

**Chapter 7**  
**Mrs. L.W. Hawkins,**  
**the Hawkins Dairy,**  
**and the El Paso Milk Bottle Assn.**



Bill Lockhart

2014



## **Chapter 7**

### **Mrs. L.W. Hawkins, the Hawkins Dairy, and the El Paso Milk Bottle Assn.**

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Mrs. Lena W. Hawkins operated a dairy in El Paso from 1902 until her death in 1952. Her son, William, continued to operate the dairy until his death a year and a half later in 1953, when Farmers Dairy purchased the business. In business for over half a century, this was another of El Paso's very successful dairies.

#### **The Early Dairy**

Mrs. Lena W. (Blanton) Hawkins was born at Farmville, Virginia, on March 30, 1864. Her husband, William B. Hawkins, was an educator at Huntington, West Virginia, where their son, William Walker Hawkins, was born. The senior Hawkins developed tuberculosis and moved to Ysleta, Texas, for his health in 1895. He served as the superintendent of the Ysleta schools until his health failed, and he was forced to retire (*El Paso Herald-Post* 4/23/1952).

The family moved to Myrtle Ave. at El Paso in 1902, and Lena Hawkins purchased chickens for eggs and food and a cow to provide milk for her husband.<sup>1</sup> The ad in the 1936 El Paso city directory claimed 1902 as the year the firm began business – although 1903 or 1904 would probably be more accurate. When her husband died in 1903, Lena began selling eggs and milk to her neighbors. Her oldest son, William, delivered milk to the neighbors every morning prior to attending school (*El Paso Herald-Post* 4/23/1952; EPCD 1936).

Because the demand grew for her milk, Mrs. Hawkins moved to 1508 E. Missouri Ave. in late 1903 or early 1904 – creating more space for additional cows. Although Missouri Ave.

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<sup>1</sup> At least three dairies – Hawkins, Price's, and the El Paso Dairy Co. have some version of the "single cow" story. However, the story is probably *not* apocryphal, at least in the cases of Hawkins and the Price families. In both cases, it has the ring of truth. While less certain with the El Paso Dairy Co., it may also be true with that firm.

was in the “suburbs” at that time, the growing city soon engulfed the property, and she again moved to 231 N. Verde Ave. in the Valverde subdivision in 1910. The business, still listed only as Mrs. L.W. Hawkins, continued to grow.

Mrs. Hawkins recalled working 18 hours a day to fill the orders for her growing business. Initially, her employees were her children, Bill, Claude, and Grace – although eventually, she hired paid help. I have found little recorded about Claude Blanton Hawkins, who was first listed in the city directory as a railroad clerk in 1905. By 1909, however, Claude was a “dairyman,” then manager by 1912, and he continued to be involved with the dairy until its sale in 1954. Grace Hawkins was first listed in 1913, and she eventually married Jack Hill. Although she was listed as a teacher in 1921, she, too, continued to be involved with the dairy until its sale (*El Paso Herald-Post* 4/23/1952; EPCD 1905-1912).

William Walker “Bill” Hawkins was better known than the other children. Born in Huntington, West Virginia., on May 17, 1893, Bill came to Texas with his parents when he was two years old. Although he was involved with the dairy by the age of ten, he was first listed as a helper in the 1912 directory. Before he went to school, he milked cows early in the morning and delivered the milk to El Paso homes before dawn. Bill married Gladys Strickland on February 1, 1917 (*El Paso Herald-Post* 11/18/1953; *El Paso Times* 11/20/1953).

Hawkins served as a county commissioner from 1935 to 1940 and replaced Chris P. Fox as Sheriff of El Paso County in 1941, serving until 1942. The busy Hawkins was also a partner in the Cox Motor Co. of Artesia, New Mexico, a member of Trinity Methodist Church, Masonic Lodge No. 130, and El Maida Shrine – as well as a KCCH Scottish Rite Mason. He was also the president of the El Paso Milk Bottle Association, and he remained with the dairy until his death (*El Paso Herald-Post* 11/18/1953; *El Paso Times* 11/20/1953).

### **The Organization of a Creamery**

The *Milk Plant Monthly* (1913:43) noted in 1913 that an El Paso “creamery company with \$10,000 capital is being organized: President, A.R. Schourup; directors, C.W.T. Doyn, Mrs. L.W. Hawkins, Mrs. M.F. Price, and Samuel Donaldson.” This was a distinguished group, indeed. Price’s Dairy became El Paso’s largest, and Hawkins Dairy survived for half a century.

A. Randolph Schourup managed the Sunset Dairy from 1912 to at least 1918, and Samuel A. Donaldson managed the Alhambra Heights Dairy (discussed briefly in Chapter 5). I have found no listing for Doyn.

I have found no listing for a creamery in El Paso between 1910 and 1913, but the El Paso Creamery Co. appeared in the 1914 city directory, under the management or ownership of Edward, John, and Joseph Dunne, along with C.W. Martin. The plant was at Frutas Dr. at the northeast corner of Hammett Blvd. The location was the site of the former Purity Dairy, operated by Joseph Dunne and apparently converted into the creamery. Both Dunne and the creamery had vanished from the 1915 directory. Although the story is confusing, the group comprised of Hawkins, Price, Donaldson, and the rest may have morphed into the Rio Grande Valley Dairy Assn. (see Chapter 9).

### Hawkins Dairy

The name of the business officially changed to Hawkins Dairy in 1916, with Mrs. L.W. Hawkins as the proprietor. Bill became manager of the plant in 1917, although Claude continued as a dairyman. Although Bill became a traveling salesman for the B.F. Goodrich Rubber Co. in 1918, he was soon back at the dairy. Claude became the bookkeeper. By 1925, Bill was again the manager (EPCD 1916-1925).

Hawkins Dairy was first listed under Creameries in 1931 – as “producers and distributors of dairy products” (EPCD 1931). A 1936 ad offered “Hawkins Super-Rich Milk” (Figure 7-1). The Easter ad targeted youngsters, bragging: “Children like its wonderful flavor and don’t mind drinking it often. Mothers appreciate the high butterfat content because it is good for growing children. Hawkins Super-Rich milk is good, pure and rich; let them drink all they want” (*El Paso Times* 4/11/1936).

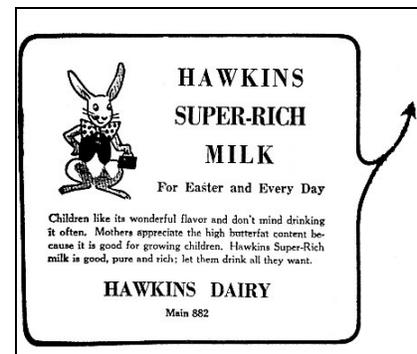


Figure 7-1 – Hawkins ad (*El Paso Times* 4-11-1936)

William Hawkins again left the dairy in 1942, this time for his stint as county sheriff. About that time, the dairy began using milk bottles with Dacro finishes. An ad in the 1944 city

directory included a photo of a Dacro finish with “Dacro Sealed / El Paso’s Safest Milk” (Figure 7-2). The ad called Hawkins Dairy “El Paso’s Oldest and Largest Independent.” William was already back as manager. By 1946, the firm completely reorganized – as Hawkins Dairy, Inc., with William Hawkins as president, Mrs L.W. Hawkins as vice president, and George C. Weatherly as secretary and treasurer.; Claude had become the office manager a year earlier and retained that position (EPCD 1942-1946).

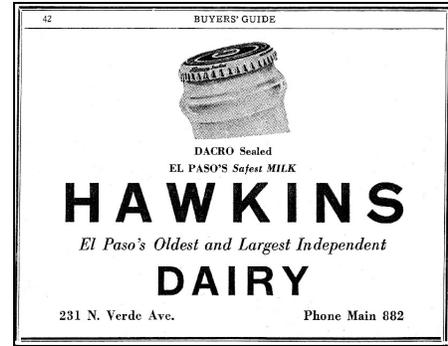


Figure 7-2 – Hawkins ad (El Paso City Directory 1944)

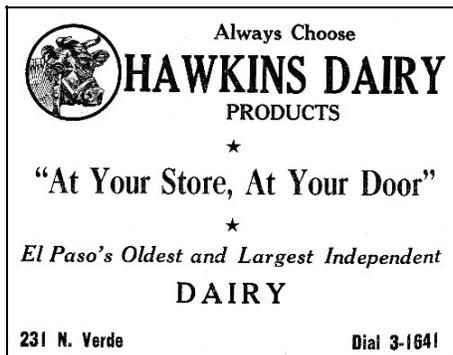


Figure 7-3 – Hawkins ad (El Paso City Directory 1950)

In 1948, the dairy’s phone number, originally 882, later MAIN 882, became 3-1641 (Figure 7-3). Of greater import, Mrs. Lena W. Hawkins, matriarch of the clan died after a brief illness on April 22, 1952. Her daughter, Grace Hawkins Hill, assumed the position of vice president. A year and a half later, on November 18, 1953, her son, William W. Hawkins, suffered a heart attack and died. Another reorganization placed Grace in the presidential position, with William’s widow, Gladys, as vice president (EPCD 1948-1953; *El Paso Herald-Post* 4/23/1952; 11/18/1953; *El Paso Times* 11/20/1953).

The double tragedy was a blow the business could not stand. On February 16, 1954, the *Herald-Post* announced, “Farmers Dairies Buys Pioneer El Paso Firm.” Although the exact sum was not disclosed, Luis Navar of Farmers Dairies (see Chapter 8) paid more than \$100,000 to Grace Hawkins Hill for “all properties of Hawkins, a corporation,” including 200 head of cattle, a 2.5-acre feed lot, all machinery, and the bottling plant, all still at 231 N. Verde Ave. – plus a 25-acre property on “the Ysleta cutoff.” On top of the other issues, Claude had been sick, and the family decided it was time to move on (*El Paso Herald-Post* 2/16/1954).

## Bottles and Marks

[Much of this section was originally published in Lockhart (2012)]

The bottle history of the Hawkins operation is punctuated by gaps in surviving bottles. It is very likely that the family used generic bottles – possibly identified by the sealing disks – during most of the period between 1902 and 1916, when the dairy was listed only as “Mrs. L.W. Hawkins. Toward the end of that time, three years after the herd grew to the point where the family moved to the Valverde subdivision, Mrs. Hawkins first adopted an embossed bottle.

### Mrs. L.W. Hawkins – Type 1

In more than two decades of researching El Paso bottles, I have only found a single example, a gill (¼ pint) bottle embossed “MRS. L.W. HAWKINS” (Figure 7-4). Ironically, that bottle was in the El Paso Coliseum collection – my first project concerned with bottles – indeed, my first step into historical archaeology. I originally discussed the container in an article in the *Artifact* (Lockhart 2012), and it was probably the initial *embossed* bottle used by Mrs. Hawkins. The Coliseum example had the T.M’F’G CO logo of the Thatcher Mfg. Co. embossed on the base with a “14” date code (1914).



Figure 7-4 – Mrs. L.W. Hawkins bottle

The timing of this bottle is unusual. Typically, there is some logical explanation for any container change. The adoption of an embossed bottle *could* be related to the move to Valverde, although the date code was four years after the relocation – and there is no logical reason to commemorate the shift of the dairy herd with a bottle. The bottle was most likely in response to the 1913/1914 milk bottle ordinance that spurred one of the two embossed bottle booms at El Paso. Because of the rarity of these bottles, it is likely that Mrs. Hawkins only ordered them once – then returned to generic containers. The return to generics, however, may have been premature. Hawkins Dairy was one of those subpoenaed in September 1916 for failure to comply with the ordinance.

A period without marked bottles followed, beginning with the name change to Hawkins Dairy in 1916. As noted above, this probably indicated a move to generic bottles after the ordinance had been rescinded, although it is possible that we have just not found any examples from this period. Regardless of the reason, I have discovered no marked bottles from 1916 to ca. 1931, when the firm was first listed under the Creameries heading.

### Hawkins Dairy – Type 2



Figure 7-6 – 1-11-14 heel code

This type of bottle was made in half-pint, pint, and quart sizes, each with a cap-seat or “common sense” finish. The earliest example I have recorded was embossed with “SEALED 1 - 11 - 14” along with the “MTC” logo of the Thatcher Mfg. Co. on the

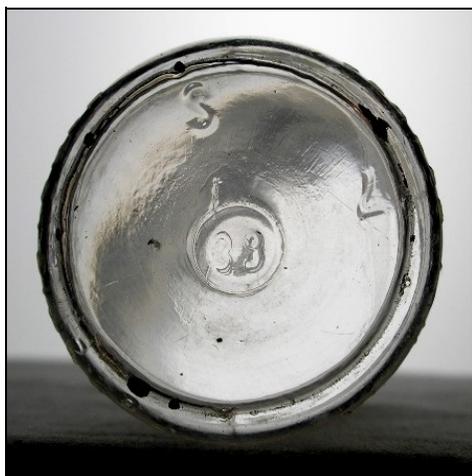


Figure 7-8 – Base with 1933 date code

By at least 1933, Hawkins Dairy had adopted a very typical milk bottle embossed “HAWKINS DAIRY (arch) / MAIN 882 (horizontal) / EL PASO, TEXAS (inverted arch)” in the front plate (Figure 7-5).

This type of bottle

was made in half-pint, pint, and quart sizes, each with a cap-seat or “common sense” finish. The earliest example I have recorded was embossed with “SEALED 1 - 11 - 14” along with the “MTC” logo of the Thatcher Mfg. Co. on the heel and “7 33 (in the ejection scar and upside down in relation to the “7”

and “S”) / S” on the base (Figures 7-6, 7-7, & 7-8).

The markings require some explanations. Thatcher used the “MTC” logo from 1923 to ca. 1951. In 1910, the State of New York required that each milk bottle manufacturer post a bond in exchange for a number that was then embossed on each bottle sold within the state. Other states followed suit, and soon the



Figure 7-5 – Hawkins Dairy, Type II



Figure 7-7 – Thatcher Mfg. Co. logo

numerical codes were recognized nationally. Thatcher was given the number 11. When the firm purchased the Lockport Glass Co. in 1920, it also acquired the number 1, formerly belonging to Lockport, and the number 14 from J.T.&A. Hamilton Co. Thatcher used the code “1-11-14” thereafter.

The number 7 (on the base) had been assigned to the Illinois Glass Co. Although we have not discovered any historical evidence, Illinois Glass apparently discontinued its milk bottle production and transferred its rights to Thatcher. The number “7” frequently appeared on the bases of bottles also embossed with an S – indicating the Streator, Illinois, plant. On some later bottles, the Thatcher numerical code became “1-7-11-14” (Lockhart et al. 2007).

The final number “33” was embossed *inside* the ejection scar. Thatcher selected the ejection scar for the date codes from 1923 to at least 1940, although some Thatcher plants began migrating the date outside the scar but still on the base by the mid-1930s. Hawkins Dairy used bottles produced at the Streator plant until at least 1941 and probably until the next stylistic change in 1943. At least once – in 1939 – Hawkins ordered bottles from the Liberty Glass Co. Although the style remained the same, the bottles had the “L-G” logo on the heel.

### **Hawkins Dairy – Type 3**

In 1943, Hawkins made three major changes. The first appeared when the dairy’s ad in that year’s city directory bragged that the bottles were now “Dacro Sealed El Paso’s *Safest Milk*” (EPCD 1943:34). As noted in Chapter 4, the original Dacro (Dairy Crown) finish looked like a large version of the crown finish found on soda bottles (see Figure 7-2). Modified in 1932, the new finish had a much flatter, thinner reinforcing ring and a smaller sealing ring.



Figure 7-9 – Multicap finish

A true redesign in finishes occurred during the late 1930-early 1940 period. One of these, the Multicap finish, was a modification of the second generation Dacro finish (Figure 7-9). As the name suggests, this finish could accommodate a variety of closures, including the Dacro cap. The Dacro cap was made of aluminum and was in the shape of a crown cap (Figure

7-10). It sealed by being crimped on the top ring of the finish. Type 3 Hawkins bottles actually used the Multicap finish.

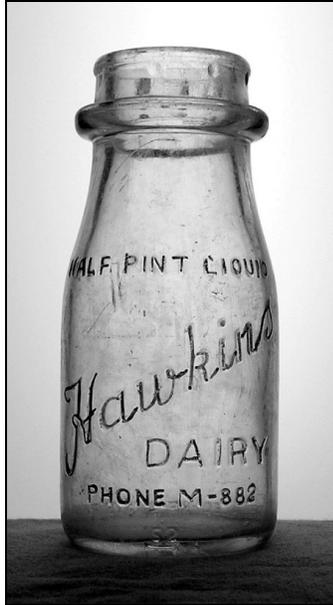


Figure 7-11 – Hawkins Dairy, Type III half-pint

The second change was relatively simple. The plate had been eliminated, and the Hawkins name was now embossed in upwardly slanted cursive, with “DAIRY” and “PHONE M-822” in horizontal block letters below it (Figure 7-11). The bottles were made in half-pint and quart sizes. Although we would expect a pint, too, I have never seen one. The quart bottle was made in a different shape (Figure 7-12). The Owens-Illinois Pacific Coast Co. introduced these “squat” bottles to San Francisco in September 1940 as Handi-Quarts. The design spread

eastward the following year and soon became common – although these never entirely replaced the taller “standard” bottles with longer necks (Dairy Antique Site 2013).

Hawkins ordered its initial squat bottles from the Thatcher Mfg. Co., the maker of most of the dairy’s earlier bottles. These were still produced at the Streator plant and had a “43” (1943) date code and a large “H” (for Hawkins) on the



Figure 7-13 – Lamb Glass Co. L52 logo

base. Soon, however, Hawkins transferred its allegiance to the Lamb Glass Co. Lamb opened at Mt. Vernon, Ohio, in 1921 and specialized in milk bottles. The Dorsey Corp. purchased the firm in 1963. Lamb evolved through several logos, settling ca. 1929 on a heelmark formed by an “L” with “52” in the crook.



Figure 7-10 – Hawkins Dacro Cap



Figure 7-12 – Hawkins Dairy, Type III quart

Lamb used the mark as long as it retained its own identity, until ca. 1971 (Figure 7-13). The Hawkins bottles made by Lamb also continued the large H basemark (Figure 7-14). Unfortunately for both archaeologists and collectors, Lamb never used a date code (Lockhart 2004a).



Figure 7-14 – Bases with H mark

However, the Hawkins squat bottles (and more typically-shaped half-pints) with the L52 mark were almost certainly only used between ca. 1943 and 1947. On December 10, 1947, Hawkins joined most of the El Paso dairies (with the notable exception of the Good Service Dairy) in the El Paso Milk Bottle Association (EPMBA). The dairies used the fairly new square milk bottles that were generic except for “E.P.M.B.A.” embossed on the bases and various pyroglazed messages on the sides (*El Paso Herald Post* 12/9/1947). The individual dairy was only identified on the cap (see below).

#### **Hawkins Creamer – Type IV**

Hawkins also ordered a tiny, one-ounce creamer with “Hawkins” in red, upwardly slanted pyroglaze on both sides (Figure 7-15). These had smaller versions of the typical cap-seat or “common sense” finishes and were closed with tiny disks. My example is embossed “6” on the base, but one offered on eBay had “12 <0> 8 / 13” instead. Unfortunately, the “8” date code could mean 1938 or 1948 – although the latter date is more likely. Dairies typically gave these as promotional items to restaurants that used their cream. See Table 7-1 for a chronology of Hawkins Dairy bottles.



Figure 7-14 – Bases with H mark

**Table 7-1 – Chronology of Hawkins Dairy Bottles**

Name	Characteristics	Manufacturer	Date Range
Mrs. L.W. Hawkins	generic bottles	unknown	1902-ca. 1914
<b>Type 1 – PHONE / MRS. L. W. HAWKINS / 882</b>			
MRS. L.W. HAWKINS	Plate; horizontal lettering; cap-seat	Thatcher Mfg. Co.	ca. 1914
Hawkins Dairy	generic bottles?	unknown	1916-ca. 1931
<b>Type 2 – HAWKINS DAIRY / MAIN 882 / EL PASO, TEXAS (plate)</b>			
HAWKINS DAIRY	Plate; arched lettering; cap-seat	Thatcher Mfg. Co.	ca. 1931-ca. 1943
HAWKINS DAIRY	Plate; arched lettering; cap-seat	Liberty Glass Co.	ca. 1939
<b>Type 3 – Hawkins (upwardly-slanting script) / DAIRY / PHONE M-882</b>			
Hawkins Dairy (script)	No plate; upwardly slanted letters; multicap finish	Thatcher Mfg. Co.	ca. 1943
Hawkins Dairy (script)	No plate; upwardly slanted letters; multicap finish	Lamb Glass Co.	1943-1947
<b>Type 4 – Creamer – Hawkins</b>			
Hawkins Dairy (script)	Pyroglazed creamer	Owens-Illinois	ca. 1947

**The El Paso Milk Bottle Association**

The squat quart Hawkins bottles – made by Lamb – are very common in collections and antique stores in the El Paso area. As I have discussed in other contexts (e.g., Lockhart 2010), an unusually large quantity of historic bottles from a single firm usually indicates that the company went out of business suddenly. In this case, the joining of Hawkins with the EPMBA in late 1947 rendered the existing round, squat bottles useless. The ones remaining at the dairy

were almost certainly discarded, but many people probably found the bottles useful for other purposes around the home. Some probably languished for years in sheds and garages.

By the time the square milk bottle was invented in 1943, waxed-paper cartons had captured a large share of the milk container market. Square glass milk bottles were never popular in El Paso. Initially, the local dairies banded together to use the new container form.

## The Association

I have been unable to trace the origin of the El Paso Milk Bottle Association, but the group was in place by February 1938, when it was apparently enforcing the 1936 milk bottle ordinance (see Chapter 1). William W. Hawkins of the Hawkins Dairy was president (*El Paso Times* 2/28/1938). The Association was probably formed in 1937 in the aftermath of the 1936 law – although it could have been in place earlier.

By 1938, the Association was composed of Hawkins Dairy, Price’s Dairy, the Borden Co., and the San Antonio Dairy – although there may have been others not listed by the newspaper. At that time, the Association had taken over the role of enforcing the 1936 ordinance. Hawkins complained that enforcing the statute was costing the Association \$300 per month, and the 19 independent dairymen” in the county worried that enforcement by a non-governmental body would cause discrimination (*El Paso Times* 2/22/1938).

On December 9, 1947, a full-page ad in the *El Paso Herald-Post* announced, “Tomorrow, your favorite milk will come in the NEW square milk bottle.” The bottle in the ad was labeled “Milk (stenciled in a box) / IS ONE OF THE / 7 / BASIC FOODS / Drink it Every Day (italics)” (Figure 7-16). The container had a an Econopour finish with a bumper roll (both described in Chapter 5).



Figure 7-16 – EPMBA ad (*El Paso Herald Post* 12/9/1947)

The ad praised the space-saving features and bragged that the bottles were also easier to handle. The bottles were the property of the El Paso Milk Bottle Assn. and were available for use by all of the members, including the Borden Co., Escobar Dairy, Farmers Dairies, J&M Dairy, Price's Dairy, Wholesome Dairy, Hawkins Dairy, and Vasquez Dairy – most of the major dairies serving the city. A notable exception was the Good Service Dairy.

On October 3, 1938, the *El Paso Herald-Post*, featured an ad that illustrated four cattle singing, “Oh bring back my bottle to me” – an obvious play on the old song “Bring Back My Bonnie to Me” (Figure 7-17). When humor failed, the association tried threats. On March 18, 1939, another ad in the *Herald-Post*, offered a \$10.00 reward for information about anyone who had stolen milk bottles. The group next appealed to the dairy customers’ sense of fair play. For example, on July 23 of the same year, the *Herald-Post* admonished its readers that



Figure 7-17 – EPMBBA ad (*El Paso Herald-Post* 10/3/1938)

all good El Pasoans, during this week, will scout through their houses for lost and strayed milk bottles. . . . There are thousands lurking in lonely corners, forgotten or being put to dangerous use as playthings for youngsters, or serving as containers for household, workshop, or garage supplies. This loss of bottles has cost El Paso and Valley distributors thousands of dollars. . . . Call your milkman to pick up bottles.”

Few people realized that the consumer only purchased the milk – *not* the container. Prior to the use of single-trip containers (whether glass, waxed paper, or plastic), returnable bottles were the only economically feasible solution. Initially, the only way to make a bottle stronger was to use more glass, creating thicker sides and base. Each bottle thus cost more money. By retaining ownership, the dairies were able to reuse the bottles as much as 30-50 times.

Customers, however, often hoarded the bottles, usually just because of not taking the trouble to return them. Bottles also served other uses and were not returned. The ads were an

attempt to inform the consumers that the bottles *did* belong to the dairies and that failure to return them constituted theft (see Chapter 4 for a more complete discussion). They appealed to the customers better nature. Association ads continued into at least 1944.

By 1947, the association entered into bottle distribution among its members – offering each dairy at least six variations of labels on the bottles. It is possible that more variations will eventually be discovered. Apparently, this distribution system proved to the association’s undoing. The organization was no longer in the newspapers after 1947, and the last date code on bottles was in 1948.

### **E.P.M.B.A. Bottles**

In general, the bottles offered by the association were very similar. All were square in cross-section, with rounded corners, and all were made from colorless glass. Although each glass house manufactured a variety of finishes for the bottles, the association bottles were always topped by Econopour finishes with bumper rolls and caps seats (see Figure 7-9). They could be sealed with the ubiquitous cardboard disks and covered with a variety of hoods, made from cellophane, paper, or aluminum. The aluminum hoods could be easily pried off. These – as well as some forms of the hoods – were molded onto the lugs that descended from the finishes.

Each of the E.P.M.B.A. bottles used orange Lustrо-Color for the label. Lustrо-Color was the Liberty Glass Co. brand name for the process of applying enamel to the glass surface – the same technique as the ACL used by the Owens-Illinois Glass Co. or Pyroglaze from the Thatcher Mfg. Co. Liberty made all of the

variations used by the association and embossed its well-known logo “L-G” to the heel of each bottle, along with a two-digit date code on the base. Also embossed on the base was the El Paso Milk Bottle Association’s initials – E.P.M.B.A. – in an arch (Figure 7-18).



Figure 7-18 – EPMB A bases

Each of the three bottles made in 1947 had an ejection scar on the base (see Part 2). These scars identify the manufacturing device as being a press-and-blow machine. The earliest bottle, described in the December 9, 1947, ad, had an orange rectangle with “Milk (cursive - stenciled)” above “IS ONE OF THE / 7 (large) / BASIC FOODS / Drink it / Every Day (last two in italics)” – the bottle depicted in the 1947 ad (Figure 7-19 – also see Figure 7-16).



Figure 7-19 – First 1947 EP MBA bottle



Figure 7-20 – EP MBA 1947 bottle

One of the remaining two bottles from that year had a drawing of a running boy above “WHAT MAKES THE / CHILDREN HEALTHY / AND STRONG? / WHAT MAKES THEM / PLAY AND SQUEAL? / BECAUSE THEY HAVE / PURE RICH MILK / TO DRINK AT / EVERY MEAL. (all upwardly slanted)” above a drawing of a running girl – all in orange pyroglaze) (Figure 7-20). The orange label of the third style was set in an elongated shield with four stars horizontally stenciled, above “KEEP / BOTTLES / IN ACTIVE / SERVICE / [dot] / RETURN / PROMPTLY” (Figure 7-21). The name of the individual dairy almost certainly appeared on the cardboard disk or aluminum hood. It is

likely that all of these bottles were made in the same set of molds. The application of pyroglazing was accomplished after the bottles had been made, annealed (a heat treatment for strength), and cooled.

The 1948 bottles had one major change. Their bases all had the larger and much more indistinct machine scars that were typically applied by blow-and-blow machines. Although we have never



Figure 7-21 – EP MBA 1947 bottle

discovered documentary evidence, this probably indicates that the Liberty Glass Co. adopted individual section machines in late 1947 or early 1948. What is probably the first of the three 1948 designs is on a bottle where a 1947 date code was retooled to make it into a “48” code. This bottle was labeled “As Dessert / or Food / {line drawing of a long-stemmed bowl of ice cream and an ice cream cone} / ICE / CREAM / IS / always (cursive) / good (cursive)” – with the last two words enclosed in an irregular bubble (Figure 7-22).

The next two bottles apparently used the same baseplate (with the “47” code altered to “48”). However, at least one side mold had been altered to include the Minnesota triangle (an embossed triangle



Figure 7-23 – REG. an REG. CAL. bases

with a horizontal dividing line at the halfway point – with the numeral “7” above the line and “MINN” below it) in one corner of the heel. The first bottle also had “REG. CAL.” embossed to the right of the triangle, but the second two only had “REG.” The “REG.” was not centered but was in the same position as if the “CAL.” were still present – although there was no sign of that the mold had been altered to erase the “CAL.” (Figure 7-23).

One of the other bottles for 1938 had “Cream (underlined) / {line drawing of creamer pouring onto cereal bowl} / adds / appetite / appeal (all three cursive) / TO CEREALS / FRUITS AND / PUDDINGS” – in the usual orange pyroglaze (Figure 7-24). The second bottle was for a specialty product – buttermilk. The label read “BUTTERMILK / Makes / Biscuits {drawing of biscuit to right} / Pancakes / and {drawing of a cake to the left} / dark Cakes (all in



Figure 7-22 – First EP MBA 1948 bottle

with a horizontal dividing line at the halfway point – with the numeral “7” above the

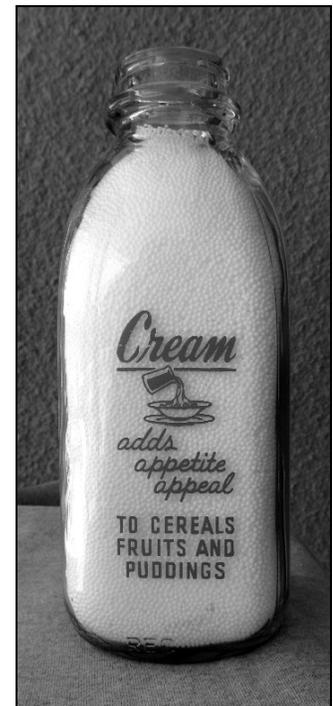


Figure 7-24 – EP MBA 1948 bottle

cursive) {drawing of a slice of cake below} / SMOOTHER / LIGHTER” (Figure 7-25). Although these were the last E.P.M.B.A. bottles I have found, there may be additional variations.

### **The End of Glass Containers**

The demise of the El Paso Milk Bottle Assn. heralded the end of glass milk bottles for most dairies in El Paso. Price’s Dairy tried its own square bottles, and Lanes Dairy continued to use round glass bottles into the 1950s or later. Most of the El Paso dairies, however, adopted waxed-paper cartons by 1950. The era of glass milk bottles was at an end.

### **Discussion and Conclusions**

Like its rival, the Price’s Dairy, the Hawkins Dairy was practically a rags-to-riches story. As a widow during the first few years of the 20<sup>th</sup> century, Lena Hawkins faced a life of poverty and hardship. Her salvation was a cow. That single animal led to a thriving business for half a century. Unfortunately, the dairy seems to have used generic milk bottles for most of its early years. Later, however, Hawkins Dairy was one of the few El Paso dairies to use the “squat” milk bottles before joining the El Paso Milk Bottle Assn. and switching to square bottles.

### **Sources**

Dairy Antique Site

2013 “Doug & Linda's Dairy Antique Site: Butter Churns, Milk Bottles & Cream Separators.” [http://dairyantiques.com/Home\\_Page.html](http://dairyantiques.com/Home_Page.html)

[EPCD] El Paso City Directories – 1902-1954

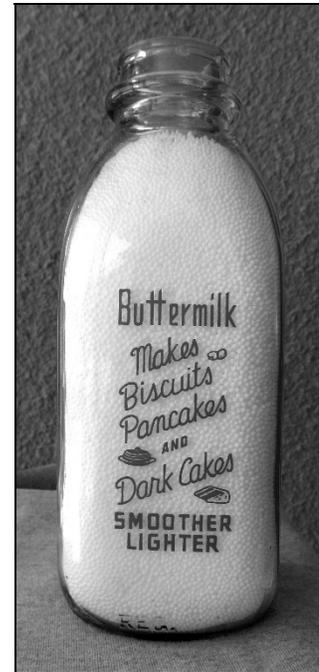


Figure 7-25 – EPMBA 1948 bottle

Lockhart, Bill

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