

## Later Otero County Dairies

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The era of local dairies extended into the 1970s in Otero County, although outside firms had begun to take a large bite out of the local business during the early 1950s. The period I have termed “Later Otero County Dairies” extends from the late 1920s to the present. It includes both local and national dairies. It is notable that many dairies apparently ceased production during the Great Depression, especially during the 1930-1934 period. It was a tough period in American history, and many local businesses suffered – including dairies. Although briefly mentioned in this chapter, the City Dairy was the most important milk producer in the history of Otero County, so I have given the firm its own section – Chapter 7.

### Johnson & Danley (ca. 1927)

The 1927 New Mexico State Business Directory listed Johnson & Danley under the dairy heading for Tularosa. The firm was not included in earlier or later editions. The only response I have found online is a Johnson & Danley Construction Co. at Alamogordo. However, J.G. Johnson, who was listed in 1930 (see below), is almost certainly the Johnson involved with Johnson & Danley. What is uncertain is when the partnership dissolved – certainly by 1930.

### Tularosa Dairy (ca. 1928-1929)

Several dairies vied for business in the late 1920s. Tularosa boasted at least two dairies in 1929, both of which advertised in only a single issue of the *Alamogordo Advertiser*. Each placed a very small ad which offered little information. The Tularosa Dairy was run by H.M. Nordstrom (*Alamogordo Advertiser* April 16, 1929). Nordstrom had also been listed in the 1928 New Mexico State Business Directory, the earliest directory to include Tularosa. It is very possible that Nordstrom was in business earlier, but I have been unable to locate any other references to him or to the dairy.

### Disk Closure

A single cardboard disk from the Tularosa Dairy has survived in the Charlie Gooden collection. The disk is labeled in red ink: TULAROSA DAIRY (arch) / RAW (downward) and

GRADE (horizontal) forming a cross with the “A” at the center / T.B. AND BANGS TESTED (inverted arch). Raw milk was preferred by many people because it separated into milk and cream. In homogenized milk, the cream was mixed into the milk becoming an integral part (Figure 6-1).



Figure 6-1 – Disk closure from the Tularosa Dairy (Courtesy of Charlie Gooden)

#### Sanders' Dairy (ca. 1929-1942)


Sanders' Dairy also placed a very small ad in the April 16, 1929, issue of the *Alamogordo Advertiser*. Aside from the name, it offered virtually no information; however, Edw. Sanders was listed in the New Mexico State Business Directories from 1930 to 1942. Although Sanders did not appear in the 1946 state directory, few of the really small New Mexico towns were listed. It is thus possible that Sanders remained in business later.

#### Bass Dairy (1926-1946) and Riffe's Dairy (1946-ca. 1955)

Elonzo Bass (born March 7, 1877, and always called Lon) married Margaret Ethel Daugherty in Weed, New Mexico, on August 1, 1900. The couple had six children (Figures 6-2). Although the family lived for some time in the Sacramento Mountains, they “moved to Alamogordo to run the Bass Dairy north of the Blind Institute, 1926 through 1929” (Tularosa Basin Historical Society 1985:18). Although the starting date is probably correct, the family operated the dairy until 1946. At some point, “L.H. Bass” [*sic*] took over as the proprietor and operator (NMSBD 1936, 1938, 1940-41), although he may have run the dairy from the beginning. This was actually Lon and Ethel's son, Llewellyn Freeman Bass (born September 9, 1901) who “farmed and ran the dairy” (Tularosa Basin Historical Society 1985:18).



Figure 6-2 - Elonzo “Lon” Bass at far left (Courtesy of the Tularosa Basin Historical Society - G. E. Miller photo)



**for Cooking  
for Drinking**

Milk is energy food.  
There is health in milk.  
Top off each meal  
with a glass of milk.  
Drink two or three  
glasses of milk between  
meals. Give milk to the  
children.


We sell fresh milk  
and dairy products, de-  
livered at your home  
daily if you say the  
word.

**Bass Dairy**

Figure 6-3 – Bass Dairy  
ad (*Alamogordo News*  
May 19, 1927)

The dairy advertised,  
“Milk is energy food. There  
is health in milk. Top off  
each meal with a glass of  
milk. Drink two or three  
glasses of milk between  
meals. Give milk to the

children. We sell fresh milk and dairy products, delivered at your  
home daily if you say the word” (*Alamogordo News* May 12, 1927 –  
Figure 6-3). By 1929, Bass bragged that “Our Dairy is Clean and  
Sanitary [because of] Frigidaire Cooling Apparatus, Patent Milking  
Machines and every modern convenience” (*Alamogordo Advertiser*  
September 5, 1929). In the ca. 1930 Alamogordo city directory  
(Figure 6-4), the dairy advertised “Milk for Health” and quipped,  
“You can whip our Cream, but you can’t Beat our Milk.” Bass Dairy  
was located along the La Luz Highway (ACD 1930-31).



**“MILK for Health”**

“You can whip our Cream,  
but you can’t Beat our Milk”

**BASS DAIRY**

LA LUZ HIGHWAY PHONE 44

Figure 6-4 – Bass Dairy ad (Alamogordo  
City Directory 1930)

Sometime after 1941, Bass sold the dairy to J.A. “Jap” Thomas  
and Charles H. Thomas (NMSBD 1946-47). After the death of Jap, Charles ran the dairy until he  
sold out to Herb H. Riffe during the first week of June, 1946. Riffe operated the dairy with the  
help of his wife and his sons, L.D. “Dick” and Louis S. Riffe (*Alamogordo News* June 6, 1946).

With the help of his sons, Riffe had run City Dairy, owned by  
Dr. E.D. McKinley, from its inception about 1925 until McKinley’s  
heirs sold it to George E. and William H. “Mac” McMurry in 1943,  
although Riffe’s son, Dick, remained for a while to help with the  
transition (McMurry Interview 1998). However, the Riffes apparently  
had dairying in their blood by this time. On June 20, 1946, they placed  
a notice in the *Alamogordo News* that they had “purchased the Bass  
Dairy from the former owners” and it was now “operated under the  
new management as the Riffe Dairy.” The notice listed H.H. Riffe,  
Lewis Riffe, and Dick Riffe and noted that “our years of experience in  
Dairy business will enable us to bring you the Best Service and The  
Best Milk Products That Can Be Produced” (Figure 6-5)

Having purchased the BASS DAIRY from the  
former owners, this Dairy is now being operated  
under the new management as the

**Riffe Dairy**

Phone 44

Our years of experience in the Dairy business  
will enable us to bring you the

**Best Service and The Best Milk  
Products That Can Be  
Produced.**

**H. H. Riffe**  
Lewis Riffe      Dick Riffe

Figure 6-5 – Riffe Dairy  
ad (*Alamogordo News*  
June 20, 1946)

Although sons Dick and Lewis were initially in charge of the operation, Dick and F.T. West placed a notice in the *News* just five months later (November 28, 1946) that they had “purchased the interests of Lewis Riffe and H.H. Riffe in the Riffe Dairy.” They wanted to “assure our customers both present and future of the best quality dairy products and the best service possible.” I have been unable to discover a closing date, although a Facebook entry suggests that the dairy existed until ca. 1955. (NMSBD 1946, 1950).

### Disk Closure

A few of the disk closures from the Riffe Dairy have survived. One is printed in green and red ink inside a circle formed by a thin, green line: RIFFE’S DAIRY (green – arch) / GRADE (red with very large “A”) / RAW (red – both horizontal) / PHONE 370-J (green – inverted arch). Although newspapers called the business the Riffe Dairy, the cap included an apostrophe (Figure 6-6).

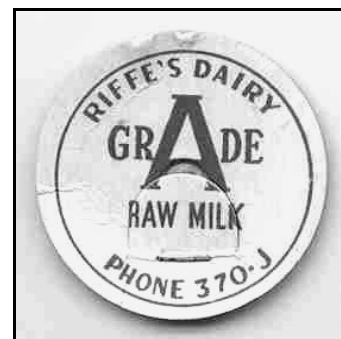


Figure 6-6 – Disk closure from Riffe’s Dairy

### Bottles

I have been told that at least one bottle from the Bass Dairy still exists and is owned by a family in Alamogordo. The bottle is apparently embossed with the Bass Dairy name, although I have discovered no details about it.

### Alamo Dairy (ca. 1930-ca. 1932)

Early in 1930, the Alamo Dairy placed an ad for its Jersey milk and cream that included a price list. Whole milk at wholesale was 45¢ a gallon, 14¢ a quart, retail. Skim milk was 20¢ a gallon, and double cream was 50¢ a pint. Butter cost 50¢ a pound, and cottage cheese was 25¢ per pound (Figure 6-7). The dairy was run by F.M. Reading and offered deliveries twice a day (*Alamogordo Advertiser* February 20, 1930; NMSBD 1930).

<b>ALAMO DAIRY</b>	
<b>Phone 168-F4</b>	
Jersey Milk and Cream	
Whole milk, wholesale, per gal.	45c
Whole milk, retail, per qt.	- 14c
Skim milk, per gallon	- 20c
Double cream, per quart	- \$1.00
Double cream per pint	- 50c
Double cream per 1-2 pint	- 25c
Butter, per pound	- 50c
Cottage cheese, per pound	- 25c
<b>TWO DELIVERIES DAILY</b>	

Figure 6-7 – Ad for Alamo Dairy (*Alamogordo Advertiser* February 20, 1930)

A later ad stated, “Our aim is to supply good healthy milk under sanitary conditions. Supply and Demand regulate the price of all commodities and we will continue our prices announced on milk to everybody. Giving customer the benefit. Every family can drink more milk, to advantage of health and well-being. We are receiving a good patronage, and thank the public for their business” (*Alamogordo Advertiser* March 6, 1930). We can only hope that Reading’s milk was better than his grammar. Later in the year, he simplified his ad claiming “Jersey milk and cream from tubercular tested cows[.] Two deliveries daily” (*Alamogordo Advertiser* April 17, 1930).

Even though the newspaper ads ceased in 1930, the Alamo Dairy continued to be listed in the New Mexico State Business Directories from 1930 to 1932. The next extant directory was for 1936, so the dairy may have remained in business after 1932. However, directories, especially at the state level, are often not accurate, so the dairy may have closed earlier.

#### Haynes Dairy (1930)

The Haynes Dairy began advertising in competition with the Alamo Dairy in 1930. The initial ad was clearly aimed at their competitors when they asked, “Does Your Dairyman meet the 26 requirements necessary to put out GRADE A MILK under the Federal Milk Ordinance[?] You are invited to visit our plant and see for yourself the condition, under which our milk is handled” (*Alamogordo Advertiser* February 13, 1930). In one issue of the *Advertiser*, someone at Haynes tried his or her hand at poetry:

When the morning breaks glorious and dandy

And you are feeling fine.

Don’t it get your nanny

To find the Dairyman has left out the cream line (*Alamogordo Advertiser* June 19, 1930).

Apparently, Haynes got some commentary about the quality of the poetry (showing that Reading was not the only one with grammatical problems) because the ad was changed again in the next issue. Haynes continued with the same theme, however, saying, “We made it our business to furnish a good Cream Line with each bottle of milk. Try us and see” (*Alamogordo Advertiser* June 26, 1930).

Haynes' ads changed again in mid-September. The new ad, which ran until mid-December indicated that the dairy delivered only "mechanically capped milk" (*Alamogordo Advertiser* December 18, 1930). The firm's last ad returned to the idea of high quality production, suggesting that the public "safeguard the health of your family by using mechanically capped milk. The safest of safe milk" (*Alamogordo Advertiser* September 25, 1930). In December, Haynes advertisements ceased. Haynes was also only listed for 1930 in the New Mexico State Business Directory.

## City Dairy

The final contender (at least in advertising) for 1930 was the City Dairy, although other sources place the start at 1925. The City Dairy also offered Jersey milk delivered twice daily. The ad stated some of the dairy's prices with "Fresh buttermilk every day with the butter in it at 10 c per quart [,] Whipping Cream at 50 c per pint[, and] Coffee Cream 20 c for one-half pint" (*Alamogordo Advertiser* June 26, 1930). (See Chapter 7 for the full history of City Dairy)

## Life Saver Goat Dairy (1930-1932)

The Life Saver Goat Dairy at 1800 9<sup>th</sup> St., advertised in 1930 that its milk "Digests in 20 Minutes[.] The Key to Good Health is Goat's Milk[.] You'll See the Difference! Children and Invalids Find Goats' Milk the Ideal Food. Alkaline reaction—not Acid[.] Samples on request" (ACD 1930-31 – Figure 6-8). Newspaper ads followed the same track and added another address for the business: "Jackson Place—College Addition"<sup>1</sup> (*Alamogordo Advertiser* July 31, 1931 – Figure 6-9). The final Life Saver ad ran until late 1932 and offered the following advice:



Figure 6-8 – Ad for Life Saver Goat Dairy, 1930 (*Alamogordo City Directory* 1930)

Try Goat's Milk if in a run down condition[.] For people suffering from general run down conditions, indigestion, sleeplessness, acid stomach, nervousness and

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<sup>1</sup> Jackson Ave. actually runs parallel to 9<sup>th</sup> St. Either the dairy moved, or one location was for the herd and the other for the office.

similar complaints, goats' milk is particularly valuable. Many chronic disorders, where specially nutritive foods are desirable such as tuberculosis, respond splendidly through the judicious use of goats' milk (*Alamogordo Advertiser* September 2, 1932).

The ad identified the proprietor of the dairy as Ernest Steffen and directed the public to Garrett's Store on 10<sup>th</sup> Street, another purveyor of Life Saver Goat Dairy's milk. After 1932, Life Saver discontinued its advertising efforts in Alamogordo newspapers.

Life Saver may have been affiliated with the Life Saver Goat Dairy operated by Mrs. Lillian Kopilowitz on County Road southeast of El Paso, Texas. Mrs. Kopilowitz began the El Paso Life Saver Dairy in 1928 and changed the name to Wholesome Dairy as well as Life Saver Goat Dairy in 1930. She advertised her business as "the complete dairy, raw, pasteurized milk, table cream, whipping cream, buttermilk, cheese, also life saver goat milk" (EPCD 1928-1930).



Figure 6-9 – Life Saver Goat Dairy's 1932 ad (*Alamogordo Advertiser* July 31, 1931)

In 1932, she sold the goat dairy to Mrs. E.D. McCollough, who offered "goat milk and cheese." Mrs. Kopilowitz continued with Wholesome Dairy – selling cow's milk. Mrs. McCollough remained with El Paso Goat Dairy until 1936 (EPCD 1932-1936). It is possible that after the 1932 sale, Mrs. McCollough chose to discontinue the extended service to Alamogordo. It is equally feasible that the dairies were unrelated.

Hunt & Agnew (ca. 1930-ca. 1932)

In 1932 (*Alamogordo News* April 14, August 1, 1932), the firm of Hunt & Agnew was listed along with four other local dairies (Richards Dairy, City Dairy, Bass Dairy, and Life Saver Goat Dairy) in joint advertisements (Figure 6-10). Although the ads gave little clue to the identity of the proprietors, Burroughs (2011) interviewed Eugenia Agnew Wade and Mary Agnew Work in 2011. The sisters remembered that their father and mother, Clarence Agnew, and Esther Hunt Agnew, had moved to Alamogordo in 1920.

Mary Work recalled that her grandfather, Matthew Hunt, was main operator of the dairy. A former school teacher, Hunt joined with his son-in-law, Clarence Agnew, to create the dairy ca. 1930. When Agnew was hired by Roland Hazard as the foreman at La Luz Canyon in 1932, Hunt continued the business for another year or two. The dairy occupied the 1300 block of Cuba Ave., with the house at 1323 Cuba. Hunt only ran Guernsey cattle that he had brought in from Colorado. He called the operation the Golden Guernsey Dairy. Since Hunt did not drive, the dairy hired J.D. Bennett (as well as occasional others) as a route man to make two deliveries per day to home customers. Hunt closed the dairy in the early to mid-1930s (Work interview).

Along with his position as the foreman, Clarence Agnew was the secretary and a founding member of the Aguadero Corp., a Rhode Island firm, headed by Rowland Hazard III, a Rhode Island native. While convalescing in New Mexico from an illness, Hazard saw the commercial possibilities of the area and purchased land at Alamogordo and La Luz. When the firm incorporated in 1930, Hazard was the first president. The Aguadero property consisted of three farms, a greenhouse, an orchard, and a lodge. In Alamogordo, the Ganados farm operated as a dairy,<sup>2</sup> although it raised some crops as well. The Aguadero Corp. dissolved in 1947 (Rhode Island Historical Society 2011).

J.G. Johnson

New Mexico State Business Directories listed J.G. Johnson under the dairy heading at Tularosa from 1930 to 1936. This is almost certainly the same man who was involved in Johnson & Danley in 1926, and the dairy almost certain remained in operation throughout the 1926-1930 period. What remains a mystery is when the partnership dissolved, leaving Johnson on his own.



Figure 6-10 – Ad for five Alamogordo dairies – including Hunt & Agnew (*Alamogordo News* April 14, 1932)

<sup>2</sup> I have found no other references to this dairy, and I have not included it in the appendix. The dairy may have sold its products to the El Paso creameries.



### Erastus Lacy (1930-1942+)

Entries for Erastus Lacy at Tularosa begin in the New Mexico State Business Directories in 1930 and continue until the 1942 edition. Beginning in 1946 (the next extant edition), however, most of the small-town dairies were no longer included, so Lacy may have continued in business much later. The dairy business may not have been too profitable. Lacy also operated an auto service station and sold groceries.

### T.R. Drennon (?-1930)

T.R. Drennon was listed under the dairy section of the New Mexico State Business Directory in 1930, the first year that Weed, New Mexico, was included. He was not in any succeeding editions, although he certainly may have been in business earlier.

This *may* have been Richard Andrew Drennan,<sup>3</sup> born on July 26, 1876. His mother, Margaret Cox Drennon, died at Weed, New Mexico, on December 12, 1918. Richard died on February 10, 1931, at McCaulley, Texas (Ancestry.com 2011). Drennon (who would have been 54 years old by 1930), may have become sick and gone home to Texas for care by family – ending the dairy at Weed.

### Mrs. W. Hitchcock (1930-1932)

Another Weed dairy owner, Mrs. W. Hitchcock, was also listed in the New Mexico State Business Directory for the first time in 1930 and continued to be enumerated until 1932 (although the next extant directory was 1936). I have found nothing else about Mrs. Hitchcock.

### J.H. Sowell (1930-1936)

The final Weed dairy listed in the 1930 New Mexico State Business Directory was J.H. Sowell, who remained in the directory until 1936, when listings for Weed ceased. This probably

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<sup>3</sup> Directories are notorious for misspelling names and using incorrect initials, so this slight mismatch may be totally spurious. The connection, of course, is the death of Margaret Drennon at Weed. Sources used both spellings – Drennon and Drennan.

has some relation to the Sowell Ranch at Piñon, New Mexico, near Weed. However, I have been unable to make any other connection.

#### F.M. Jones (1931-1938)

F.M. Jones appeared in the New Mexico State Business Directory in 1931 and remained listed until 1938, when Weed ceased being enumerated under dairies. I was unable to find any other information about Jones.

#### J.R. Means (1931-1932)

Another short-timer from Weed, J.R. Means was only listed in the 1931 and 1932 New Mexico State Business Directories. Again, I have found no other references to Means.

#### Mrs. C. Bremme (1932-1942)

In 1932, the New Mexico State Business Directories included the community of High Rolls for the first time. The only dairy listing was for Mrs. C. Bremme, who remained in the directories until 1942, the year when the small towns appear to have been eliminated. As with most of the smaller dairies, I have been unable to find any other citations for Mrs. Bremme.

#### Green Dairy (ca. 1932-1972)

Callie Lee Smith Green shared her memories with the *Mountain Times* (2001:11) in 2001. Born on September 2, 1913, Callie recalled that her husband, Phillip Green, was born much earlier, on December 28, 1896. The couple was married on January 11, 1931, and lived in the Green family home in Pierce Canyon, near Cloudcroft. The couple opened their dairy about a year later in Cox Canyon. Cox Canyon runs roughly northwest-southeast, with its mouth just south of Cloudcroft on Route 130. Pierce Canyon extends almost due west near the mouth of Cox Canyon. The dairy, therefore, was close to their home.

Callie recalled that she “spent over 40 years of her married life operating their dairy farm in Cox Canyon with Philip.” She remembered it as “a hard life – up at 4:30 and milking 20 Guernsey cows.” The couple quit the public dairy in 1972, although they continued to sell milk

to a few families who were willing to pick it up at the farm. Phillip would have been 76 in 1972 – certainly an age where most people are ready to slow down (*Mountain Times* 2001:11).

Stephen J. Potash (personal communication 10/11/2009) recalled that his family was one that went to the farm. When they arrived, one of the Greens

would agree to CHURN me some buttermilk for a day or two later. I'd go back and get it. In my life, I have never tasted anything better, and of course, except for theirs, I never again tasted any that had not be made by culturing. I would give my right arm to have a frosty glass of that incredible, thin and flavorful nectar, replete with tiny flecks of butter swimming in the glass!

For all of the modern conveniences of the 21<sup>st</sup> century, we may have lost some important experiences.<sup>4</sup>

#### Bottles

The *Mountain Times* (2001:11) stated that “Callie gave a collection of their milk bottles to the Sacramento Mountains Historical Museum, where they are on display.” I visited the museum in 2001 and looked at the bottles. Unfortunately, they were all either generic or from other dairies. It is highly likely that the Greens only used generic milk bottles, although they may also have used some containers embossed with the names of other dairies. It is also probable that the caps carried the Green name.

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<sup>4</sup> Steve Potash, who grew up in El Paso, spent part of his summers at his family's Cloudcroft cabin on Chipmunk, across from the meadow. It was known as “Legallaire,” because it was built and owned by two law partners, Melvin L. Potash and Julian Bernat. Steve has lived in the San Francisco Bay Area since the late 1960s. All these years later, he says he'd give not only his right arm, but also his eye teeth, to taste a similar glass of buttermilk. Got churned buttermilk? Contact: [steve@PotashCo.com](mailto:steve@PotashCo.com).

### T.B. Clark Dairy (1939-ca. 1946)

The T.B. Clark Dairy only advertised in Alamogordo newspapers for four months beginning on December 18, 1939. The ad offered Grade A Raw Milk and put the dairy's location at "One Mile South of Town" (*Alamogordo Advertiser* December 14, 1939). The dairy was only listed in the 1940 and 1946 New Mexico State Business Directories with T.B. Clark as proprietor. By 1950, the dairy no longer appeared in the directory.

### Wyatt Griffin Dairy (1940-1946)

As with Clark, the Wyatt Griffin Dairy was only listed in the 1940 and 1946 New Mexico State Business Directories with Wyatt Griffin as proprietor. By 1950, the dairy was no longer enumerated. Griffin Dairy advertised very briefly (only three issues) in 1941 and offered "Grade A Raw [milk,] Butter[,] Buttermilk[,] Cream[, and] Cottage Cheese" (*Alamogordo Advertiser* April 17, 1941).

### Trammel Dairy (ca. 1939-1975)

The Trammel family moved into the Tularosa Basin area in 1907 and lived in various places in the area. Charley Trammel, the only son to remain in the area, worked for many of the local ranchers before marrying Threva Green in 1930. He continued working for others until 1939, when he acquired property at Three Rivers (Tularosa Basin Historical Society 1985:539).

According to the Tularosa Basin Historical Society (1985:541):

When Charley moved to Three Rivers, he brought several milk cows and quickly established a thriving dairy business. He shipped ten to thirty gallons of pure cream by train to Trinidad, Colorado every week and delivered a hundred pounds of butter to Alamogordo every Friday morning. There was no electricity on the farm at the time, so all the milking, cream separating, churning, etc., had to be done by hand.

The family moved to the old Champion farm in Tularosa in November 1948, where they purchased more dairy cows and equipment from Mr. Grinsdale.<sup>5</sup> They moved to their present [i.e., 1985] home, the old Rich house, which belonged to one of the first governors of New Mexico, in 1950. Here they continued the dairy business until a cataract operation in 1975 necessitated discontinuance of the dairy. During that time, Charley and Threva maintained a house to house delivery service in Tularosa and later sold milk by bulk to City Dairy in Alamogordo.

Willie McMurry confirmed the bulk milk sale to City Dairy in a 1998 interview.

### Price's Dairy

Mark and Mary Price moved to El Paso, Texas, in 1905 and bought their first cow a year later. Mary Price began selling milk, bought a second cow the following year, and purchased the Story Dairy that May. She named the combined business Price's Dairy. The herd and the business grew, and Price's incorporated. Mrs. Price bought out the El Paso Dairy Co., Inc. in 1927 and continued to be president of the corporation until 1929 (Prendergrast 1961:115-151).

Robert B. Price replaced his mother as president and merged the company with Desert Gold Dairies, Inc., Velvet Ice Cream Co., and J.B. Butler Ice Cream Co. to create Midwest Dairies, Inc. The name was later changed to Price's Creameries before the company became a subsidiary of Creameries of America, Inc. In 1953, Creameries of America merged with Beatrice Foods, Inc., although Price's retained its own identity in El Paso and New Mexico (Prendergrast 1961:115-151).

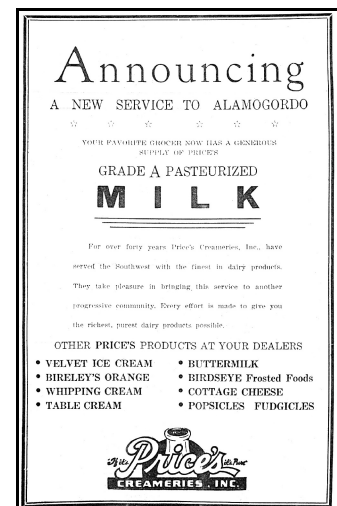


Figure 6-11 – Price's Dairy  
– first announcement  
(*Alamogordo News*  
February 27, 1949)

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<sup>5</sup> This may have been the former Sanders Dairy or that of Erastus Lacy. Both were open into the 1940s. Grinsdale may have been Philip Ralph Grinsdale, who died at Tularosa in April 2004 (Styles, 2009). He may have purchased either of the earlier Tularosa dairies and resold to Trammel.

On February 27, 1949, the *Alamogordo News* announced “A New Service to Alamogordo” – a wide range of products offered by Price’s Dairy at “Your Favorite Grocer” (Figure 6-11). Interestingly, Price’s advertised goat’s milk (Figure 6-12) in the same issue and had offered a special cottage cheese promotion (Figure 6-13, also see Figures 2-18 & 2-19 in Chapter 2) in January (*Alamogordo News* January 20, 1949).



Figure 6-12 – Price’s goat’s milk (*Alamogordo News* February 27, 1949)

The ads stressed Price’s “Gold Star” Guernsey-Jersey milk by 1951, and the big promotion for 1952 was “genuine Fire-King Jade-Green Ovenware Bowls filled with creamy American Hostess Cottage Cheese.” The bowls could be used for cooking, serving, or storage after the cottage cheese was consumed (Figure 6-14). On April 23, 1953, Price’s announced “the new pitcher spout container” and bragged that there would be no spilling, no dripping, and no waste (Figure 6-15).<sup>6</sup> The ad included a drawing of the Pure-Pak waxed-paper milk carton and noted that the new container was “easy-to-use” and “sanitary” (*Alamogordo News* January 20, February 17, 1949; May 24, 1951; May 29, 1952; April 23, 1953).

On September 21, 1954, the *News* announced that W.P. O’Kelley had become “Alamogordo’s Retail Distributor,” carrying “a Complete Line of Price’s Fine Dairy Products.” The ad noted that O’Kelley had “established a retail-home-delivery business handling the complete line of Price’s [products] in the Alamogordo-Holloman Air Force Base area. Mr. O’Kelley has lived in the Alamogordo area for over a dozen years.” The ad stressed several kinds of milk available for home delivery in half-gallon or quart bottles and such items as cottage cheese, orangeade, grape drink, Yami Yogurt, and whipping cream “in other containers.” A small drawing also showed paper containers – although they were not mentioned in the text (Figure 6-16).

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<sup>6</sup> Also see the discussion on the Pure-Pak and other wax-paper milk cartons in Chapter 2, as well as Figure 2-47 through 2-50.



Figure 6-13 – Price's cottage cheese promotion (*Alamogordo News* January 20, 1949)



Figure 6-14 – Another cottage cheese promotion (*Alamogordo News* May 5, 1952)



Figure 6-15 – Price's new Pure-Pak carton (*Alamogordo News* April 23, 1953)

O'Kelly's unit was almost certainly the first local branch of Price's in the community, but Ted Houghton was listed as the manager at 800 McLain (corner of 8<sup>th</sup> & McLain) by 1957. By 1964, the Alamogordo branch of Price's finally acknowledged the switch to Beatrice Foods, Inc., with Joe Evans as the local manager. M. Wayne Hillis took over management in 1967 and, in 1972, formed Alamogordo Distributing Co. as the distributor of Price's products in the city (ACD 1957-58, 1959-60, 1964-65, 1997, 1969, 1971).

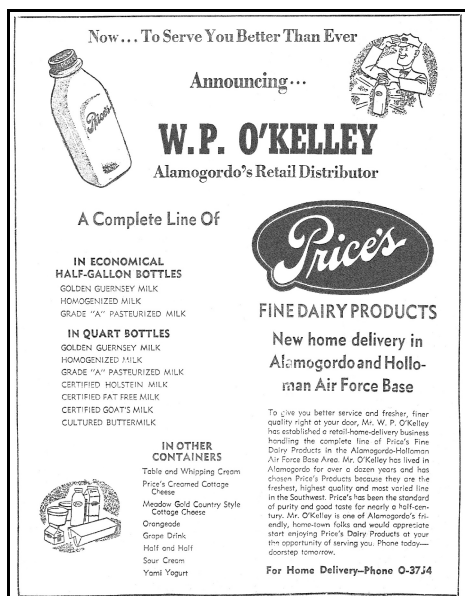


Figure 6-16 – Price’s 1954 ad (*Alamogordo News* September 21, 1954)

## Wholesome Dairy

Initially part of the Life Saver Goat Dairy (1928-1934), the Wholesome Dairy began to be listed in 1930 and soon assumed its own identity separate from the earlier operation. By 1934, Life Saver had vanished, but Mrs. Lillian Kopilowitz remained in business – this time milking cows. Wholesome Dairy remained in business until at least the early 1980s.

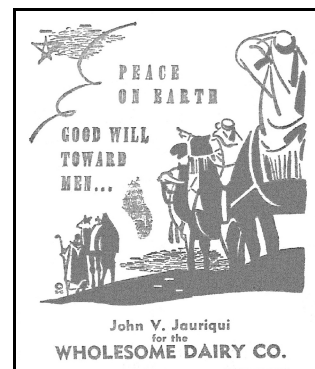


Figure 6-17 – Wholesome Dairy ad (*Alamogordo News* December 25, 1956)

Although I have only found a single ad, at some point prior to December 1956, John V. Jouriqui opened a local branch of Wholesome Dairy (Figure 6-17). Unfortunately, his 1956 Christmas ad is the only record of Wholesome that I have discovered (*Alamogordo News* December 25, 1956). The competition from Price’s and City Dairy may have been too strong.

## The Borden Co.

The Borden Co. opened its plant at El Paso, Texas, in September 1932. The new plant was “built to handle daily 20,000 quarts of milk[,] 8000 pounds of butter, and 2000 gallons of ice cream, enough to supply at least 50 per cent of the population of El Paso” (*El Paso Herald Post* September 9, 1932). Borden remains in business at El Paso in 2011.

Although it was probably open earlier, the Borden Co. first appeared in the 1957 Alamogordo City Directory at 123 Pennsylvania Ave. with W.L. (Mack) McBroon as agent. J.O. McPherson was listed as owner of the company (undoubtedly the *local* owner) by 1964, and he in turn sold out to Jess “Jay” Harwell by 1969 (ACD 1959-60, 1964-65, 1997, 1969). Harwell bragged, “You Know...If it’s Borden’s Milk, It Has to be Good” and sold milk, ice cream, frozen deserts, and dairy products (ACD 1971 – Figure 6-18).



Jay Harwell had been a “heavy dirt contractor” with his father in Hobbs, New Mexico, working mainly in conjunction with oil companies in the area. During one of the recessions, his employer went out of business, and Harwell worked at various jobs in the area, never finding one that really suited him. In 1967, with his wife, June, Harwell relocated to Alamogordo and bought the Borden’s distributorship from McPherson (Harwell interview).

Products for the Alamogordo office were shipped in from the El Paso plant and then delivered locally. Harwell lost the local distributorship when Borden’s decided to close the Alamogordo office in late 1971 or 1972. Harwell later suspected that the decision to close the office may have been made prior to his purchase of the franchise (Harwell interview). Although there is no direct evidence, Borden’s products may still have been distributed by the Alamogordo Distributing Co., located at 8th & McLain (west of the railroad), managed by M. Wayne Hillis.

#### Farmers Dairies

Although I have found no written history of Farmers Dairies, a few hints of their story are available. A 1954 *El Paso Times* article stated that “Farmers Dairies has been in operation over 25 years in El Paso” (i.e. since before 1929). Adelberto Navar first appeared in El Paso City Directories in 1918 as a dairyman. By 1921, Navar’s dairy was named the San Antonio Dairy, and San Antonio Dairy bottles bear the same phone number that was later used for Farmers Dairy (*El Paso Times* June 17, 1954; EPCD 1918-1921).

The directories carried no more listings for the Navars until 1933, when Luis Navar appeared as the head of Farmers Dairy. Although the directories listed the company as Farmers Dairy, milk bottles from ca. 1933 to ca. 1938 were embossed S.A.&F. Dairy (San Antonio and Farmers) and bear a stylized “N” on the base, the symbol of the Navar family (used at least as early as 1921 on the San Antonio Dairy bottles). Bottles embossed “FARMERS DAIRY” bear dates after 1940. The above evidence suggests that at some time between 1921 and 1933, Navar’s San Antonio Dairy merged with Farmers Dairy (possibly operated by a brother?) to form



Figure 6-18 – Borden’s ad  
(Alamogordo City Directory)

the S.A.&F. Dairy. About 1940, “San Antonio” was dropped from the name. Farmers Dairies still operates in El Paso (EPCD 1933-1997).

Farmers Dairies won the bid for milk distribution in the Otero County schools in 1972, and Jess “Jay” Harwell (see Borden’s above) became their local distributor. The new office was located at 121 White Sands, and their 1972 ads (Figure 6-19) offered milk, ice cream, frozen deserts, and dairy products. When Farmers lost the next bid (1974 or 1975), the company closed the Alamogordo office. Jay and June subsequently divorced. Jay then worked for the federal government and returned to Hobbs. June remained in Alamogordo where she has been active with the library and the Tularosa Basin Historical Society (ACD 1972, 1973, 1975; Harwell interview).

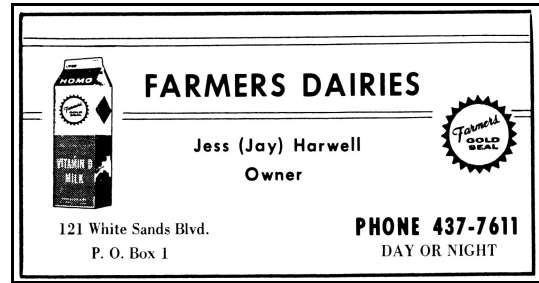


Figure 6-19 – Farmer’s Dairy ad  
(Alamogordo City Directory 1972)

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