system either revised its numbering system or assigned the dairy a new number in conjunction with the relocation. Although Auto remained 1156, SW was now 340 (*El Paso Times* 8/9/1909).



Figure 6-7 – Mowing hay at Smith’s ranch (El Paso County Historical Society 1908:38)



Figure 6-8 – Cattle at El Paso Dairy Co. (El Paso Chamber of Commerce 1909a:38)



Figure 6-9 – Cattle at El Paso Dairy Co. (El Paso Chamber of Commerce 1909a:38)

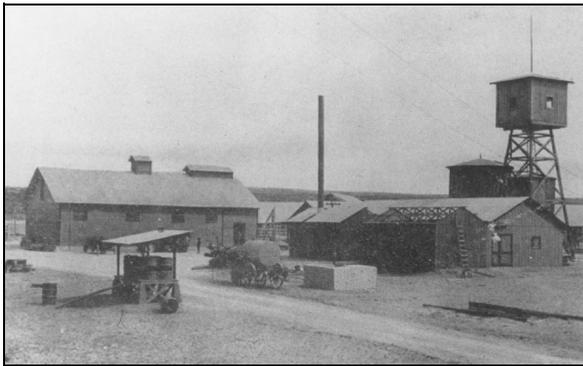


Figure 6-10 – El Paso Dairy Co. in 1909 (El Paso County Historical Society)

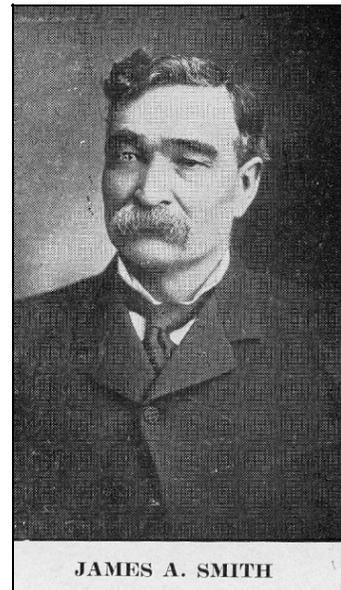


Figure 6-11 – James A. Smith as Postmaster in 1909 (*Taft-Diaz Meeting* 1909)

## Smith and the Ice Cream Business

Also in 1908, Smith and T.A. Humanson, started the Smith-Humanson Ice Cream & Candy Co. at 325 Texas. Maybe Smith did not take to the candy business, or he may just not have gotten along with Humanson as well as he hoped. In any event, Humanson was gone the next year, and the business was called the Smith Ice Cream Co. Smith had also moved the operation to 319 St. Louis (EPCD 1909-1910). Two photos of the business were taken in 1908 (Figures 6-12 & 6-13).

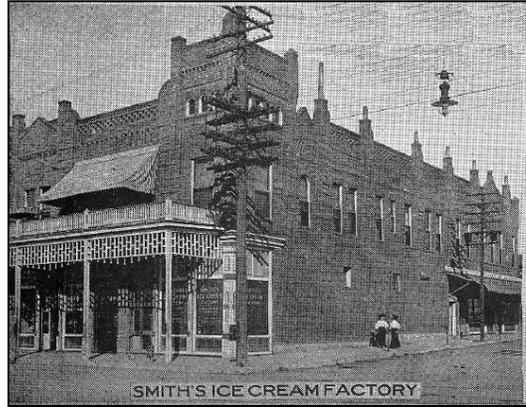


Figure 6-12 – Smith's Ice Cream Co (El Paso County Historical Society 1908:38)

Smith again took on a partner in the business in 1911, this time a relative, Ray K. Smith. The business had again moved to 600 N. Stanton and advertised as “Manufacturers of Pure Ice Cream and Sherbets.” The firm bragged: “Our Ice Cream Is Made from El Paso Dairy Co.’s Pure Cream” and noted that they were the “Largest Ice Cream Factory in the Southwest.” The company, however, was to be short lived; it was no longer listed after 1912 (EPCD 1912; New Mexico Business Directory 1911).

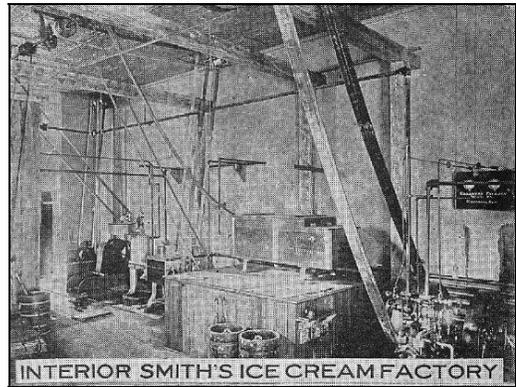


Figure 6-13 – Inside the Ice Cream Co. (El Paso County Historical Society 1908:38)

A 1911 Smith Ice Cream Co. ad gave sale prices:

Order today at these special prices:

Two Quarts . . . . . 70c

Other Days . . . . . 85c

One Quart . . . . . 35c

Other Days . . . . . 50c (*El Paso Times* 7/18/1911)

## A Cameo View of 1911 and 1912

By 1911, the El Paso Dairy Co. was “one of the most completely equipped and modern in the United States.” The outfit was composed of buildings, sheds, corrals, and the dairy, itself, on thirty acres of land about seven miles southeast of the city. Most of the feed and fodder used for the cattle was raised on the 320-acre Rosdale Farm about a mile beyond the dairy. The company also owned an alfalfa ranch near Anthony, New Mexico (El Paso Chamber of Commerce 1911:41). The dairy, itself, was located in El Paso’s Lower Valley<sup>1</sup> (*El Paso Times* 3/15/1975).

The plant was located on a knoll to ensure proper drainage for improved sanitation, and all milk sold by the dairy went through the pasteurization process. Five hundred head of dairy cows comprised the herd with three hundred head actually milked. Daily milk production was 7,000 pounds with eleven wagons delivering wholesale to dealers and to retail customers within the city. The offices were now at 421 N. Oregon (El Paso Chamber of Commerce 1911:41).

On November 25, 1911, The *El Paso Herald* announced that

El Paso is to have “certified” milk, which will be delivered in sealed bottles, the caps and seals bearing the milk commission’s stamp of the El Paso County Medical society, the name of the dairymen producing the milk and the date for delivery. This is the first city in Texas to have it. . . . “certified milk” is meant bacteriologically clean, pure milk, and chemically free from adulteration and preservatives.

Although the article did not mention Uncle Jimmy Smith, you can bet he was behind the idea.

Smith discussed pasteurization in a 1912 *Times* ad. He noted that “a few years ago there was a feeling that Pasteurized Milk was not the best milk, but it has developed that the only safe milk for infants or adults is that which has been treated by pasteurization.” He invited the public to visit the El Paso Dairy in person and observe its sanitary condition. He concluded, “The only

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<sup>1</sup> Later the address was 7345 North Loop. In 1975, the city had so engulfed North Loop Road that Price’s Dairy Co., who bought the property just before Smith’s death in 1927, had to move the 4,000 cattle that then occupied the farm.

plant near El Paso for treating milk properly is our \$40,000 plant 8 miles below the city (*El Paso Times* 3/10/1912). As noted below, Smith fought to bring acceptance to pasteurized milk.

On June 30, 1912, the El Paso Dairy Co. advertised good, pure, and safe milk along with Smith's Ice Cream, "the purest and best in the city. Send in your Sunday orders early." The ad noted that "the El Paso Dairy Company wish [*sic*] to call your attention to the fact that they [*sic*] are selling the best milk that is sold in the city. We have better cows, better facilities and more experienced help than our competitors and we sell at the same price" (*El Paso Times* 6/30/1912). Most ads like that can be discounted as exaggerations, but, in Smith's case, it was probably correct. He was noted for having the most modern, up-to-date facilities in the Southwest. The office was located at 423 N. Oregon.

### **Milk on Troubled Waters**

The El Paso Board of Health was planning to exclude pasteurized milk from the city, and the discussion had become heated. According to the *Herald* (8/27/1913), "Uncle Jimmie's [*sic*] pasteurization oratory poured milk on troubled waters and brought home the cheese and butter to El Paso." Smith's "oratory" stressed the point that eliminating pasteurized milk would also eliminate the only way to safely bring in butter and cheese products. Although the debate continued, Uncle Jimmy's points won the day, ushering in the era of pasteurization to El Paso.

In 1913 the telephone system apparently stabilized, probably through a merger of the two companies. The Southwest numbers disappeared along with the word "Auto." The only telephone remaining was the former Auto number – 340 in the case of the El Paso Dairy Co. However, the dairy added a second number – 360 – by 1914. The firm reorganized in 1916, with A.G. Foster as president and treasurer, Smith as secretary and general manager, and W.R. Taylor as office manager. Foster was killed by a train on the morning of December 15, 1916, shortly after leaving the home of M.L. Cadwallader in the Lower Valley, and the corporate structure again rearranged, with H.B. Steverns as president, Cadwallader as vice president, and Smith as treasurer and general manager (*El Paso Herald* 12/22/1916; EPCD 1913-1918).

## Changes in 1918

The dairy offered the public a price list in 1918. It bragged:

Milk is the cheapest food on the market today. You can buy

Skimmed Milk . . . . . 9c quart

Country Milk . . . . . 15c quart

Special Milk . . . . . 17c quart

Certified Milk . . . . . 25c quart

Buttermilk . . . . . 12c quart

If you carry it home. If we deliver it you pay 1c to 2c per qt. extra. Prompt Service (*El Paso Times* 4/9/1918).

By June (*El Paso Times* 6/22/1918), a new ad bragged, “Our dairy is inspected, laboratory tested, properly clarified, perfectly cooled, sanitarily bottled, promptly delivered, rich and nourishing, promotes good health” (Figure 6-14). Smith probably should have used the word “milk” instead of “dairy.” I sincerely doubt that his *dairy* was “sanitarily bottled, promptly delivered,” or any of the other milk-related items listed.

By October 1918, the El Paso Dairy Co. was having problems. In a large ad in the *El Paso Times* (10/26/1918), Smith lamented, “Owing to the poor class of feed we have been able to secure, our production has fallen off so much that we are compelled to increase the price of our milk.” The new prices, effective November 1, were presented in a complex table that included price, type of product, size of container, and type of delivery. Price, of course, varied according to the other variables.

Seven products were offered. Country Milk was described as “superior to Grade ‘B’ milk . . . . It is milk shipped in or our own production held over from the night before pasteurized. It will be only delivered on our afternoon deliveries.” Special Milk was “our own



Figure 6-14 – June 1918 ad (*El Paso Times* 6/22/1918)

production, carefully handled and delivered fresh. It is superior to Grade 'A' milk." Certified Milk was "produced under the supervision of the El Paso County Medical Association and is largely used for babies and invalids." The remaining products included buttermilk, skim milk, cream, and whipping cream, although the ad cryptically noted that "the sale of whipping cream is forbidden now by the government, but we expect to be able in a few days to sell it again." Caesin (milk protein) was also offered at 40 cents a pint or 75 cents per quart (*El Paso Times* 10/26/1918).

Containers came in four sizes, although pricing also reflected extra volume sales, such as two- or four- quarts. Sizes included gill ( $\frac{1}{4}$  pint or four ounces), half-pint, pint, and quart. These are reflected in known bottles from the time period, although the gill or  $\frac{1}{4}$ -pint containers were probably discontinued within the next year or so.

Three prices were also offered based on type of delivery: over the counter, delivered cash, and delivered charge. Except for country milk, the dairy made deliveries twice daily, once in the morning and once in the afternoon. Deliveries, however, were also being reduced (presumably for the same reason as the price raise). Deliveries "east of Piedras Street and north of the thickly settled part of the city" would only be made once daily "between the hours of 6 and 11 a. m." Cash included metal pint and quart tickets (presumably, these are the same as tokens). Currently, I have not found a description of these, although they apparently created a slight discount. Charge customers were also rated according to billing lengths: weekly, semi-monthly, and monthly accounts (*El Paso Times* 10/26/1918).

Finally, the ad included some instructions for telephone orders. Even as early as 1918, the telephone seems to have been becoming a problem. The dairy asked, "In telephoning a complaint or for information, especially early in the morning, be as brief as possible as our phone service is limited and your neighbor may be waiting to phone us" (*El Paso Times* 10/26/1918).

On August 31, 1918, Smith included a wordy advertisement about what was probably his latest improvement. After much discussion about the process, he informed El Pasoans, "Our milk is thoroughly pasteurized by the latest scientific methods and we are the only dairy here that has a pasteurizing plant" (*El Paso Times* 8/31/1918). Almost a year later, he bragged that

“milk sold by El Paso Dairy Co. [is] the cheapest food in the market today” (*El Paso Times* 6/10/1919).

Later in 1919, Smith stressed sanitation. His ad claimed “Thoroughness, cleanliness efficiency to the highest and last degree is [*sic*] our ‘middle name.’ When a bottle of our milk is left at your home you are taking no chances with the health of your child. Guard against the treachery of the hot season and the microbe” (*El Paso Times* 9/15/1919).

### The Final Years

The firm moved its office to 423 Mesa in 1922 and advertised as “The Clean Dairy” (Figure 6-15). The ad was strategically placed above their competitor, Price’s Dairy Company, and was twice its size. Smith resigned as manager of the dairy on October 12, 1922, and Bruce Seeton filled the position, the first time since the inception of the company that Smith had relinquished that job (Figure 6-16). Smith, however, remained secretary and treasurer (*El Paso Times* 1/13/1933; EPCD 1921-1923).

By 1925, George J. Conero replaced Seeton as manger, but Smith was no longer an officer in the corporation. Smith’s health had been failing for several years, and he was unable to take an active part in the business. The directory clarified that the office was at 423 N. Mesa, but the dairy, itself, was on North Loop Rd. in El Paso’s Lower Valley (EPCD 1925). By this time, the El Paso Dairy Co. was described as “a large producer and distributor with ten wholesale and retail routes supplied by their own herds numbering 400 head” (Prendergast 1961:117).

BUYERS' GUIDE

**EL PASO DAIRY CO.**  
"THE CLEAN DAIRY"

We try to give the best of service and value received for what we charge our customers.

*Pure Milk and Cream*

Office 423 North Mesa Ave. Telephone 340

**Price's Dairy Co. (Inc.)**  
15 Years in El Paso Telephone 2049  
Wholesale and Retail Delivered to all Parts of the City  
See our Dairy milking 100 "HEALTHY HOLSTEINS"  
10 Miles on Upper Valley Road near Canutillo, Texas

**Rio Grande Valley Dairy Association**  
PASTEURIZED MILK AND CREAM  
AND OTHER DAIRY FARM PRODUCTS  
LARGEST AND MOST MODERN MILK PLANT IN SOUTHWEST  
300-310 South Virginia Street Phone 917  
Retail Sales Office: 607 Montana Street  
(No retail delivery)  
THE BEST MILK, CREAM and BUTTERMILK  
The Freshest Butters and Eggs  
R. W. LATTA, Manager

Figure 6-15 – Ad in the 1922 city directory

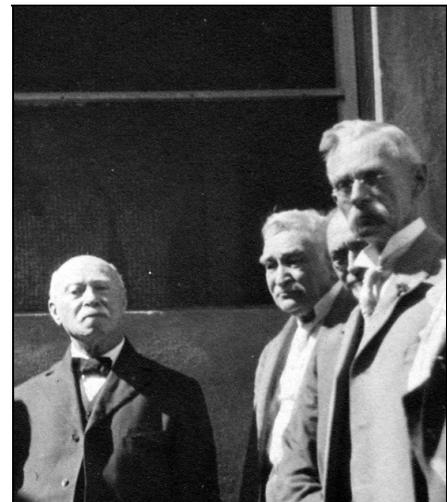


Figure 6-16 – Smith – 2<sup>nd</sup> from left in 1922 (El Paso County Historical Society)

By 1927, the El Paso Dairy Co. was bankrupt, with Sigfreid Arnstein as the receiver. In a combination of compassion for Smith and good business practices, Robert Price, the main principal in Price's Dairy, purchased Uncle Jimmy's assets in 1927, renaming the stockyards, Price's El Paso Dairy Farm (Prendergast 1961:117). The El Paso Dairy Co. was at an end.

### **Smith's Final Days**

In 1928, Smith became head of the City Employment Office, but he apparently grew weaker over time. H.S. Hunter (1933) told one last story, one that he claimed he had witnessed personally:

Quite a while after Mr. Smith had lost the El Paso Dairy Co., of which he had been president, he was in greatly reduced circumstances. He had had two long and serious spells of illness. He had recovered to some extent and was in the employ of The Herald and Times with light duties and a small salary.

Then the El Paso Dairy Co. was acquired by one of the big dairy concerns and two of its officials came to "Uncle Jimmy" with a proposition.

They wanted to include him in their organization, because of his long connection with El Paso Dairy Co. and his services to the dairy industry, and offered him an attractive salary.

"Uncle Jimmy" smiled, but refused.

"This is kind of you," he said, "and I don't want you to think I am unappreciative, but these is nothing I could do to earn such a salary, and it would be practically a pension, and—well, I'd just rather not take it."

They tried gently to overcome his scruples, assuring him his name, long reputation and the contacts he had made would be of much value to the company, but he still declined the offer with thanks, and nothing came of it.

Uncle Jimmy had an operation early in January 1933. When complications set in, he died soon after on January 12 (*El Paso Herald-Post* 1/12/1933).

### **Bottles and Accessories Used by the El Paso Dairy Co.**

[Parts of this section were initially published in the *Artifact* – Lockhart 2010; 2012]

Throughout its 30 years of operation, the El Paso Dairy Co. used a large variety of bottles. It is possible that the earliest ones were generic with “tin tops” – round, flattened steel plates with convex centers held in place by a bent-wire device called a Lightning fastener. The dairy probably began by delivering milk in cans and ladling it out to each customer – the general practice of the era. By ca. 1900 (possibly earlier), the El Paso Dairy Co. became the first in El Paso to use milk bottles.

As described in Chapters 3-5, the glass industry – specifically in relation to milk bottles – went through a number of changes during the years that the El Paso Dairy Co. was in business. The earliest bottles were each mouth blown into a two-piece mold with a cup bottom. These could be sealed by the tin-tops or by ligneous (or cardboard) disks.

One of the biggest upsets in the industry occurred when the Thatcher Mfg. Co. captured the Owens Automatic Bottle Machine license, allowing the firm the exclusive rights to make milk bottles on the Owens machine. Already one of the leading milk bottle producers, Thatcher rose to the top. As noted in earlier chapters, Owens machine scars and other characteristics are easy to recognize, and the El Paso Dairy Co. ordered bottles from the firm several times.

The final relevant invention for this section was the press-and-blow machine. As discussed in the earlier chapters, these machines used a two-part method, where the parison (first stage) was pressed into the mold by a plunger and pushed out of the mold by an ejection rod (or valve) that left a distinctive circular scar on the base of the finished bottle. Use of these machines began ca. 1900 and became the dominant method by the teens.

The El Paso Dairy Co. remained in business for 30 years. During that time, their bottles spanned all three periods, beginning with mouth-blown milk bottles, adopting Thatcher’s bottles

made by Owens machines, and using bottles made by press-and-blow machines both before and after the Thatcher (Owens) orders. These bottles are presented below in the probable order in which they were used.

**Type 1 – PURE MILK AND CREAM** (ca. 1900-ca. 1910)

These were some of El Paso’s earliest milk bottles – probably *the* first ones. All but one bottle in this category was blown into a two-piece mold with a cup-bottom baseplate and finished by hand. Although these bottles had cap-seat finishes (to hold ligneous or cardboard disks), they were probably sealed with Lightning fasteners. The El Paso Dairy Co. used four sizes of bottles: gill (quarter-pint), half-pint, pint, and quart. All of the mouth-blown El Paso milk bottles I have examined had at least some amethyst color from sun exposure. Each bottle had a front plate embossed “EL PASO DAIRY CO. (arch) / PURE MILK AND CREAM (slight arch – “AND” is smaller than other words) / TELEPHONE 156 (inverted arch)” in a round plate on the front (Figure 6-17).

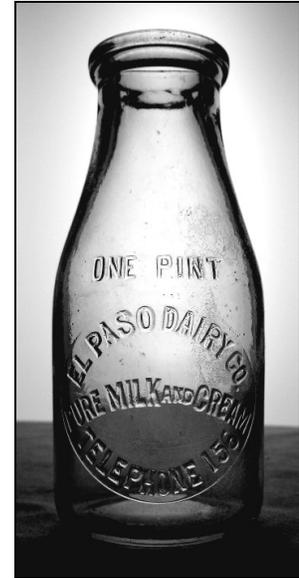


Figure 6-17 – Type 1 milk bottle



Figure 6-18 – Type 1 back labels

The primary characteristic of the Type 1 bottle is the words “PURE MILK AND CREAM” in an arch across the center. However, I have discovered seven slight variations, and I suspect there are others. At least two variations were embossed “WASH AND RETURN” on the reverse side, and one was embossed “TO BE WASHED / AND RETURNED / NOT TO BE BOUGHT OR SOLD” (Figure 6-18) Other variations included basemarks of “IDEAL / CREAMERY PACKAGE MFG. CO.,” “#2 IDEAL / THE CREAMERY PACKAGE MFG. CO.,” and “ACME; THE CREAMERY PACKAGE MFG. CO.” (Figure 6-19).

This style of bottle was apparently used by the El Paso Dairy Co. from ca. 1900 to ca. 1910, possibly later. See Table 6-1 for a chronology of all the El Paso Dairy Co. bottles that I

have recorded. Also see Appendix A for a detailed description of each of the bottles I have recorded from the El Paso Dairy Co.



Figure 6-19 – Type 1 bases (Ideal, #2 Ideal, & Acme)

The #2 IDEAL variation has an especially interesting base (see Figure 6-19). The base was embossed “THE CREAMERY PACKAGE MFG. CO.” in an sweeping arch, with “CHICAGO” in an inverted arch to complete the circle and “#2 / IDEAL” horizontally across the center. Of great interest was an embossed crescent around the side of the “I” in “IDEAL.” Although a crescent and star logo appears on some prescription bottle bases, *this* crescent is unique in my experience.

These bottles may have been made by the Crescent Milk Bottle Mfg. Co., Mt. Vernon, Ohio. If so, my dating schema is a bit too early – at least the end dates. Crescent Milk Bottle apparently opened on October 31, 1911. The manager, C.M. Tigner, announced in the *American Machinist* (1911:955) that the new firm was seeking machines to make its bottles. By 1912, Crescent had applied to the state of New Jersey for a number to allow the firm to sell milk bottles within state boundaries. The firm received number 39 in both New Jersey and Wisconsin – and probably other states (State of New Jersey 1913:17; *Stevens Point Journal* 1916a:2).

The firm was soon unsuccessful, however, and the corporation dissolved on December 1, 1912. Despite the dissolution, Crescent remained listed in Thomas Registers in 1914 and on a list of milk bottle manufacturers in 1916 (Graves 1912:80; *Stevens Point Journal* 1916a:2). The company, however, was long gone by the time of these two listing.

The timing of the Crescent Milk Bottle Co. questions the dating for these early style El Paso Dairy Co. bottles. It is possible, of course, that the crescent on the base did not indicate the Mt.

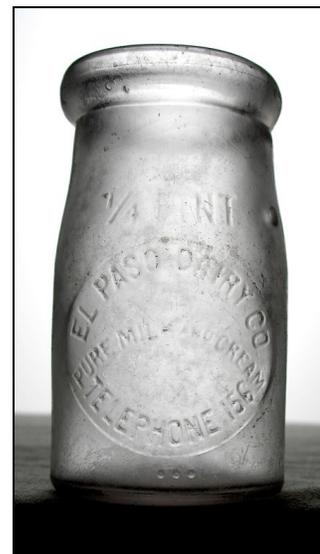


Figure 6-20 – Type 1 machine-made bottle

Vernon firm, but the Creamery Package Mfg. Co. certainly sold bottles of #2 Ideal style in 1911 and 1912 (as well as both later and earlier), so Crescent seems like a likely candidate for the embossed crescent logo. My original date for the adoption of the Type 1 bottle style – ca. 1900 – remains valid, but the bottles may have been used as late as ca. 1911 or 1912.<sup>2</sup>



Figure 6-21 – Offset finish on machine bottle



Figure 6-22 – Shape variations of Type 1 bottles

The final bottle in this series was machine made (Figure 6-20). Unfortunately, the bottle had no identifying embossing except the front plate (with the El Paso Dairy Co. information), so we have no clue as to the manufacturer. However, the bottle was crudely made, with the finish slightly offset (Figure 6-21). This was a distinctly early machine-made bottle. I have placed it ca. 1907 – at the end of the Type 1 series, although it may have been an earlier order. Because of the poor quality, Smith may have returned to mouth-blown bottles for a few years.

These Type 1 milk bottles were also made in different shapes. The earliest ones had very rounded heels and slightly rounded shoulders – both ACME bottles and ones with no logos. The intermediate configuration (on IDEAL bottles) had a much sharper base and a bit more rounding at the heel. The final shape was more like the milk bottles to follow, with a slightly rounded heel and steeper shoulder (Figure 22).

These bottles also spanned one last transition – the inclusion of volume designation. The last three variations (E, F, and G) all had volume information embossed at the shoulder (Figure 6-23). Milk bottle producers began to emboss volume information – in the form of “HALF-

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<sup>2</sup> A great deal more information is available online now than was just three years ago. Almost none of historic sources for the Crescent Milk Bottle Co. were available at that time I wrote the first milk bottle article (Lockhart 2010) for the *Artifact*.

PINT,” “QUART,” etc. – ca. 1906, almost certainly connected with the Massachusetts Seal laws (Lockhart 2010). The laws originally required dairy owners to guarantee that their bottles held the correct capacity, and the onus shifted to the manufacturer in 1910.



Figure 6-23 – Transition to volume information

Although I have found no distinct law, manufacturers apparently began voluntarily embossing the volume on the milk bottles shortly before the main shift to machine production of milk bottles ca. 1905 or 1906. This may also have been connected with the Pure Food and Drug Act of 1906, although it was not until 1913 that a rider to the act required including volume information on each bottle.

**Table 6-1 – Bottle Attributes and Date Ranges – El Paso Dairy Co.**

Defining Attributes	Variations	Mfg. Mark	Dates
<b>Type 1 – PURE MILK AND CREAM</b>			
Plate on front with PURE MILK AND CREAM in center in arch	Rev. bare	None	Prob. ca. 1900-1904, poss. as late as 1912
Same	WASH AND RETURN (Rev.)	None	Same
Same	TO BE WASHED / AND RETURNED / NOT TO BE BOUGHT OR SOLD (Rev.)	IDEAL; CREAMERY PACKAGE MFG. CO. (base)	1903-1910
Same	Rev. bare	#2 IDEAL; THE CREAMERY PACKAGE MFG. CO. (base)	1903-1910, poss. a bit later than the IDEAL without #2
Same	WASH AND RETURN (Rev.)	ACME; THE CREAMERY PACKAGE MFG. CO. (base)	ca. 1907 (poss. as early as 1904)-ca. 1908

Defining Attributes	Variations	Mfg. Mark	Dates
Same but machine made	Rev. bare	Same	probably ca. 1908
<b>Type 2 – Hybrid</b>			
PURE MILK AND CREAM <i>and</i> BELL 340 AUTO 1156 (hybrid)*	Rev. bare	None	ca. 1908
<b>Type 3 – BELL 340 AUTO 1156</b>			
Plate mold on front with BELL 340 AUTO 1156 across center*	WASH AND RETURN (Rev.)	BLANKE AND HAUK (base)	ca. 1908-1911**
Same	Same	C.B.Co. (base)	ca. 1908-1913
<b>Type 4 – EL PASO DAIRY CO.</b>			
Same	1 PINT (just above heel – no City Ordinance Warning	T.M’F’G CO. / 12; Owens scar (base)	ca. 1912
Plate on front with only EL PASO DAIRY CO.	No City Ordinance Warning	T.MFG CO / 12 or 13; Owens scar (base)	ca. 1912-ca. 1915
Same	City Ordinance Warning†	T.MFG CO / 16 or 19; Owens scar (base)	1916-1919
Same	City Ordinance Warning	Owens scar but no mfg. mark	ca. 1912-1924
Same but no plate on front	City Ordinance Warning	E4 (front heel)	prob. 1914-1920
Same – with plate	No City Ordinance Warning	L.G. (front heel)	ca. 1924-1927
<b>Type 5 – PROPERTY OF EL PASO DAIRY COMPANY</b>			
PROPERTY OF EL PASO DAIRY COMPANY (no plate)	ONE QUART (no warning)	L.G. (front heel)	ca. 1924-1927

Defining Attributes	Variations	Mfg. Mark	Dates
<b>Type 6 – CERTIFIED MILK</b>			
CERTIFIED MILK (plate)††	ONE QUART	unknown	ca. 1920s?

\* It is currently impossible to date the individual variations for this bottle.

\*\* Because of the phone number, these could not have been used prior to ca. 1908. In 1913, the “AUTO” telephone service was discontinued – providing a good closing date.

\*\*\* The only example I have found for this bottle has the heavily rusted remnant of the wire bale used to hold a tin-top in place.

† ANY PERSON USING THIS BOTTLE EXCEPT THE RIGHTFUL OWNERS SUBJECT TO FIFTY DOLLARS FINE ACCORDING TO CITY ORDINANCE

†† The full embossing on the bottle fragment is “CERTIFIED MILK (inverted arch) / IS / CLEAN / MILK (horizontal) / IT WILL SAVE LIVES (arch).” The outer plate mold is a horizontal oval and is embossed “EL PASO DAIRY CO. (inverted arch)” across the top and “W. . . EANLINESS IS SUPREME (arch)” across the bottom (. . . represents the break in the glass).

## Type 2 – Hybrid (ca. 1908)

There is only one variation of this hybrid style (Figure 6-24).<sup>3</sup> A circular plate on the only example I have seen was embossed with the arched “PURE MILK AND CREAM” of the Type 1 bottles and the phone numbers “BELL340AUTO1156” or the Type 3 bottles. The latter embossing was all run together with no spaces. As noted above, the Auto telephone system was first listed in 1907, although it probably came into existence sometime during 1906. However, the important date for this bottle is 1909 – the first year that the number “SW 340” was listed. These bottles were almost certainly only ordered once, ca. 1909. Also see Table 6-1, Table 6-2, and Appendix A.



Figure 6-24 – Type 2 bottle

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<sup>3</sup> The only example I have seen had very weak embossing, resulting in a poor-quality photo. The bottle also had a rusted-in-place Lightning fastener wire assemblage – a sure sign of a tin-top lid.

**Table 6-2 – Telephone Chronology for El Paso Dairy Co.**

Year*	Change in Phone Numbers
1896	156
1907	SW 156 Auto 1156
1909	SW 360 340 Auto 1156
1913	only 340

\* Year and changes are based on El Paso city directory entries.

**Type 3 – BELL340AUTO1156 (ca.1908-1913)**

As noted in the discussion of the Type 2 bottle, the main distinguishing characteristic for Type 3 was the embossed phone numbers “BELL340AUTO1156.” The entire front plate was embossed “EL PASO DAIRY (arch) / PHONES / BELL340AUTO1156 / PURE (all horizontal) / MILK & CREAM (inverted arch)” (Figure 6-25). The “PURE / MILK & CREAM” designation had changed in two ways: 1) it was now on two lines; and 2) the “AND” had become an ampersand. All bottles of this style were made by press-and-blow machines, leaving a circular ejection or valve scar on each base (Figure 6-26).

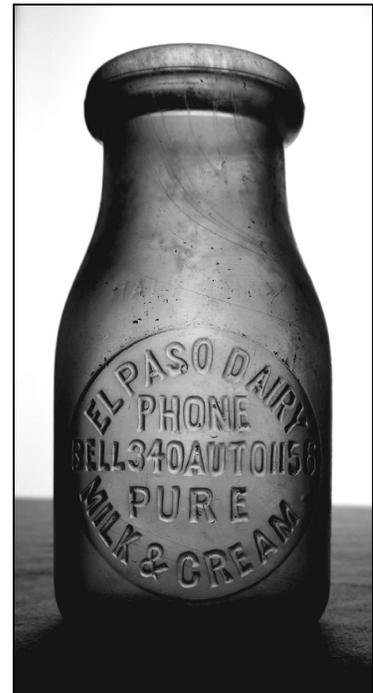


Figure 6-25 – Type 3 bottle



Figure 6-26 – Ejection scar on Type 3 bottle

Dating these bottles is complex. I noted earlier (Lockhart 2010) that a half-pint example was found at the Chamizal trash dump, the main refuse disposal point in El Paso between ca. 1880 and 1907. Since the residents were evicted by federal marshals in 1907, the bottle must have been discarded no later than that date (Lockhart & Olszewski 1994:45). This, however, was apparently a red herring – throwing me off the scent. It is possible that Becky Garrett’s memory of a 1950s bottle dig was a bit off, and the bottle came from somewhere else.

The trajectory of the Bell or Southwestern number – from 156 in 1896 to the addition of Auto 1156 in 1907 to the change of the Southwestern (Bell) number to 340 in 1909 (possibly as early as 1908) to only the number 340 in 1913 – suggests that bottles with “BELL 340” were not made prior to 1908 and were possibly manufactured later. The final order for the bottles could have been no later than 1912 – possibly earlier – although the bottles would certainly have been used until they wore out, were broken, or were stolen.

This places Type 3 bottles in use no later than 1907. A half-pint bottle was embossed “BLANKE & HAUK (arch) / SPECIAL (inverted arch)” on the base (see Figure 6-26). Blanke & Hauk opened their supply house at St. Louis in 1903, having the firm name embossed on all bottles it sold. I have seen two Type 3 examples from Blanke & Hauk, one a half-pint and one a quart. The quart embossing varied slightly, having “PHONES” in place of “PHONE.”



Figure 6-27 – C.B.CO. base on Type 3 bottle

Another example – a quarter-pint – was identical in embossing on the front plate but was marked “C.B.CO” inside the ejection scar on the base (Figure 6-27). The C.B.CO. logo was used by the Charles Boldt Co. from 1905, when the firm began using a milk bottle machine until the Owens Bottle Co. purchased the firm in 1919. The C.B.CO bottle was probably made later than those vended by Blanke & Hauk, although we cannot be certain. Also see Table

6-1 and Appendix A.

#### **Type 4 – EL PASO DAIRY CO. (1912-1926)**

Type 4 bottles were only embossed “EL PASO DAIRY Co.” on the front – along with the volume designation (Figure 6-28). These were apparently only made by two glass houses, with the Thatcher Mfg. Co. being the earliest. Thatcher was very helpful to archaeologists. It was the first milk bottle manufacturer to emboss all of its bottles with a two-digit date code, beginning in late 1909. I have examined Type 4 bottles made by Thatcher with date codes of

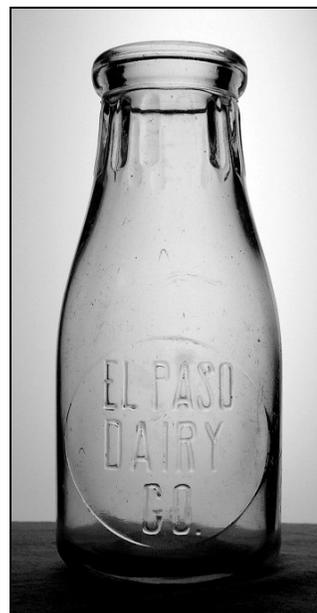


Figure 6-28 – Type 4 bottle with front plate



Figure 6-29 – Owens machine seams

1912, 1913, 1916, and 1919. Each of these bottles was made by an Owens Automatic Bottle



Figure 6-30 – Thatcher bases on Type 4 bottles

Machine, with typical Owens machine seams at neck and finish (Figure 6-29) and a distinctive, feathered Owens scar on its base. Variations include two different Thatcher logos and at least one bottle with an Owens scar but no Thatcher identification (Figure -6-30).

The reverse of some of these bottles is both informative and a time marker. These were embossed “ANY PERSON USING THIS BOTTLE EXCEPT THE RIGHTFUL OWNERS SUBJECT TO FIFTY DOLLARS FINE ACCORDING TO CITY

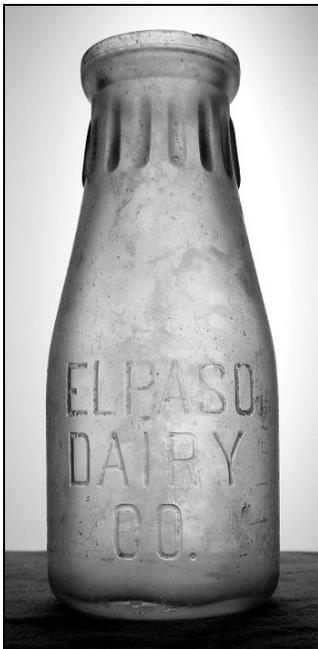


Figure 6-32 – Type 4 bottle with no plate

ORDINANCE,” and they appear on bottles dated 1916 or later (Figure 6-31). In the Overview (Chapter 1), I discussed the milk bottle ordinance of 1913/1914, and the warning on these bottles referred to that rule. I have not been able to discover when the ordinance was rescinded, but it was not in force for more than a few years. Many of these Type 4 bottles did *not* have the ordinance on the reverse.



Figure 6-31 – City ordinance warning

The next variation had the same front embossing (EL PASO DAIRY CO.), but the label was not in a plate (Figure 6-32). The front heel was embossed “E 4” – the logo of the Essex Glass Co. of Mt. Vernon, Ohio (Figure 6-33). The firm opened in 1906 and

became one of the major milk bottle manufacturers. The Thatcher Mfg. Co. purchased the company in 1920. Each of the Essex bottles also had the City Ordinance warning, and the El Paso Dairy Co. likely used them during the 1914-1920 period.



Figure 6-34 – L.G. logo – Liberty Glass Co.

The final variation of Type 4 bottles returned to the front plate (with the same embossing). Each of these bottles was embossed “L.G.”

on the front heel – the logo of the Liberty Glass Co. of Sapulpa, Oklahoma (Figure 6-34). Liberty emerged from a split with the Bartlett-Collins Glass Co. in 1918 and soon grew to be one of the largest producers of milk and soda bottles in the middle and western sections of the U.S. Liberty continued to operate until 1994. Liberty began using the L.G. logo ca.

1924. These lacked the City Ordinance warning, effectively bracketing the Ordinance between 1916 (the date on the earliest Thatcher bottle with the warning) and 1924. The dairy probably used these bottles until it sold to Price’s in 1927.

These examples leave a gap between 1920 and 1924. The most recent Thatcher date code I have seen was 1919, but the Essex bottles could not have been made later than 1920 and may therefore better reflect the last of the City Ordinance warning bottles. Based on current knowledge, the Liberty Glass Co. bottles were not made prior to ca. 1924. This suggests one of three possibilities:

1. There is a variation I have not found yet;
2. Thatcher continued to make the bottles with the old Essex molds until they wore out; or
3. The Liberty Glass Co. used the L.G. logo earlier than 1924.

Unfortunately, any of these could be correct, so I cannot rate one possibility as best.



Figure 6-33 – E4 logo – Essex Glass Co.

## Type 5 – PROPERTY OF EL PASO DAIRY COMPANY (1924-1926)

Type 5 bottles were embossed “PROPERTY OF (arch) / EL PASO / DAIRY / COMPANY / EL PASO, TEX.” on the front with no plate and the “L.G.” logo on the front heel (Figure 6-35). I have only seen this front embossing on a quart size, so the extra “PROPERTY OF” was probably only added to fill the extra space on the larger bottle. These were probably used during the same 1924-1927 period as the Type 4 bottles from the same glass house.

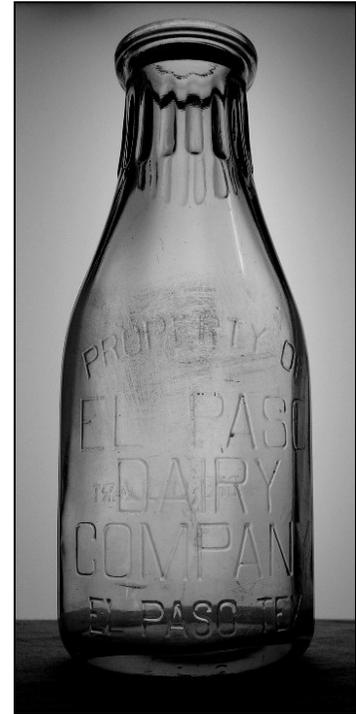


Figure 6-35 – “PROPERTY OF” bottle

## Type 6 – CERTIFIED MILK

I only know of this bottle type from a front body fragment of a quart bottle at the Sacramento Mountains Historical Museum at Cloudcroft, New Mexico. The fragment appears to contain a plate within a plate. The inner plate was shaped like a fat football (oval with pointed ends) and was embossed “CERTIFIED MILK (inverted arch) / IS / CLEAN / MILK (horizontal) / IT WILL SAVE LIVES (arch).” The outer plate was a horizontal oval embossed “EL PASO DAIRY CO. (inverted arch)” across the top and “W. . .EANLINESS IS SUPREME [probably “Where Cleanliness is Supreme”] (inverted arch)” across the bottom (. . . represents the break in the glass). Above the plate was embossed ONE QUART. Thus far, I have found no complete bottles of this type. The dairy offered certified milk at least as early as 1911 and carried it until the dairy closed.

It is likely that these bottles were topped by Dacro (Dairy Crown) finishes. Invented in 1911, the Dacro metal caps – originally made of thin steel plate – were larger versions of the crown caps used on soda and beer bottles (see Chapter 5). An eBay seller offered a Dacro cap that had a round, yellow disk on



Figure 6-36 – Certified Milk cap (eBay)

top surrounded by a red circle. Yellow letters announced in a circle around the outside of the top of the cap, “MILK COMMISSION OF THE EL PASO COUNTRY MEDICAL SOCIETY.” Inside that was “EL PASO / DAIRY COMPANY / CERTIFIED / TO BE SOLD BY / WEDNESDAY” (Figure 5-36).

### **Other Dairy Items**

Typically, dairies used milk cans, crates, and receiving boxes, and all large dairies offered their customers various types of promotional items – generally connected with the products. The El Paso Dairy Co. was no exception, using and/or offering its customers a variety of items.

#### **Cans**

Dairies generally used two types of cans, one for milk, the other for cream. I have found a single cream can embossed “EL PASO / DAIRY” (Figure 6-37). Since there were also dairies by that name in El Paso, Illinois, and Colorado Springs, Colorado (El Paso County), and the one in El Paso added “Co.” to its name, this can may have come from the El Paso Dairy in one of the other towns.

#### **Picks and Openers**

Because picks were generally used to remove the disk closures in the early days of milk bottles, only a few El Paso dairies offered them. By at least 1917, disks were made with tabs, and there were numerous patents for types of tabs during the 1920s. These tabs eliminated the need for picks.

El Paso picks came in two styles: guitar and combination, and both were made from heavy gauge wire. The guitar-shaped picks each had a flattened end bent in a guitar form and a blade end, also flattened, and cut to a point. These were 4 3/4" long. The combination pick was bent into an oval at one end for a bottle opener and had the same shape blade as the guitar pick on the other end. These were 6" in length.



Figure 6-37 – El Paso Dairy cream can

The El Paso Dairy Co. used at least three types of picks, almost certainly offered as promotional items to its customers. Probably the earliest – a guitar-shaped pick – had the flattened, “guitar” end embossed “EL PASO DAIRY / THE CLEAN DAIRY.” and “PAT’D / 6,896” in tiny letters at the “stem” on one side with a stamped design on the other (Figure 6-38). The pick end was stamped

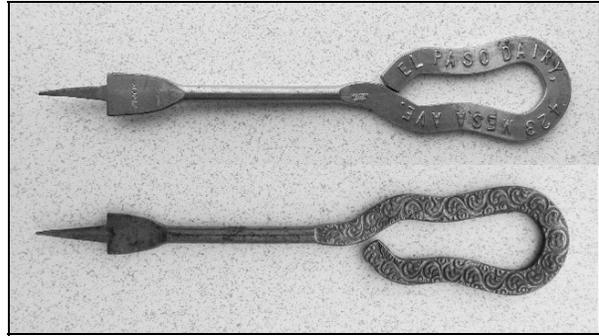


Figure 6-38 – Guitar-shaped pick with design

“PATAPDFOR” on both sides. According to the Dairy Antique site (2013), these were advertised as the “Sommers Cap Lifter” – although the authors were unable to locate the patent. Nor have I had any success. They noted that the pick was advertised by at least 1913, although it was probably in use earlier.

The second variation was identical in shape, with “EL PASO DAIRY, 423 MESA AVE.” around one side of the “guitar” end and “PLEASE RETURN BOTTLES PROMPTLY” around the other side. At the stem, both sides were embossed “PAT / APDFOR” (Figure 6-39). As with the other variation, both sides of the flattened pick end were stamped “PATAPDFOR.”



Figure 6-39 – Guitar-shaped pick with return message

The final style used by the El Paso Dairy Co. was a combination pick and bottle opener. The pick end was identical to the two described above, but the handle end was in an oval loop with two frets (small, flattened projections) to act as a bottle opener. The central section of the wire was flattened to allow embossing, in this case “EL PASO DAIRY CO.” on one side and “THE CLEAN DAIRY” (in quotation marks) on the other side (Figure 6-40).

The pointed blade on the El Paso example was stamped “PATD 11-26-12” which sets a beginning date for this style of opener (Figure 6-41). As noted in Chapter 5, Thomas Harding applied for a patent for a combination pick and opener on September 7, 1912, and received



Figure 6-40 – Combination pick and bottle opener

Design Patent No. 43,278 for the device on November 26 of that year. He assigned the patent to the J.L Sommer Mfg.

Co. (Bull & Stanley 1999:43; Dairy Antique 2013). The El Paso Dairy Co. combination pick/opener could therefore not have been offered prior to ca. 1913.



Figure 6-41 – Patent date on pick end (eBay)

### Tokens

Tokens have been used by dairies and other businesses since at least the late 19<sup>th</sup> century. The only one I have seen from El Paso was minted with “EL PASO (arch) / DAIRY / CO. (both horizontal) / EL PASO, TEXAS (inverted arch)” on the obverse and “GOOD FOR (arch) / 5 / IN (both horizontal) / MERCHANDISE (inverted arch)” on the reverse (eBay – Figure 6-42). Unfortunately, I know of no way to date these tokens – aside from the full span of the El Paso Dairy Co.



Figure 6-42 – El Paso Dairy Co. token

### The Small Dairies – 1900-1909

The period between 1900 and 1910 saw the rise of literally dozens of small dairies. Many of these were short lived, appearing in the city directories for just a few years – sometimes only a single listing. It is beyond the scope of this work to chronicle all of these dairies. I will concentrate on the ones that used marked bottles – at least those containers I have been able to locate. Many small dairies – throughout the first half of the 20<sup>th</sup> century – used generic milk bottles, identified only by the dairy name printed on the cardboard sealing disk or tin-top.

Two of the large El Paso dairies began during this period, although neither used embossed bottles this early. Mrs. L.W. Hawkins began selling milk in 1902, although the directories did not pick her up until 1904. Similarly, Mark Price began what would become Price's Dairy in 1906, but he, too, was not listed until the next year. I discuss both of these dairies in later chapters.

The directories listed numerous dairymen only by their own names – without the word “dairy” attached. Unless these men used marked bottles, I have eliminated them from this and other discussions. During this early period, the Glen Spring Creamery Co. – El Paso's first creamery – appeared in 1906. J.A. Greenwood was the manager at 614 San Antonio.

From 1900 to 1909, however, the directories listed 16 dairies (excluding the three large ones – El Paso Dairy Co., Hawkins, and Price's – discussed elsewhere). Of these, only seven survived for more than two years: Franklin Dairy (1902-1907), Silver Star Dairy (1902-1905), Sunset Dairy (1902-1942), American Dairy Co. (1903-1922), Gem Dairy at Old Fort Bliss (1904-1908), Texas Dairy (1906-1916), and the Alhambra Heights Dairy Co. (1909-1913). Only two of these seven used embossed bottles, thereby rating the inclusion of their full histories.

#### **American Dairy Co. (1903-1922)**

The American Dairy Co. first appeared in the El Paso city directories in 1903 under the proprietorship of Ed L. Millican. Located at the east end of San Antonio Street, the dairy offered “Pure Milk, Butter and Cream” in 1905. Millican advertised “Jersey and Holstein Cows for Sale” the following year and added “ranch eggs” in 1907. The San Antonio St. address was probably an office. By 1908, the dairy, itself, was on County Road, east of Washington Park (also described the following years as “1 mile e Evergreen Cemetery”).

In 1913, Millican disappeared from the records, and the name was changed to the American Summit Dairy, owned by Frederick Muerdter. Muerdter advertised that the business sold “milk, butter, cream and ranch eggs.” A.H. Hughes acquired the dairy in 1915, renamed it American Dairy, and advised the public that it was “the Dairy with the Red Top Bottles.” The last listing for American was in 1922.

An ad for American Dairy (*El Paso Times* 6/22/1918) that ran for a few months claimed that “one quart of milk equals 8 eggs[.] Milk contains all the ingredients for nourishment in just the right proportions for a well-balanced ration. Let us talk to you about our pure rich milk.” The ad included a drawing of a milk bottle surrounded by six baby faces.

## Bottles

So far, I have only discovered two complete bottles from the American Dairy and fragments of a bottle from an archaeological excavation. The excavation discovered two embossed shards were probably from the American Dairy, almost certainly the second one described below from 1915.

### American Dairy’s Mouth-Blown Bottle

Aside from the bottles used by the El Paso Dairy Co. (described above), the only mouth-blown bottle I have found from El Paso was used by the American Dairy Co. This example was pint sized – although other capacities were certainly possible. Aside from typical mouth-blown characteristics (see Chapters 2 & 3), the most notable identifier for the bottle is the plate on the front, embossed “AMERICAN DAIRY CO. (arch) / ED. L. MILLICAN / MANAGER (both horizontal) / TEL. 402 (inverted arch)” (Figure 6-43). Ed L. Millican was the manger from the inception of the company to 1912, creating a reasonable date range of 1903-1912 for the bottle.

The second notable characteristic was the basal marking: “CREAMERY PACKAGE MFG. CO. (arch) / ACME (horizontal) / . / CHICAGO (inverted arch)” (see Figure 6-19). The “ACME” logo appeared in two slight variations (one with the word “THE” preceding the company name), although only the one shown above is on the American Dairy bottle in my type collection. Acme was a bottle style offered by the Creamery Package Mfg. Co., a dairy supply firm (not a bottle manufacturer) that reorganized



Figure 6-43 – American Dairy Co. mouth-blown bottle

under that name in 1887 and remained in business until at least 1960. The Acme style was made by at least 1907, possibly earlier (Lockhart et al. 2008a; 2008b; 2008c).

### American Dairy's Owens-Machine Bottle

As noted above, A.H. Hughes purchased the company in 1915 and renamed it the American Dairy, this time, without the "Co." Hughes bought a typical bottle from the Thatcher Mfg. Co. in 1915, presumably immediately after he acquired the dairy, although he may have ordered these bottles in reaction to the 1913/1914 city ordinance. The bottle had an oval plate on the front body. Although the only example I have seen was in pint size, two fragments of a half-pint bottle were excavated from the Senate privy at El Paso. The dairy may also have used other sizes, such as the quarter-pint or quart.

The pint bottle used by Hughes was embossed horizontally with "AMERICAN DAIRY / EL PASO, TEX." (Figure 6-44). The container had a light amethyst tint, indicating the presence of manganese dioxide in the glass mixture. Although the use of manganese is associated with mouth-blown bottles, some of the earlier machine-made bottles also solarize to an amethyst or purple color – especially those made by Owens machines as late as the early 1920s (see Lockhart 2006).

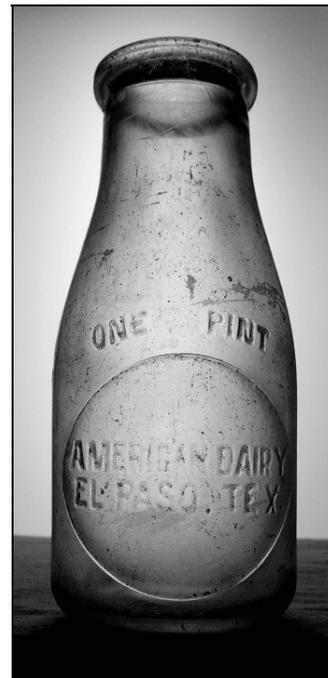


Figure 6-44 – American Dairy's Owens machine bottle

The base was embossed with one of the two marks used by the Thatcher Mfg. Co. at the time: "T M'F'G CO." (see Figure 6-30). Below the logo was a two-digit date code: "15" (1915). Thatcher used the mark from ca. 1890 to 1919, with date codes beginning in late 1909. Bottles with Owens scars, the T M'F'G CO mark, and no date code were used from 1905 until 1909 (Lockhart et al. 2007:55, 57-58). Because these bottles are rare, it is currently unknown whether Hughes continued to buy bottles from Thatcher or even if he used any other marked bottles.

Excavators at the Senate Privy discovered shards from an American Dairy half-pint bottle. One shard was embossed . . . "AN" with part of a "D", the other, "HA" . . . above a

partial plate with “AME . . . / “E” . . . . These shards fit the description of the Hughes bottle described above. A finish/neck/shoulder fragment from the same excavation was part of a half-pint milk container. One shoulder was embossed “LF” (HALF), and the fragment had a cap seat finish with small portions of a red paper or foil seal (Lockhart 2000). This was most likely a finish fragment of the same American Dairy bottle. Since Hughes advertised “red top” bottles in 1915, this seal on this finish was probably an example.

**Texas Dairy** (ca. 1904?-1942)

Peter Hiegel (variously spelled Heigle, Hiegel, and Heigel) apparently arrived at El Paso about 1898 and worked as a carpenter for the G.H. & S.A. Railway shops. By 1901, he was listed in the city directory as a dairyman for the first time. He named his operation Texas Dairy by 1906 and was located on E. El Paso Dr. In 1907, the directory offered the cryptic address of “ss Pera 1 w Australia, E El Paso” (probably south side of Pera, one mile west of the intersection of Australia and east El Paso Dr.). He returned to only listing his name as a dairyman at 3114 Pera from 1908 to 1914 (EPCD 1904-1914).

The 1908 Sanborn Fire Insurance Map showed a structure labeled “Formerly Dairy Barn” on Pera between N. Stevens and N. Latta. As I have found no other dairy with a Pera address, this may have been the location of Hiegel’s barn. The building included a “Creamery Cold Storage” section on the west end and was adjacent to an adobe dwelling (Figure 6-45).

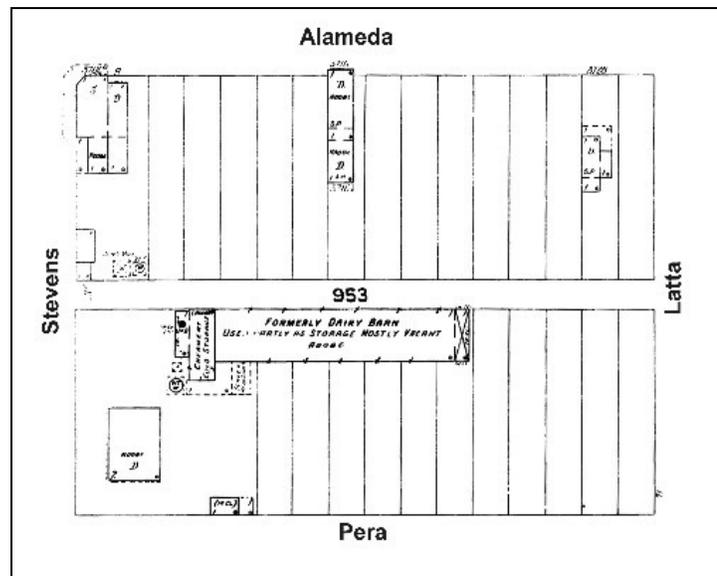


Figure 6-45 – Probable location of Hiegel’s dairy barn (Sanford Map 1908)

Hiegel appeared in court in April 1909, requesting that a peace bond be placed on his neighbor, Mrs. Josephine Coleman, who had been threatening Hiegel’s wife. Coleman claimed that Hiegel’s daughter, Madeline – described in court as “a very shapely

and comely young lady” and “a very saucy girl” – was beating her “two daughters over the head with a club” and she came to the Hiegel’s home because she heard the girls’ cries of distress (*El Paso Times* 7/29/1909).

Madeline admitted to beating the other girls, and Hieggle claimed that “he did not interfere with the fight between the girls because ‘it is my belief to let them fight it out.’” The judge issued the peace bond, but Coleman’s attorney stated that he would press charges against Madeline for assault (*El Paso Times* 7/29/1909). I have not discovered any follow-up articles, so the trouble apparently calmed down.

By 1910, C.W. Ardoin was the proprietor of Texas Dairy Co. (possibly at least partially a result of the 1909 assault?). The location now was in the Valverde addition, and Ardoin advertised “PURE MILK AND CREAM.” A year later, he had a milk depot at 307 N. Stanton in addition to the dairy at Valverde. In 1912, Ardoin took on R.W. Stane and L.L. Taylor as partners in the venture, but they quit advertising the milk depot the following year. By 1914, D.W. Gourley managed the operation, and Taylor vanished from the owners list in 1916, the last listing for Texas Dairy until 1933. This was the only period when “Co.” was added to the name (EPCD 1910-1916).

Hiegel was listed as a farmer from 1914 until 1920, and he returned to the dairy listings in 1921 but did not include a name for his dairy. A Barbara Hiegel, probably his sister, lived at the same address, 3114 Pera, and was first listed there in 1915. Hiegel continued to be listed either without an occupation or as a farmer, and, in 1927, the first year that spouses were included, his wife, Magdalena, joined him in the directory. He remained listed as a farmer until, in 1933, when the Texas Dairy reappeared with Peter Hiegel again as owner, this time at 227 S. Verde (in the Valverde Addition). In all likelihood, Ardoin and his partners defaulted on payments, and Heigel repossessed the business (EPCD 1914-1933).

By 1929, Barbara was working as a supervisor for the Hicks-Hayward Co., a job she retained intermittently until 1934, when she moved to another supervisory position at the Western Overall Co. She returned to Hicks-Hayward in 1935. Peter Hiegel died in late 1936 or early 1937, and Madeline Hiegel, was listed as the owner of the dairy in 1937, with Barbara as an employee. Madeline continued to run the dairy (with Barbara’s help) until Barbara took over

as manager in 1940. Barbara may have only taken control to liquidate the assets or may have just finally given up on the business. The dairy was no longer listed after 1942 (EPCD 1929-1942).

### **Bottles**

I have only discovered a single bottle from the Texas Dairy, certainly from the Ardoin years. The firm should probably be broken into time segments (Table 6-3). I have found no bottles for most of these periods, and the dairy probably did not use any embossed bottles after the first order – or at any point during the Hiegel periods.

**Table 6-3 – Chronology of the Texas Dairy and Peter Hiegel**

Dairy	Owner	Dates
unknown	Peter Hiegel	1901-1906
Texas Dairy	Peter Hiegel	1906-1910
Texas Dairy	C.W. Ardoin	1910-1912
Texas Dairy	Ardoin, R.W. Stane, and L.L. Taylor	1912-1916
Texas Dairy	Ardoin and Stane	1916
unknown	unknown	1917-1933
Texas Dairy	Peter Hiegel	1933-1936
Texas Dairy	Madeline and Barbara Hiegel	1937-1940
Texas Dairy	Barbara Hiegel	1940-1942

### **The Texas Dairy Pint**

The only container I have ever seen from the dairy is a one-pint, 22-panel bottle, embossed “TEXAS DAIRY CO. (arch) / PHONE 6480 (horizontal) / EL PASO, TEXAS (inverted arch)” in an oval plate on the front (Figure 46). The base was embossed “T.M’FG CO / 15,” a date code for 1915. The firm was only listed as Texas Dairy Co. in the directories in 1913 and 1916 – the years of the Ardoin, Stane, and Taylor operation. Whether Hiegel or Ardoin used

earlier or later marked containers is currently unknown. It is likely that this bottle was ordered to comply with the 1913/1914 City Ordinance.

### Conclusions

There is little question that the vast majority of all early El Paso dairy innovations may be laid at the feet of one man – Uncle Jimmy Smith. Along with irrigation improvements, motorized vehicles, clarifying machinery, steam bottle cleaners, and many other advances, Smith almost certainly introduced glass bottles to the citizens of El Paso. Smith’s bottles spanned several clearly dated changes – for example, from mouth-blown bottles to those made on Owens Automatic Machines to the press-and-blow bottles that became the standard for most of the 20<sup>th</sup> century. About 1906, Smith’s bottles also saw the inclusion of embossed volume information. Smith also witnessed the transition from the tin-top bottles to the use of cap-seat finishes with cardboard disks as seals.

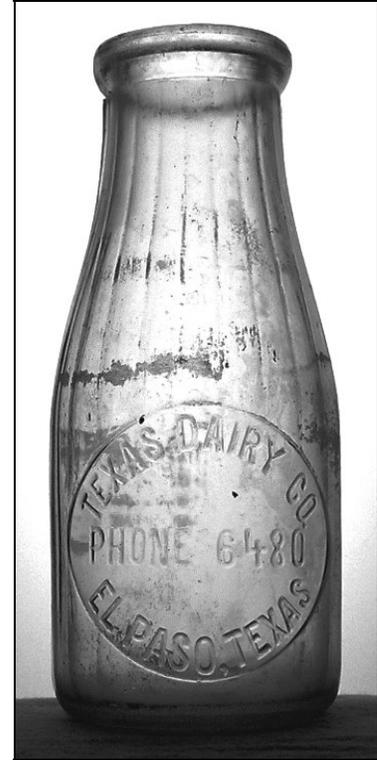


Figure 6-46 – Texas Dairy bottle

Although most other El Paso dairies were probably forced to use bottles because of Smith’s innovations, it is very likely that only a few adopted embossed bottles. Prior to the city ordinance enacted ca. 1913/1914, there was no incentive for a small dairy to use anything but generic bottles – or ones belonging to the El Paso Dairy Co. Embossed bottles were expensive; however, there were probably more of the early dairies that used embossed bottles than we have discovered. Who knows what early bottles will be revealed in future excavations, collections, and eBay auctions?

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