

Chapter 9

Good Service Dairy; San Antonio & Farmers Dairies; Wholesome Dairy



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2014

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These three dairies fit into the medium-large category. Each was successful for a long period of time, and each used bottles that have found their way into the archaeological record and collections.

Good Service Dairy (1917-1974)

History

Although the 1955 *Directory of El Paso Manufacturers* (Chamber of Commerce 1955) noted that the Good Service Dairy had begun in 1904, the firm was not listed in the city directories until 1917. Like other businesses, dairies hedged a bit on their founding dates. In 1955, when Macias told the Chamber of Commerce that the dairy began in 1904, he almost certainly referred to an earlier dairy that was ancestral to Good Service. Using city directories and El Paso maps, I have reconstructed a probable sequence of former dairies that may have led to Good Service. The following chronological succession is based on the premise that the ancestral dairies were located in the subdivision occupied by Good Service – Alhambra Heights.

It has proven impossible to determine the original dairy in the sequence. The only dairy listed in 1904 that could fit into the necessary pattern was the Gem Dairy, operated by Andrew Story and H.R. Jones at Old Ft. Bliss. However, the Price family purchased the Gem in 1908, and it became the foundation for their empire. The 1909 city director included the Alhambra Heights Dairy Co., with G.V. Lond, S.A. Donaldson, R.M. Ray, and C.M. Strauss as principals, at 1029 Olive.¹ The western section of Alhambra Heights eventually became the main housing area of Fort Bliss. The dairy continued to be listed until 1913 (EPCD 1904-1913).

¹ This was almost certainly a sales office; 1029 Olive was near the railroad in the northwestern section of the central business area. Alhambra Heights was farther north.

The next logical successor, the Red Cross Dairy, was listed in 1914 and continued until 1916. Located on Idalia, with P.C. Clifford as the proprietor in 1914, the address became 3108 N. Piedras, with Plato Clifford at the helm in 1916. Since Piedras crosses Idalia, the dairy probably stood on the corner. Both are just west of Fort Bliss (EPCD 1916).

In 1917, J.C. Elmore and C.C. Fielden were the proprietors of the Good Service Dairy – at 3500 Hamilton (Alhambra Heights subdivision). I found neither owner listed under the dairy section in earlier city directories and only Elmore remained as a proprietor in 1920. By 1924, Elmore was joined by W.H Greer and J.N. Hornbaker. Always sporadically listed, the dairy disappeared from 1924 to 1948. However, bottles with date codes for 1936, 1940, and 1946 make it clear that Good Service remained in business during those years. The disappearance likely had more to do with the way the directories were organized than with the operation of the dairy. The directories included outlying areas in some years and limited themselves to the city proper during others (EPCD 1917-1924).

To place the somewhat bewildering series of dairy addresses into perspective, all of these locations (except 1029 Olive) were in or adjacent to Alhambra Heights, including the current main housing section of Fort Bliss and the area a few blocks west of the fort. Idalia (Red Cross Dairy, 1916) and Hamilton (Good Service Dairy, 1917) both run east-west and are a block apart. Both cross Piedras. The Red Cross Dairy stood at 3108 N. Piedras, the corner of Piedras and Idalia, although 3500 Hamilton is six blocks to the east. The tie in with both of the earlier dairies is the proximity to the fort, Alhambra Heights Dairy (obviously Alhambra Heights, 1909) and “Fort Bliss” embossed on the Elmore and Fielden bottle (see Table 9-1).

The Good Service Dairy was not listed in the city directories from 1924 to 1948, and it did not appear in the *El Paso Herald-Post* until 1933 – when the dairy’s baseball team was listed for the first time. If a 1974 article was correct (see below), Francisco Macias (also known as Frank) purchased the dairy about the time the listings ceased. Most newspaper entries after 1933 reflected the team, although Good Service was one of the dairies listed as producing certified milk beginning September 27, 1937. An expansion of Fort Bliss into Alhambra Heights in 1940 forced Good Service to move. The *Herald-Post* announced on November 29 that Fort Bliss was purchasing two sections of land “directly east” of the fort as well as other property that may have included the Good Service Dairy.

Good Service Dairy did not again appear until 1948, this time owned by Francisco Macias. Macias claimed that Good Service was “producers and distributors of High Quality milk and used the slogan “Remember They Need The Best.” The dairy was now at 307 N. Clark Rd. By 1955, Francisco was joined by Salvador J. and Pedro Macias, probably brothers. Lupe Macias joined the others in 1957. In 1959, Carmen, Soledad, Otilia, and Dolores also entered the business. The dairy was last listed in 1974 (EPCD 1948-1974).

On April 9, 1974, the *El Paso Herald-Post* announced that Ids Schaap had purchase the 96-acre Good Service Dairy from the Francisco Macias family for what the paper estimated to be ca. a million dollars. Macias had owned the dairy more than 50 years and planned to continue operating his creamery at N. Clark St. and maintain his home delivery routes. A follow-up story on June 27 quoted Soledad Macias as saying that the creamery business would close at the end of the month, although she was unsure what she and her brother and sister would do after that. She made it clear that the April 9 sale was the cattle end of the business. She mentioned that her father had founded the business (actually purchased it, probably in 1924). Since he was only mentioned as the founder, he was probably deceased by 1974.



Figure 9-1 – Painting of Good Service Dairy (Lake 2010)

In 1980, an artist named Town Lake, produced a water color painting he titled “Good Service Dairy on Clark, En El Barrio de San Juan, El Paso, Texas” (Figure 9-1). Lake noted that “the House is made of stone. It and some stalls still stand. It’s hey [*sic*] days were in the 30’s and 40’s of the previous century, for many years the hey barn was home for many bats.”

Containers and Marks

Assuming that Good Service actually opened in 1917 (rather than the 1904 date claimed in the 1955 listing), Elmore and Fielden entered the business during a period when the El Paso ordinance requiring marked milk bottles was in force, so the two ordered embossed bottles for the dairy. The dairy apparently only used generic containers until the 1930s. Although I have found no documentary evidence, Good Service almost certainly joined the trend to waxed-paper cartons during the mid- to late 1950s.

Type 1 – Elmore & Fielden

Because the dairy opened during the period when El Paso law required that all dairies use some form of marked bottles, the Good Service Dairy adopted an embossed bottle immediately. The only example I have seen was embossed “ELMORE & FIELDEN PROP. (arch) / PHONE 4025W (horizontal) / GOOD SERVICE DAIRY (inverted arch)” in a round plate on the front with “ONE PINT” above the plate (Figure 9-2). The front heel was embossed “E 4 48” – the logo used by the Essex Bottle Co. from ca. 1910 to 1920.

As noted above, Fielden was only associated with the business for three years, 1917, 1918, and 1919, providing a good date range for the use of the bottle. The “48” on the heel was *not* a date code. It is likely that Elmore used the bottles until they wore out, then replaced them with generic bottles. The dairy probably did not use marked bottles again until the 1930s.

Type 2 – Fort Bliss

By at least 1936, the dairy adopted a bottle embossed “GOOD SERVICE (arch) / FORT (slight upward slant) BLISS (slight downward slant) / GRADE (in an elongated diamond with letters

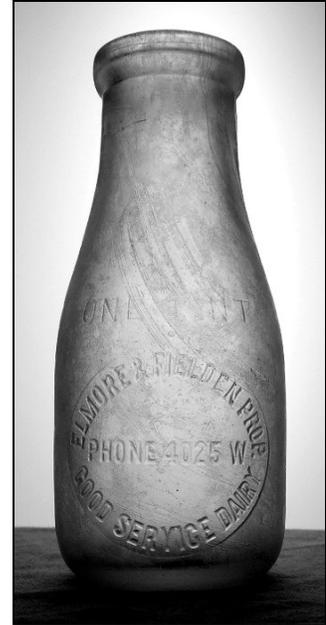


Figure 9-2 – Type I bottle – Elmore & Fielden



Figure 9-3 – Type 2 bottle – Fort Bliss

increasing in size from G to A then decreasing again to E) / DAIRY (inverted arch)” in a round plate on the front (Figure 9-3). The only example I have seen was embossed “ONE PINT / LIQUID” in a slight arch above the plate and “L-G” on the front heel (Figure 9-4). The reverse heel was embossed “SEALED 52 / 258” – with a large “G” and a date code of “36” on the base. The bottle had a ring around the neck for better gripping.



Figure 9-4 – L-G logo on Good Service heel

By this point, Francisco Macias was likely the owner, and Macias may have purchased the business about 1936 and commemorated the acquisition with marked bottles. Type 2 bottles may only have been ordered once. As noted above, Macias was forced to move the dairy in 1940. Thus, the bottles were only used during the ca. 1936-1940 period – although Macias may have kept the few remaining containers in service until they wore out.

Type 3 – Round Pyroglazed

Macias commemorated the move to Clark Street by adopting a whole new bottle style. These bottles were some of the very few round milk bottles from El Paso to be marked with the pyroglaze colored labels. Each bottle had the ring around the neck and orange lettering that consisted of a pyroglazed circle enclosing “GOOD SERVICE (arch)” at the top of the circle and “DAIRY (inverted arch)” at the bottom. Between the two were three small orange flowers on both right and left sides. In the center of the circle was a capital “A” enclosed by a horizontally elongated diamond. Above the diamond was “RAW (arch)” with “PASTEURIZED” below in an inverted arch. The two were connected by arcs of tiny dots (Figure 9-5).



Figure 9-5 – Type 3 bottle – pyroglaze

The reverse – also in orange pyroglaze – was labeled “Remember (cursive) / THEY / NEED / THE / BEST” with a drawing to the right of a baby holding a giant milk bottle over his shoulder. The front heel of the earliest example was embossed “MTC ONE PINT LIQUID / A” with “REGISTERED SEALED 1-11-14” on the reverse heel. The base had a large “G” in the center (indicating Good Service), with “S” to the left, “7” to the right and “40” (sideways) in the ejection scar. As noted in Chapter 7, “MTC” is the logo of the Thatcher Mfg. Co., used between 1929 and 1951; the “S” indicated the Streator plant, and the “40” was a date code for 1940 (Figure 9-6).



Figure 9-6 – Base of Type 3 bottle

A second example (also a pint) had similar pyroglazed markings, but the front heel was embossed “L-G REG. CAL. 481-1” with “7 / ____ / MIN” in a triangle, followed by “ONE PINT LIQUID.” The base had a “7” embossed in the ejection scar, with “C 41” to the right. The Liberty Glass Co. used the L-G logo from 1934 to 1957. The triangle was required by the state of Minnesota, and “7” was the numerical code given to Liberty. The “41” was a date code for 1941.



Figure 9-7 – Squat quart

The final example had the same pyroglaze markings. Although the pint bottles were made in the typical milk bottle shape, the quart size was what was known as the “squat” variation (Figure 9-7). Squat bottles were lighter in weight, wider, and shorter than the typical milk bottles with a shorter neck. The heel of my example was embossed “MTC ONE QUART LIQUID / A,” with “REGISTERED / D1” on the back heel, and “S” above an inverted “46” on the base, with “7” in the ejection scar. The finish of the bottle was new-style cap-seat. Gone was the fat, rounded finish. In its place, the finish was much shorter and squared. The bottle was made in 1947, and it may have been one of the last round bottles used by Good Service.

Type 4 – Square, Pyroglazed

The new bottles were square and had dropped the word “RAW.” These continued the orange tradition, with a pyroglazed oval enclosing GOOD / SERVICE (arch) at the top of the oval and DAIRY (inverted arch) at the bottom. Above GOOD / SERVICE and below DAIRY were three small orange flowers. In the center of the oval was a capital “A” enclosed by a horizontally elongated diamond. Above the diamond was GRADE (arch) with PASTEURIZED below (inverted arch). The two were connected by arcs of tiny dots. The reverse had the same giant baby, milk bottle, and slogan as the round bottles described above (Figure 9-8).



Figure 9-8 – Type 4 square bottle



Figure 9-9 – Base of Type 4 bottle

The front heel was embossed “MWX-925 REG.,” with “SEALED I-in-an-oval S” on the right, “ONE QUART” on the reverse and “LIQUID 245” on the left side. The base was embossed “Duraglas (cursive) / 122 (large) / 9 55” (Figure 9-9). The Oval-I logo was used by the Owens-Illinois Glass Co. from 1954 until recently. Owens-Illinois used the Duraglas process from 1940 to 1964, and the “55” was a date code for 1955. The bottle had an Econopour finish that could be used with a variety of hoods and/or a cardboard disk.

These bottles were almost certainly used in reaction to the 1947 El Paso Milk Bottle Association square bottles. Although most of the El Paso dairies joined the Association, Good Service was notably absent. I have only seen a single example of this bottle, but it is likely that the style was adopted during the late 1940s or early 1950s. It was certainly in place by 1955; however, this may have been the final glass container ordered by Good Service. The dairy likely joined the trend to waxed-paper milk cartons prior to 1960. See Table 9-1 for a chronology of Good Service bottles.

Table 9-1 – Chronology of Good Service Dairy Bottles

Characteristics	Manufacturer	Date Range
Generic bottles	unknown	1904-ca. 1917?
Type 1 – ELMORE & FIELDEN PROP. / PHONE 4025W / GOOD SERVICE DAIRY		
Plate; ELMORE & FIELDEN PROP. / PHONE 4025W; cap-seat	Essex Glass. Co.	ca. 1917-1920
generic bottles?	unknown	ca. 1920s-ca. 1930s
Type 2 – GOOD SERVICE / FORT BLISS / GRADE / DAIRY		
Plate; GOOD SERVICE / FORT BLISS; cap-seat	Liberty Glass Co.	ca. 1936-ca. 1940
Type 3 – GOOD SERVICE / RAW / A / PASTEURIZED / DAIRY		
Red Pyroglazed; GOOD SERVICE / RAW (in circle); neck ring; cap-seat	Thatcher Mfg. Co.	ca. 1940
Red Pyroglazed; GOOD SERVICE / RAW (in circle); no neck ring; cap-seat [flat exterior]	Liberty Glass Co.	ca. 1941+
Red Pyroglazed; GOOD SERVICE / RAW (in circle); neck ring; cap-seat [flat exterior]	Thatcher Mfg. Co.	ca. 1946-prob. late 1940s
Type 4 – GOOD / SERVICE / A / PASTEURIZED / DAIRY [square bottle]		
Red Pyroglazed; GOOD SERVICE; square bottle; multicap finish	Owens-Illinois	Prob. late 1940s; at least 1955

Dairy Accessories

Although I addressed a variety of dairy accessories in the preceding chapters, I have only discovered two that were used by the Good Service Dairy.

Crates

At least one of the crates used by the Good Service Dairy has survived. It was a wooden crate with galvanized steel reinforcing and steel-wire inserts to separate the bottles. The crate

was branded “GOOD SERVICE DY / EL PASO” on two sides (Figure 9-10). This was probably used prior to the steel shortage of World War II, thus likely in the ca. 1930s.



Figure 9-10 – Good Service crate

Aluminum Hoods



Figure 9-11 – Good Service Aluminum Hood

An eBay auction featured aluminum hoods marked “GOOD SERVICE DAIRY (arch) / “DELICIOUS PRODUCTS (inverted arch)” stenciled in an orange ring around the outside of the top. The central area of the hood had “GRADE A / PASTEURIZED / HOMOGENIZED / MILK” in orange letters on a silver background (the aluminum color of the hood). A small crescent area at the bottom of the inner section was orange with “EL PASO, TEXAS” stenciled in (Figure 9-11). These were almost certainly intended for use with the Econopour

finishes on the square milk bottles, although they probably worked with the new cap-seat finishes on the only square Good Service Dairy milk bottles I have seen – probably in conjunction with a cardboard disk.

San Antonio and Farmers Dairies

Histories

San Antonio Dairy (1916-ca. 1938)

Although the 1955 *Directory of El Paso Manufacturers* (El Paso Chamber of Commerce) placed the founding of the San Antonio Dairy at 1917, Adalberto Navar was first listed in the city directory as a dairyman in 1918 and was joined by his brother, Luis Navar, the following year.² Online business profiles for Farmers Dairies list the founding year as 1916. The San

² A 1974 article in the *Herald-Post* placed the founding of the San Antonio Dairy at 1919.

Antonio Dairy was first listed by that name at 4417 Madera in 1921, with Adalberto as the proprietor. It is likely that Navar – as a small dairyman – was simply missed in 1916 or began business too late in the year to be included in the directory. As with many other Lower Valley dairies, the listings ceased after 1920.

The San Antonio Dairy was listed in the New Mexico State Business Directories from 1929 to 1931 at 3430 Alameda Ave. The dairy advertised itself heavily throughout 1932 in the *El Paso Herald-Post* as “The Clean Dairy” and suggested that its readers “Investigate the Source of Your Milk Supply.” To further this aim, the ad noted that “we invite your personal inspection of our dairy at all times.” It included the cryptic direction: “Seven Miles Down Valley North Loop Road.” Unfortunately, it did not say where the starting point was.

On November 16, 1936, employees of the San Antonio Dairy began moving supplies and equipment into the new \$15,000 bottling plant on North Loop Rd. They expected to be fully operational by mid-December (*El Paso Herald-Post* 11-16-1936). Although the *El Paso Herald-Post* noted the San Antonio Dairy and Farmers Dairies separately on August 1, 1941, the two may have joined together in late 1938.

Containers and Marks

Although Navar’s business may or may not have been called the San Antonio Dairy during the first few years, the family probably used generic bottles during that period. The earliest bottle I have discovered was embossed “SAN ANTONIO DAIRY (arch) / PHONE M 1597 (horizontal) / N / EL PASO, TEXAS (inverted arch)” in a round plate (Figure 9-12). The reverse heel was embossed “S-in-a-



Figure 9-13– Southern Star basemark

star / 2” (Figure 9-13). The “Southern Star” logo was used by the Southern Glass Co., Vernon (Los Angeles), California, from 1926 to 1931; however, the firm began using date codes in 1928. The San Antonio bottle – with no date code – was thus made between 1926 and 1928.

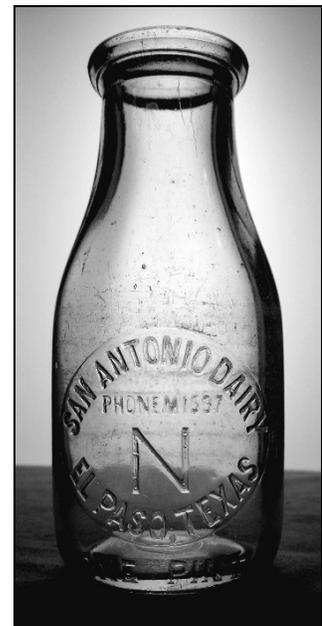


Figure 9-12 – San Antonio Dairy bottle

Why the San Antonio Dairy used an embossed bottle during this period – and no other – is beyond my understanding. The timing would make more sense during the city ordinance period, several years earlier. However, the logo is very solidly dated (Lockhart et al. 2009). If the dairy ever ordered other embossed bottles, I have not found them.

SA&F Dairies (ca. 1938-1941)

Bottles made in 1938 were embossed “SA&F Dairies” – virtually certainly indicating a merge between San Antonio and Farmers Dairies. This arrangement of using both names was a bit unwieldy, and that apparently caused the family to adopt the title of Farmers Dairies in 1939. Bottles ordered in 1939 reflected the change.

Containers and Marks

Once Farmers Dairy and San Antonio Dairy merged in 1938, the combined dairy ordered very unique bottles. These bottles were embossed on the reverse “S.A. and (upwardly-slanted cursive) F. / DAIRIES / MAIN 1597 / EL PASO, TEX.” on the front and “Use More Milk / Nature’s Finest Food” (upwardly-slanted cursive) read with bottle on its side, finish to the left (Figure 9-14). The reverse embossing is particularly striking. The neck of the bottle was embossed with four offset rows of conical projections to provide a more secure grip for moving the bottle or pouring. The heel was embossed with the “L-G” logo of the Liberty Glass Co., and the base had a large cursive “N” along with a “38” date code. The firm likely only ordered these bottles once.



Figure 9-14 – SA&F bottle

Farmers Dairy (at least 1933-1939)

Although he was listed under his own name from 1919 to 1921, Luis Navar next surfaced as a partner with E.M. Ortega in Farmers Dairy at 720 S. Stanton in 1933 (although this was probably a sales office). I have found no other specific references to Farmers Dairy (singular).

Farmers Daires (1939-present)

An article in the *El Paso Herald-Post* (6/16/1974), entitled “Family Partnership Operates Dairy, Father Founded Business 35 Years Ago,” placed the name change for the San Antonio Dairy to Farmers Dairies at 1939. This almost certainly refers to final consolidation after the merger of San Antonio and Farmers Dairies in 1938. The combined dairy system was thereafter known as Farmers Dairies.

The earliest ad for Famers Dairies (plural) was May 22, 1939. Although the 1939 ads varied, the one from the June 1, 1939, *El Paso Times* provides a good example. It advertised “FARMERS ‘GOLD SEAL’ MILK . . . A Richer Milk–Better For You And Your Family . . . Purer, richer, better. That’s what you’ll say about this new “GOLD SEAL” MILK put out by Farmers Dairies. Try it today and you’ll agree it’s better. The Red Hood Cap assures you of purity.”

Other ads (e.g. May 17, 1939) bragged about the “New Farmers Double Sealed Protection.” This referred to the use of hoods over the tops of the finish – in addition to the cardboard disk on the cap-seat. The hoods were “sealed with welded wire.” The hood in the ad drawing (Figure 9-15) appears to be the Standard Seal Hood, patented by Wilbur R. Wright on December 25, 1934 (see Chapter 5 for more information).

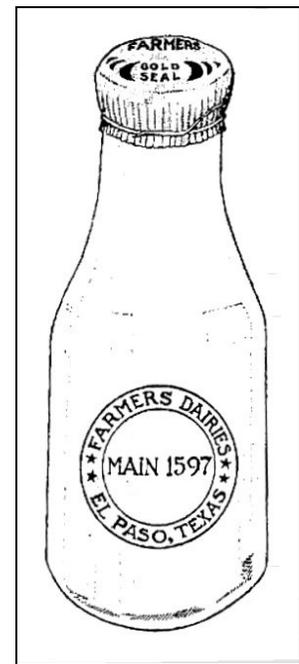


Figure 9-15 – Gold-Seal milk bottle (*El Paso Herald-Post* 5/31/1939)

An article later in May added that “Herd cows are milked three times daily and all animals are carefully scrubbed and groomed before milking. Each cow has her own drinking fountain that flows fresh, clear sparkling water when the animal forces her nose into the drinking

cup and automatically opens a valve releasing the water (Payo 1939). In 1940, Farmers Dairies was located at North Loop Rd., 7 miles north of the city with the Navar brothers – Adalberto, Tomas, Luis, Rafael, and Jose – listed as principals.³ The 1955 *Directory of El Paso Manufacturers* (El Paso Chamber of Commerce) enumerated the dairy in the “D” category, with 100-199 employees – obviously a major operation by that time.

A 1949 ad in the city directory placed “Baby First . . . Our Products are Produced and Bottled at Our Own Farms from Our Own Herds” (Figure 9-16). In the 1950s, the dairy address was written both as 7239 North Loop and 7321 North Loop. This may just indicate that the dairy was large enough to span two long blocks, but it may refer to two separate dairies. The initial dairy was certainly the San Antonio Dairy. By 1954, the family owned a “cattle ranch in Chihuahua and the Cremaria Mejicana in Guadalajara,” Mexico *El Paso Times* 6/17/1954).

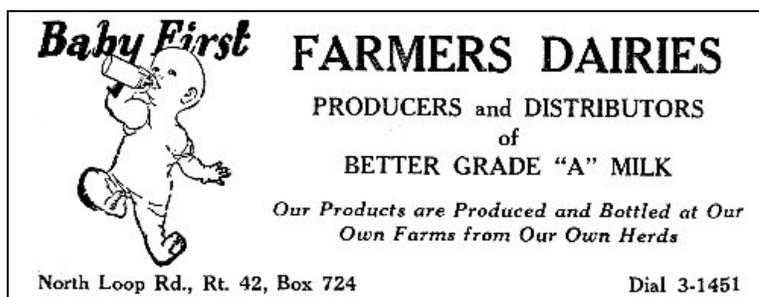


Figure 9-16 – Farmers Dairies ad (El Paso City Directory 1949)

Farmers Dairies undertook a major expansion on February 16, 1954, when Luis Navar paid more than \$100,000 to Grace Hawkins Hill for the Hawkins Dairy. The sale included 200 head of cattle, a 2.5-acre feed lot, all machinery, and the bottling plant, all at 231 N. Verde Ave. – plus a 25-acre property on “the Ysleta cutoff” (*El Paso Herald-Post* 2/16/1954). Hawkins was one of the older dairies in town, tracing its roots to 1902, when Mrs. L.W. Hawkins purchased a single cow (see Chapter 7).

On June 17, 1954, Farmers Dairies formally opened “its new \$500,000 milk processing plant on the North Loop Road.” The Navars milked the 550-cow herd three times a day in a barn near the new processing unit, delivering the milk in its “stainless steel, insulated ‘thermos’ trucks.” All of the milk was pasteurized, and some was homogenized, prior to the bottling operation. The milk was then pumped to the bottling room where it entered bottles or cartons.

³ This same location description was used for San Antonio Dairy in 1932.

Then, “the bottles are thoroughly washed, rinsed and sterilized by machine and are not touched by human hands from the time they enter the machine until they are filled and capped.” The dairy had 22 routes at that time (*El Paso Times* 6/17/1954).

By 1959, John J., Adalberto, Jr., Luis, Mike, Ralph, Joe, and Tom Navar were listed, suggesting that another generation had taken charge. Miguel and Adelberto (Jr.) formed Vess & Three V Cola, Inc. in 1962 to introduce 16-ounce bottled soda to El Paso. The firm continued to bottle soft drinks in a plant adjacent to the dairy until 1973.⁴

About 1970, the Navars opened the Hot Wells Cattle Co. on North Loop Rd. A group of concerned citizens formed the Valley Affronted Citizens Assoc. (VACA) who formally challenged the Navars, noting that “there are solid walls of flies. They take those baby calves to fatten for market, and water stands for weeks and weeks at a time, contaminating the ground.” Joined by the City of El Paso, the group was successful in forcing the Navars to move the cattle out of the city by May 1, 1975, and to clear off the manure by May 31 (*El Paso Times* 3/16/1975).

The dairy continued to thrive as one of the few real competitors to Price’s Dairy during the late 20th century. By 1974, ten Navar family members operated the dairy as a partnership. The *Herald-Post* (6/16/1974) noted that Joe is the general manager of the new plant. Mike handles the milking and barn operations.” In 2013, the dairy remains listed at 7321 North Loop.

Containers and Marks

Like the San Antonio Dairy, the early Farmers Dairy apparently used only generic bottles. In 1939, the combined firm settled on Farmers Dairies as the name. These bottles were embossed “FARMERS / DAIRIES / MAIN 1597 / EL PASO, TEX.” on the front and “24 Hours Fresher / Bottled At The Farm (upwardly-slanted cursive)” read with bottle on its side, finish to the left – on the reverse (Figure 9-17). Like the SA and F bottle, the reverse embossing is quite striking, and the base was embossed with a large cursive “N” (Figure 9-18).

⁴ See Lockhart 2010b, Chapter 12c for more information on the Navar’s bottling operation. The dramatic sales of Vess and 3V Cola in 16-ounce bottles forced the Magnolia Coca-Cola Bottling Co. and other El Paso bottlers to adopt the 16-ounce packages.

The dairy may have ordered bottles each year or even more often. Farmers apparently ordered bottles from the Liberty Glass Co. in 1939, the Owens-Illinois Glass Co. in 1941, Thatcher Mfg. Co. in 1942; and again from Liberty in 1945. A half-pint variation, embossed in error with a “MAIN 1957” telephone number, was made by the Lamb Glass Co. (Figure 9-19). As noted earlier, Lamb never used date codes, so this bottle may have been made during any of the “empty” years – 1940, 1943, 1944, 1946, or 1947.



Figure 9-17 – Farmers Dairies bottle



Figure 9-18 – Large “N” on base

As discussed in the Hawkins Dairy section, Farmers Dairy joined Price’s, Hawkins, and several other members of the El Paso Milk Bottle Assoc. in late 1947 in the adoption of pyroglazed square milk bottles. These were generic, with several designs, and E.P.M.B.A.

embossed on the bases. The individual dairy was only identified on the cap. Farmers apparently began using waxed-paper carton about the same time and soon phased out bottles entirely. See Table 9-2 for a summary of Farmers Dairy bottles.

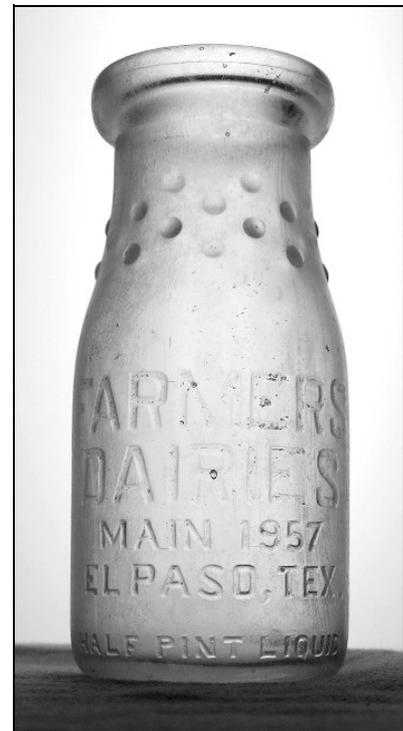


Figure 9-19 – Error embossing – 1957

Table 9-2 – Chronology of Bottles used by San Antonio and Farmers Dairies

Name	Characteristics	Manufacturer	Date Range
San Antonio Dairy	generic bottles	unknown	1917-ca. 1926
SAN ANTONIO DAIRY / PHONE M 1597 / N / EL PASO, TEXAS			
San Antonio Dairy	Plate; Phone M-1597; N in center	Southern Glass Co.	1926-1828
San Antonio Dairy	generic bottles?	unknown	ca. 1928-ca. 1938
S.A. and F. / DAIRIES / MAIN 1597 / EL PASO, TEX.			
S.A.&F. Dairies	“Nature's Finest Food” on back	Liberty Glass Co.	ca. 1938
FARMERS / DAIRIES / MAIN 1597 / EL PASO, TEX.			
Farmers Dairy	24 Hours Fresher / Bottled At The Farm	Liberty Glass Co.	1939
Farmers Dairy	24 Hours Fresher / Bottled At The Farm	Owens-Illinois	1941
Farmers Dairy	24 Hours Fresher / Bottled At The Farm	Thatcher Mfg. Co.	1942
Farmers Dairy	24 Hours Fresher / Bottled At The Farm	Liberty Glass Co.	1945
Farmers Dairy	24 Hours Fresher / Bottled At The Farm	Lamb Glass Co. [error phone num.]	unknown
E.P.M.B.A.			
Farmers Dairy & Others*	Pyroglazed square bottles embossed E.P.M.B.A. on bases	Liberty Glass Co.	1947-1948
Waxed-Paper Cartons			
Farmers Dairy	Waxed Paper	unknown	1947+

* Borden’s, Escobar, Farmers, Hawkins, J&M, Prices, Vasquez, Wholesome.

Other Accessories

Crates

An eBay seller offered a wooden case with steel reinforcement. It had the “ears” of the Woolsey 1922 patent (see Chapter 4), along with wire reinforcement to hold 24 half-pint bottles. The endboards were incised “FARMERS / DAIRIES” with “SA&F” embossed down one end support and “DAIRIES” down the other (Figure 9-



Figure 9-20 – Farmers wooden crate

20). SA&F, of course, indicated San Antonio and Farmers Dairies. The crate was probably used soon after the change to Farmers Dairies.



Figure 9-21 – Farmers plastic crate

identified itself as “PROPERTY OF / FARMERS / DAIRY” in white (Figure 9-21). The other was marked “Farmers Dairies” in cursive, followed by “EL PASO / TEX. 79915” on the heel of one side, with “THEFT OF THIS CASE IS A CRIME / WARNING: Use Of This Case By Others Is Against The Law” on the other (Figure 9-22). Neither had manufacturing dates, although the crate style was patented by Rehrig in 1967.

Farmers also used at least two variations of plastic crates, both square in cross-section and dark grey in color. One

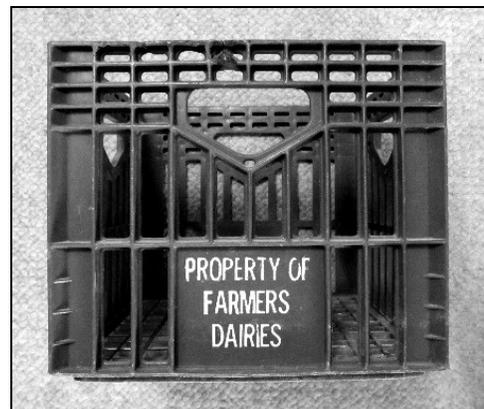


Figure 9-22 – Farmers plastic crate

Wholesome Dairy

The ancestral history of Wholesome Dairy may extend back to the Riverside Dairy that opened in 1902 or earlier. The story becomes more certain with the listing of Lifesaver Goat Dairy in 1928. Despite the lack of marked bottles from Wholesome Dairy, the firm was one of the medium-sized El Paso dairies and had a long history.

Histories

Riverside Dairy (1902-1907)

Howard I. Brown recalled that his grandfather, Robert Brown, originally started a goat dairy in El Paso call Riverside Dairy. Riverside Dairy was first listed in the El Paso city directories in 1902 on Seventh Street between El Paso and Oregon. James T. Nesom was the proprietor, with phone number 390. The directory noted the address as 114 E. 7th the following year. The dairy was no longer listed in 1904, but Nesom (now spelled Nisom) continued to be listed as a dairyman until 1907 (EPCD1902-1907).

There was no separate category for goat dairies until the 1930s, so the lack of listing may reflect a change in enumeration rather than a closing. It is also possible that Riverside closed around 1907. There was no listing for Nesom (or Nisom), Riverside, Life Saver, or Wholesome from 1908 to 1927.

Life Saver Goat Dairy (1928-1934)

The Life Saver Goat Dairy was first listed in the city directories in 1928 at “ns County Road 4 e Chelsea Dr” (probably the north side of County Road four miles east of Chelsea Dr.). Mrs. Lillian Kopilowitz was the proprietor. In 1930, the business was listed as both the Wholesome Dairy and Life Saver Goat Dairy at RFD1, Box 24b, still run by Mrs. Kopilowitz. She advertised that the firm was “the complete dairy, raw, pasteurized milk, table cream, whipping cream, buttermilk, cheese, also life saver goat milk” (EPCD 1928-1931)

Mrs. E.D. McCollough was the owner and manager of Life Saver by 1932, but Wholesome was not listed. At some point during this period, Mrs. Kopilowitz must have sold the goat part of the business to Mrs. McCollough. In 1934, McCollough ran the goat dairy, and Mrs. Kopilowitz operated Wholesome (apparently now solely a cattle operation). The address for both was “ns El Paso dr 6 e Chelsea dr.” The dairies had not moved; the address had changed.⁵

Although Wholesome Dairy retained the same address, Life Saver was listed at Box 102 Clark Rd. in 1934. This was the last listing for Life Saver Goat Dairy. The business was probably absorbed into Wholesome at that time. Wholesome was still selling goat’s milk as late as 1944 (EPCD 1934-1935, 1944).

Wholesome Dairy (1930-at least 1980)

As noted above, Wholesome Dairy was first listed in 1930 and became independent of Life Saver Goat Dairy sometime between 1932 and 1934. Mrs. Lillian Kopilowitz remained the proprietor of Wholesome. Beginning in 1935, Lazar Kopilowitz (son of Lillian?) took over the operation of the business, although the location remained the same. The address was noted as 5417 El Paso Dr. in 1942⁶ (again, this was probably not a change in the actual location; it just included the street number as El Paso became a larger entity). In 1944, Kopilowitz advertised “pure Jersey milk, Baby Special Holstein milk, pasteurized goat’s milk; table cream, buttermilk, cheese; for wholesome pasteurized milk products call Main 820” (EPCD 1930-1944).

In 1946 or 1947, the dairy moved to 5553 Ascarate Dr.⁷ Wholesome Dairy incorporated about 1950, with Lazar Kopilowitz as president, Bernard Schoichet as vice president, and Robert

⁵ El Paso Dr. and County Road (later renamed Alameda Ave.) ran parallel with each other. The dairy was likely in between them and could be addressed on either side.

⁶ 5714 El Paso Dr. is the intersection of El Paso and Chelea St.

⁷ I have never found a copy of the 1946 directory; it may not have been issued. The address was actually listed as 5553 El Paso Dr. in 1947, but that was changed to 5553 Ascarate Dr. in 1949. All of these addresses for Wholesome Dairy are within a very small area and may reflect different boundary roads around the property.

Brown as secretary and treasurer. The address was listed as 6982 Hwy 80 E., probably another change in address rather than location (EPCD 1947-1952).

A 1951 Wholesome Dairy ad showed the face of a boy licking his lips, with the caption: “Children say . . . M m m m m m m m It Sure Tastes Good. . . Yes, It’s the Taste That Counts.” Their slogan was that Wholesome Dairy Milk was “The Milk That Tastes Like Cream” (*El Paso Times* 7/20/1951). The firm added a branch at 5801 Maya in 1954, and an ad for “Golden Guernsey Milk” appeared in 1957. The following year, the only address was 6982 Alameda. Wholesome remained listed until at least 1980 (EPCD 1952-1980).

Brown (2009) noted that he was involved with the production area of the dairy until he was about 30 years old. He recalled, “At that time, my father and uncle sold the farm to a California concern and soon after the cattle were sold off and the production facilities were leveled. The bottling company went on for another few years but was subsequently sold also.”

Bottles

I have only discovered a single bottle used by the Wholesome Dairy and none from Life Saver Goat Dairy or Riverside Dairy. It seem strange that Wholesome could have existed throughout the 1930s and 1940s only using one permanently marked milk bottle, but the firm apparently used generic bottles. Wholesome Dairy was one of the members of the El Paso Milk Bottle Assoc. and used the Association’s square milk bottles during 1947 and 1948. It is probable that Wholesome adopted waxed-paper cartons soon thereafter.

The only bottle I have found – in pint size – was embossed “WHOLESONE (arch) / DAIRY / FOR / WHOLESONE MILK / PRODUCTS (all horizontal) / PHONE MAIN 820 (inverted arch)” in a round plate below “ONE PINT (slight arch) / LIQUID (slight arch)” (Figure 9-23) The heel bore the “MTC” logo of the Thatcher Mfg. Co. and a “41” date code was on the base. This was probably another result of the 1936 bottle ordinance.

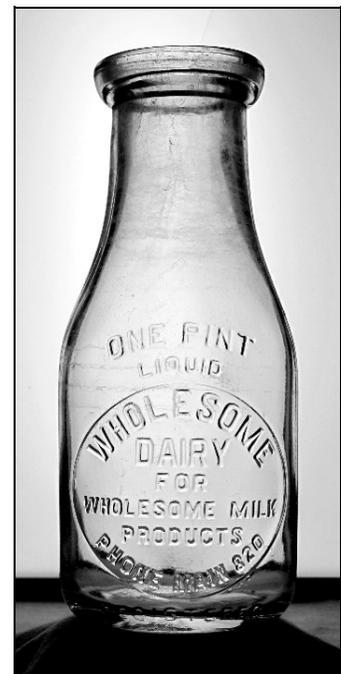


Figure 9-23 – Wholesome Dairy bottle

Accessories

Although Wholesome Dairy apparently used few marked bottles (probably just one), it used a variety of crates and an interesting carton holder.

Wire Crate

At some point, Wholesome Dairy used a thick-gauge wire case with steel straps at corners. The straps were embossed “WHOLE SOME DY” (with a horizontal wire causing the word “WHOLESOME” to be split). The surviving case is very heavy and is the correct size to have contained waxed-paper cartons (Figure 9-24). This may have been Wholesome’s first crate for the paper containers.



Figure 9-24 – Wholesome Dairy wire crate

Wooden Crate



Figure 9-25 – Wholesome Dairy wooden crate

Because of the heavy weight of the wire crate, Wholesome probably switched to a simple wooden box by the mid-1950s. An example was held together by wire straps that were nailed to the end boards. Each end board had an oval hand grip cut into each end panel. The crate was identified with black paint as “WHOLESOME DAIRY INC / EL PASO, TEXAS / 1-55” on the end boards (Figure 9-25). The crate was apparently made in January of 1955.

Plastic Milk Carton Holder

Wholesome made available to its customers an orange plastic milk carton holder. This was a square plastic box with a handle attached that fit a half-gallon waxed-paper (or plastic)

carton and made it easier to hold and pour. The front panel was stamped “WHOLESONE DAIRY / FRESH AS / THE MORNING SUNRISE / EL PASO, TEXAS” in black ink. Both side panels were filigreed with “HANDI HOLDER” (Figure 9-26).



Figure 9-26 – Milk carton holder – Wholesome

Discussion and Conclusions

Each of these three dairies was important in El Paso history. All are also a good examples of success. Each of these dairies began small and grew to be one of area’s largest. Although none equaled the size of Price’s Dairies, each was a significant competitor in a highly volatile market. Good Service Dairy was the first, opening in 1917, although it traced its lineage back to 1904. When the dairy closed in 1974 it had been open more than half a century.

The San Antonio Dairy, ancestral to the Farmers Dairies, opened – probably without a name – in 1916 or 1917. Adelberto Navar first listed the dairy by name in 1921, and it gradually grew to a significant size and place in the El Paso hierarchy. His brother, Luis Navar, began Farmers Dairy in 1933, apparently adjacent to the San Antonio Dairy. The next generation of Navars merged the dairies – now called Farmers Dairies – in 1939 and purchased the older Hawkins Dairy. The business was now major, and it continues to operate at this writing in 2013.

Although Wholesome Dairy was not listed in the directories until 1930, it was related to the Life Saver Goat Dairy that began in 1928 – and *may* trace its ancestry back to the Riverside Dairy of 1902. The dairy expanded its business through the 1930s and 1940s, until it, too, became one of the few surviving dairies in the 1950s and 1960s. The dairy closed at some point during the 1980s.

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