

Appendix C

Bottles from Price's Dairies

Type 1 – PRICE'S (plate) Dacro (crown)

Method of Manufacture: Machine

Color: Colorless

Size: 9 ¼" (h); 3 ¾" (d)

Primary Labeling Style:

Finish: Dacro (crown)

Capacity: 1 qt.

Overall Bottle Design: Cylindrical

Front Description

Neck/Shoulder: Embossed circle (plate mold ring)

Body: Embossed: ONE QUART / LIQUID (arches) / Prices (cursive with underlining tail from "s" within round plate mold)

Heel: MTC 1 11

Back Description

Neck/Shoulder: same as front

Body: Embossed: WASH & RETURN

Heel: Bare

Base: Embossed - 3E0 in ejection ring

Manufacturer: Thatcher Manufacturing Co. (ca. 1923-1951)

Dating: [1930-1937] Thatcher embedded its date code in the ejection ring from 1923 to about 1937, usually with a capital letter in between the two digits. Both before and after that time, the two-digit date code was embossed elsewhere on the base (Giarde 1980:117). Thus, the 3E0 in the ejection mark is a 1930 date code.

Collection(s): Author's collection.

Method of Manufacture: Machine

Color: Colorless

Size: 9 ½" (h); 3 ¾" (d)

Primary Labeling Style:

Finish: Dacro (crown)

Capacity: 1 qt.

Overall Bottle Design: Cylindrical

Front Description

Neck/Shoulder: Embossed circle (plate mold ring)

Body: Embossed: ONE QUART / LIQUID (arches) / Prices (cursive with underlining tail from "s" within round plate mold)

Heel: MTC 1 11

Back Description

Neck/Shoulder: same as front

Body: Embossed: WASH & RETURN

Heel: Embossed: SEALED 1-11-14

Base: Embossed - S 37 (in ejection ring) 7

Manufacturer: Thatcher Manufacturing Co. (ca. 1923-1951)

Dating: [1930-1937] Thatcher embedded its date code in the ejection ring from 1923 to about 1937, usually with a capital letter in between the two digits. Both before and after that time, the two-digit date code was embossed elsewhere on the base (Giarde 1980:117). Thus, the 37 in the ejection mark is a 1937 date code.

Collection(s): Author's collection.

Type 2 – Price's / MILK; embossed bands on body; phone on reverse

Method of Manufacture: Machine

Color: Colorless

Size: 9 ½" (h); 3 ¾" (d)

Primary Labeling Style: Embossed

Finish: Cap Seat

Capacity: 1 qt.

Overall Bottle Design: Cylindrical with four steps down from the rim (no supports) and two embossed rings encircling the top and bottom of the body labeling area

Front Description

Neck/Shoulder: Bare

Body: Embossed - Price's (cursive) with underlining tail sweeping back from the "s" / MILK

Heel: Embossed - SEALED 53 L-G 54

Back Description

Neck/Shoulder: Bare

Body: Embossed - MAIN 2050 / EL PASO, TEXAS

Heel: Embossed - ONE QUART LIQUID

Base: Embossed - PATENT APPLIED FOR / P (large) 35

Manufacturer: Liberty Glass Co. (1934-1957)

Dating: [1935-?] Price's had two phone numbers (Main 2049 and 2050) until 1928, the first year with a single number. The phone number changed from MAIN 2050 to 5-2711 in 1948. This bottle was made in 1935.

Collection(s): Author's collection.

Type 3 – Price's / DAIRY / CO.; vertical ribs on shoulder & neck; phone reverse

Variation A

Method of Manufacture: Machine

Color: Colorless

Size: 9 3/8" (h); 3 3/4" (d)

Primary Labeling Style: Embossed

Finish: Cap Seat – syrup finish

Capacity: 1 qt.

Overall Bottle Design: Cylindrical

Front Description

Neck: Twelve embossed vertical ribs tapering to points at the top

Shoulder: Embossed - ONE QUART

Body: Embossed - Price's (cursive) with underlining tail sweeping back from the "s" / DAIRY / CO.

Heel: Bare

Back Description

Neck: See front

Shoulder: Bare

Body: Embossed - PHONE MAIN 2050 / EL PASO, TEXAS / WASH AND RETURN

Heel: Bare

Base: Embossed - P (large)

Manufacturer: unknown

Dating: [ca. 1930s] This bottle is unusual for two reasons. First, it is the only Price's bottle I have seen with the thicker "syrup" finish. Second, the bottle has no codes of any sort.

Collection(s): Author's collection.

Variation B

Method of Manufacture: Machine

Color: Colorless

Size: 7 ¼" (h); 3" (d)

Primary Labeling Style: Embossed

Finish: Cap Seat

Capacity: 1 pt.

Overall Bottle Design: Cylindrical

Front Description

Neck: Twelve embossed vertical ribs tapering to points at the top

Shoulder: Embossed - ONE PINT

Body: Embossed - Price's (cursive) with underlining tail sweeping back from the "s" / *DAIRY / CO.*

Heel: Bare

Back Description

Neck: See front

Shoulder: Bare

Body: Embossed - PHONE MAIN 2050 / EL PASO, TEXAS / WASH AND RETURN

Heel: Embossed - SEALED BB 48

Base: Embossed - P (large) / Duraglas (cursive) with 18 <0> 3 sideways in relation to the "P"

Manufacturer: Owens-Illinois Glass Co. (1929-ca. 1960)

Dating: [1943] This is the "default" bottle for Type 3. This specific bottle was made in 1943.

Collection(s): Author's collection.

Method of Manufacture: Machine

Color: Colorless

Size: 7 ¼" (h); 3" (d)

Primary Labeling Style: Embossed

Finish: Milticap

Capacity: 1 pt.

Overall Bottle Design: Cylindrical

Front Description

Neck: Twelve embossed vertical ribs tapering to points at the top

Shoulder: Embossed - ONE PINT

Body: Embossed - Price's (cursive) with underlining tail sweeping back from the "s"/ *DAIRY / CO.*

Heel: Embossed - A 1

Back Description

Neck: See front

Shoulder: Bare

Body: Embossed - PHONE MAIN 2050 / EL PASO, TEXAS / WASH AND RETURN

Heel: Embossed - SEALED BB 48

Base: Embossed - P (large) with 18 <0> 1 sideways in relation to the "P"

Manufacturer: Owens-Illinois Glass Co. (1929-ca. 1960)

Dating: [1941] The finish was rarely used by Price's on this type of bottle. This may have been an experiment. The type of finish was not available in 1931, and Plant 18 (Columbus, Ohio) converted to TV tubes in 1948, so the bottle could only have been made in 1941.

Collection(s): Author's collection.

Method of Manufacture: Machine

Color: Colorless

Size: 5 3/8" (h); 2 ¼" (d)

Primary Labeling Style: Embossed

Finish: Cap Seat

Capacity: ½ pt.

Overall Bottle Design: Cylindrical

Front Description

Neck: Twelve embossed vertical ribs tapering to points at the top

Shoulder: Embossed - ONE HALF PINT

Body: Embossed - Price's (cursive) with underlining tail sweeping back from the "s" / *DAIRY* / *CO*.

Heel: Embossed - 1 A

Back Description

Neck: See front

Shoulder: Bare

Body: Embossed - PHONE MAIN 2050 / EL PASO, TEXAS / WASH AND RETURN

Heel: Embossed - SEALED BB 48

Base: Embossed - P (large) / 18 <0> 1 slightly offset in relation to the "P"

Manufacturer: Owens-Illinois Glass Co. (1929-ca. 1960)

Dating: [1941] This is the "default" bottle for Type 3.

Collection(s): Author's collection.

Variation C

Method of Manufacture: Machine

Color: Colorless

Size: 5 3/8" (h); 2 1/4" (d)

Primary Labeling Style: Embossed

Finish: Cap Seat with four steps down on the roll and ten vertical supports

Capacity: 1/2 pt.

Overall Bottle Design: Cylindrical

Front Description

Neck: Twelve embossed vertical ribs tapering to points at the top

Shoulder: Bare

Body: Embossed - Price's (cursive) with underlining tail sweeping back from the "s" / *DAIRY* / *CO*.

Heel: Embossed - L-G / REG. CAL.

Back Description

Neck: See front

Shoulder: Embossed - ONE HALF PINT

Body: Embossed - PHONE MAIN 2050 / EL PASO, TEXAS / WASH AND RETURN

Heel: Embossed - 116 8-2

Base: Embossed - PATENTED No 2076124 / P (large) / 41

Manufacturer: Liberty Glass Co. (1934-1957)

Dating: [1941] Both the finish and REG. CAL. are unusual for Price's. The patent number is for the finish. This is at least the 3rd bottle dated 1941. The other two are identical except for size and probably were from the same order. This, however, was made by a different company.

A quart example from eBay had "REG. CAL. / B 1166-2" on the back heel and LARGE P with "PAT. NO. 20756124" and "45" on the base.

Collection(s): Author's collection.

Variations: Although I did not record finishes and manufacturer variations, eBay auctions included date codes of 37, 38, and 47. Another eBay bottle was embossed "large P 18 <0> 2; no Duraglas" on the base.

Type 4 – PHONE MAIN 2050 / Price's / DAIRY / CO. / EL PASO, TEXAS – Dacro

Method of Manufacture: Machine

Color: Colorless

Size: 9 ½" (h); 3 ¾" (d); throat

Primary Labeling Style: Embossed

Finish: Dacro

Capacity: 1 qt.

Overall Bottle Design: Cylindrical

Front Description

Shoulder: Embossed – ONE QUART / LIQUID (both slight arch)

Body: Embossed (plate mold) – PHONE MAIN 2050 (arch) / Price's (cursive) / DAIRY / CO. (all three horizontal) / EL PASO, TEXAS (inverted arch)

Heel: Embossed - REGISTERED / 37

Back Description

Body: Bare

Heel: Embossed - SEALED BB48 / ML 490

Base: Embossed - 18 <0> 4 / P (large with ejection scar in center of bottle) / Duraglas (cursive – to right of “P”) / Dacro (cursive with underlining tail from “o”) / PAT.DES.86037 (inverted arch)

Manufacturer: Owens-Illinois Glass Co. (1929-1960)

Dating: (1944) Plant No. 18, at Columbus, Ohio, made bottles from 1930 to 1948, when it retooled to manufacture TV tubes. This bottle was made in 1944.

Collection(s): Author’s collection.

Type 5 – Square (Pryoglaze)

Method of Manufacture: Machine

Color: Colorless

Size (in cm.): 21.7 (h); 8.4 (d); 3.0 throat

Primary Labeling Style: Orange Pyroglazed

Finish: Econopour

Capacity: 1 qt.

Overall Bottle Design: Square in cross section

Front Description

Body: Orange Pyroglazed - “IF IT’S / Price’s (cursive) / IT’S PURE”

Heel: Embossed - ONE QUART; right side - LIQUID

Back Description

Body: Orange Pyroglazed - PLEASE / RETURN / BOTTLES / DAILY (underlined)/[drawing of man carrying giant milk bottle]

Heel: Embossed - MHX 900 REG.; left side - SEALED BB 48

Base: Embossed - 9 <0> 48 / 9 (ejection ring) / Duraglas (cursive) / X

Manufacturer: Owens-Illinois Glass Co. (1929-1960)

Dating: (1948) This was one of the early square bottles used in El Paso in 1948.

Collection(s): Author's collection.

Method of Manufacture: Machine

Color: Colorless

Size (in cm.): 22.1 (h); 8.4 (d); 2.9 throat; 3.3 cap seat

Primary Labeling Style: Orange Pyroglazed

Finish: Econopour plus cap seat

Capacity: 1 qt.

Overall Bottle Design: Square in cross section

Front Description

Body: Orange Pyroglazed - "IF IT'S / Price's (cursive) / IT'S PURE"

Heel: Embossed - LIQUID 2; right side - MHX 900 REG.

Back Description

Body: Orange Pyroglazed - Solid orange, vertical rectangle with WHAT BEVERAGE / SATISFIES THIRST / AND IMPROVES / HEALTH? stenciled above a stenciled drawing of a lady with what appears to be a pointer in her hand (school teacher?). Below her is a slightly up-tilted horizontal rectangle stenciled into the back ground with THE ANSWER: / MILK / THE FOOD-DRINK.

Heel: Embossed - SEALED I-in-an-oval-superimposed-on-an-elongated-diamond S; left side - ONE QUART

Base: Embossed - Duraglass (cursive) / X / 15 51 [another bottle is identical in all aspects except that the last number is 9 instead of 51 – this probably indicates 1949]

Manufacturer: Owens-Illinois Glass Co. (1929-1960)

Dating: (1951) This was one of the early square bottles used in El Paso.

Collection(s): Author's collection.

Other Containers

Creamer

ACL: Red Pyroglaze - Price's (upwardly-slanted cursive in an oval) / PURE CREAM

Shape: Round in cross section

Finish: Large

Sides: 1

Base: Embossed - 12 <0> 9 / 4 with machine scar

Manufacturer: Owens-Illinois Glass Co. (1929-1960)

Dating: [mid- to late 1940s] These were probably used until the square creamers came into fashion about 1947, although this bottle was probably made in 1949.

Collection: Lynn Loomis collection.

Method of Manufacture: Machine

Color: Colorless

Size: 2 1/8" (h); 1" (d)

Primary Labeling Style: Red Pyroglazed

Finish: Cap-seat (squared edges)

Capacity: Creamer

Overall Bottle Design: Square in cross section - creamer

Front Description

Body: Red Pyroglazed - Price's (upwardly slanted in an oval) / PURE / CREAM

Heel: Bare

Back Description

Body: Same as front

Heel: Bare

Base: Embossed - 10 plus machine scar

Manufacturer: Unknown. According to Giarde (1980:93), "the overwhelming majority of glass coffee creamers which have survived were made by Owens-Illinois. Only an occasional creamer is found which is unmarked or made by another company." Unfortunately, this is one of those that is unmarked.

Dating: [1950s] At least one round creamer had a date code – probably for 1949 – so these square ones were likely used during the 1950s.

Collection(s): Author's collection.

Cottage Cheese

Method of Manufacture: Machine

Color: Colorless

Size (in cm.): 5 1/4" (h); 2 2/8" (d)

Primary Labeling Style: Embossed

Finish: Wide-Mouth Cap Seat

Capacity: 12 oz.

Overall Bottle Design: Cylindrical jar with no threads on finish

Front Description

Body: Embossed in plate - Price's (cursive) with underlining tail sweeping back from the "s" /

DAIRY/ CO. (all horizontal) / PHONE MAIN 2050 (arch)

Heel: Embossed - 4

Back Description

Body: Embossed - COTTAGE / CHEESE

Heel: Embossed - 12 OZ. NET / L.G.

Base: Embossed - L (in valve mark) / 31

Manufacturer: Liberty Glass Co. (1924-1931)

Dating: [1930s] This individual jar was made in 1931.

Collection(s): Author's collection.

Cottage Cheese Tumblers

Gay Nineties Set

Method of Manufacture: Turn-mold (machine)

Color: Forest Green

Size (in inches): 5 (h); 2 ½ (d - rim); 3 ¾ (d- body)

Primary Labeling Style: White ACL

Finish: Rim (cottage cheese jar/drinking glass)

Capacity: 11 oz.

Overall Bottle Design: Globular tumbler

Front Description

Body: White ACL - line drawing of a bicycle built for two / A Bundle of Joy (cursive)

Back Description

Body: Bare

Base: Bare

Lid: Snap-on potmetal lid - embossed - CREAMED COTTAGE CHEESE (arch) / MFG'D BY (arch) / PRICE'S / CREAMERIES / INC. (all horizontal) / EL PASO, TEX. ROSWELL N.M. (arch) / 11 OZ. NET

Manufacturer: Anchor Hocking Glass Co.

Dating: [early 1950s] Cottage cheese jars that could be reused as drinking glasses were popular in the 1950s and included lids that identified the issuing company. An ad (EPT 8/1/1950) illustrated the Gay Nineties Set. The ad called them "Sparkling Conversation Pieces . . .

Beautiful, glowing glasses, in rich, forest green, decorated with clever, sure to be talked about, Gay Nineties figures. These lovely glasses are yours for the asking at your favorite dealer's (sic) or from your neighborhood Price's routeman. . . . Price's delicious, creamed Cottage Cheese – capped with safe, snap-on lids."

Price's also offered "an EXTRA premium." If a customer brought eight metal lids from the cottage cheese glasses and \$1.89 to the Price's salesroom at 600 N. Piedras, they would receive a "sixteen-piece set of forest-green glassware, to match your glasses." The set, made by Anchor Hocking, included four plates, four bowls, four cups, and four saucers.

Collection(s): Author's collection.

* Variations in ACL design on goblets:

Drawing of a horseless carriage; caption – "Gas Buggy" (cursive)

Drawing of a sleigh pulled by a horse; caption – "Open Sleigh" (cursive)

Drawing of a horse-drawn cab; caption – The Hansom

Square Dance Set

Method of Manufacture: Turn-mold (machine)

Color: Forest Green

Size (in inches): 6 ½ (h); 3 13/16 (d - rim); 2 3/8 (d- heel)

Primary Labeling Style: White ACL

Finish: Rim (cottage cheese jar/drinking glass)

Capacity: 16 oz.

Overall Bottle Design: Cylindrical with upward taper from heel to rim

Front Description

Body: White ACL - line drawing of three musicians with violin, banjo, and harmonica / "Hoe Down" (cursive - surrounded by musical notes)*

Back Description

Body: Bare

Base: Bare

Lid: Snap-on potmetal lid - embossed - CREAMED COTTAGE CHEESE (arch) / MFG'D BY (arch) / PRICE'S/CREAMERIES / INC. (all horizontal) / EL PASO, TEX. ROSWELL N.M. (arch) / 16 oz. NET (arch)

Manufacturer: Unknown, although the ad (see below) notes Anchor Hocking

Dating: [early 1950s] Cottage cheese jars that could be reused as drinking glasses were popular in the 1950s and included lids that identified the issuing company. The glasses were advertised in early 1951.

Collection(s): Author's collection.

* Variations in ACL design on glasses:

Drawing of a square-dance caller with megaphone, howling dog, and whiskey jug; caption – “Partners All” (cursive - surrounded by musical notes)

Drawing of a dancing couple; caption – “Swing her high/swing her low” (cursive - surrounded by musical notes)

Drawing of two dancers; caption – “Do Si Do” (cursive - surrounded by musical notes)

Sun Country Sketches Set

Method of Manufacture: Turn-mold (machine)

Color: Forest Green

Size (in inches): 5 (h); 2 3/16 (d - rim); 1 13/16 (d- body)

Primary Labeling Style: White ACL

Finish: Rim (cottage cheese jar/drinking glass)

Capacity: 9 oz.

Overall Bottle Design: Globular tumbler

Front Description

Body: White ACL - line drawing of a southwestern mission building / Ancient Mission (cursive)

Back Description

Body: Bare

Base: Bare

Lid: Snap-on potmetal lid - embossed - CREAMED COTTAGE CHEESE (arch) / MFG'D BY (arch) / PRICE'S / CREAMERIES / INC. (all horizontal) / EL PASO, TEX. ROSWELL N.M. (arch) / 9 OZ. NET

Manufacturer: Anchor Hocking Glass Co.

Dating: [early 1950s] Cottage cheese jars that could be reused as drinking glasses were popular in the 1950s and included lids that identified the issuing company. These tumblers were advertised in early 1952.* Variations in ACL design on glasses:

Drawing of a yucca plant – “Desert Yucca” (cursive)

Drawing of a lake scene – “Elephant Butte Lake” (cursive)

Drawing of cowboys branding cattle by a fire – “Cattle Branding” (cursive)

Drawing of cowboys herding cattle – “The Roundup” (cursive)

Drawing of dancing Indians – “Indian Tribal Dance” (cursive)

Drawing of a rodeo scene – “Southwestern Rodeo (cursive)

Drawing of a cave entrance – “Carlsbad Caverns” (cursive)