

Creamery Package Mfg. Co.

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Although the name CREAMERY PACKAGE MFG. CO. appears on various milk bottles, the company was not a bottle maker. As a supplier, Creamery Package had its name embossed on milk bottle bases from ca. 1900 to “the teen years” (Giarde 1980:29-30). We tested Giarde’s dates with local information and discovered more variation in logos and finer date ranges.

History

Charles M. Gates initiated the Creamery Package Co., Chicago, Illinois, in 1882. Gates incorporated the company in Illinois on January 12, 1883, for “the manufacture and sale of butter tubs, cheese boxes and cooperage” (Creamery Package 1937:6-7). The business was restricted in growth under the original charter, so the firm reorganized as the Creamery Package Manufacturing Co. on September 30, 1887, and began an expansion program (Creamery Package 1937:5, 8; Moody 1918:1519). Although the main company resided in Chicago, by 1888, the firm had factories at

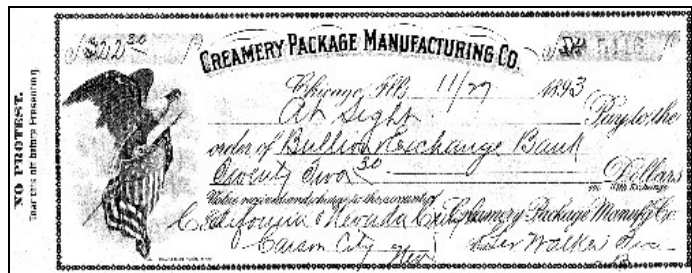


Figure 1 – 1893 Creamery Package check (Julian Gotlieb)

Mankato, Minnesota; Morrison, Illinois; Portland, Indiana; and Jackson, Michigan (Figure 1). Expansion continued throughout the early 20th century (Creamery Package 1937:11-20). Although the firm experienced some changes throughout the rest of its existence, the important period for the purposes of our research ended ca. 1920. The St. Regis Paper Co. acquired Creamery Package in 1960 (Jaenicke 1962).

Trademarks

President C.H. Higgs appointed a committee of employees to develop a trademark in 1907. The group presented an inverted triangle with rounded sides enclosing a CP monogram. The mark was eventually reduced from thick, three-dimensional lines to a thinner version with a

more modern shape (Creamery Package 1937:28). Prior to this time, the name of the company was used. According to the firm (Creamery Package 1937:8, 10), “For a number of years the full spelling was used on stationery and printed matter, but for more than thirty years prior to the publication of the history [1937] the abbreviated form has been used in agreement with the certificate of incorporation.”

From the company statements and empirical observation (by both Giarde and the BRG), we can extrapolate a possible chronology for the use of three trade marks. It is important to note that only the second trade mark (below) is known to have been embossed on milk bottles.

1. CREAMERY PACKAGE MANUFACTURING CO. (or COMPANY)

This name was probably the first identifying logo for the company after the reorganization in 1887. It was almost certainly used on company stationery and packages from 1887 to ca. 1903.¹ We have no evidence that Creamery Package used this mark on glass or even offered milk bottles during this early period.

2. CREAMERY PACKAGE MFG. CO.

The abbreviated form of the company name began use ca. 1903 and was apparently used until the sale to St. Regis. However, the monogram logo was introduced in 1907, and simple packages, letterheads, and other paper items would likely have been replaced by the monogram shortly after 1907. Although this was the official company change, there is no doubt that the abbreviation was used earlier, and it is equally certain that the full name was sometimes written out later.

¹ The ca. 1903 date was arrived at from the statement by the company that the abbreviation was used for “more than thirty years” at the date the book was published (1937). Subtracting 34 years (an arbitrarily chosen number) from 1937 equals 1903. Prior to that time, the full name, Creamery Package Manufacturing Company, was used.

3. CP monogram in an inverted triangle.

This could not have been used until 1907 and has been used by the company since that time, although in several forms (Figure 2). The CP monogram has only been reported on a single, amber milk bottle in the Al Morin collection. We suspect the mark was not used on bottles until the early 1920s.

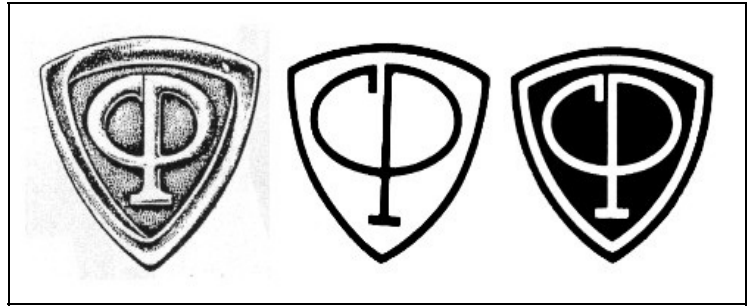


Figure 2 – Creamery Package Logos (CP 1935, 1948, 1955)

Containers and Marks

It is currently unknown who made bottles for Creamery Package in the early days. However, a 1912 Creamery Package catalog (1912:208) noted: “Having under our control the entire milk bottle output of one of the largest glass works in the United States, we are in a position to guarantee our bottles in all aspects.” In addition, the catalog noted that the bottles had a “slight ‘purplish’ tint, which is especially desired” and that “lettered bottles are furnished in lots of one gross or more” (Figure 3). By 1912, Thatcher was the most prolific milk bottle manufacturer, and the plants produced milk bottles on Owens machines (these often solarized to an amethyst color). However, Owens machines were not particularly adaptable to short orders of one gross (e.g., see Miller & Sullivan 1984:86). Since we have not seen any milk bottles with Owens machine characteristics, it is unlikely that Thatcher was a producer.

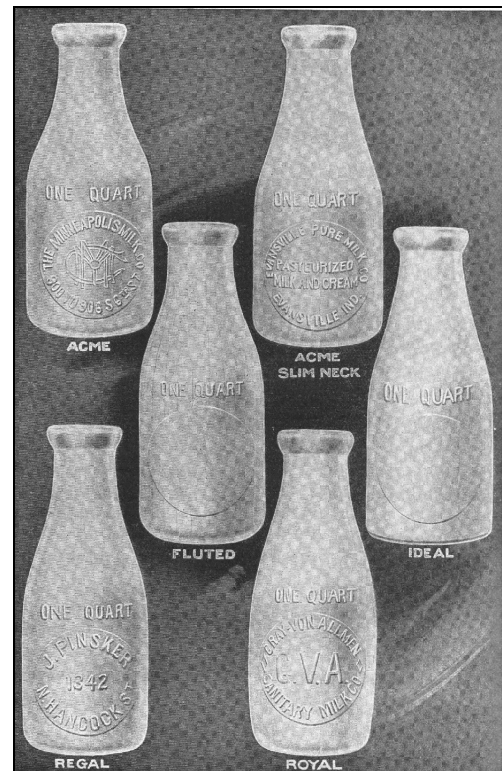


Figure 3 – Creamery Package bottles – 1912 (Creamery Package 1912:204)

Another option was the Winslow Glass Co., Columbus, Ohio. Although much smaller than Thatcher, it was still a noted U.S. milk bottle manufacturer by 1912, and Winslow bottles were being used a decade later by Creamery Package. Winslow advertised in 1923 that its bottles were carried in stock by Creamery Package (*Milk Dealer* 1923), and the Creamery Package 1925 catalog advertised Winslow milk bottles (Tutton 1994:170). At this point, we do not know whether Winslow used marks on its mouth-blown milk bottles. The only marked bottles we have found were machine made. Thus, the Creamery Package mark on the base may have been the only logo used by Winslow prior to the installation of machines.

By at least 1935, Creamery Package sold bottles made by Owens-Illinois. In that year's catalog (Creamery Package Mfg. Co. 1935:20-22), was an advertisement for Owens-Illinois milk bottles. In addition, the illustration of a Store Bottle showed a small round plate on the shoulder embossed with "SEALED / 48." In the original Massachusetts seals (and those used in Rhode Island and Maine), the "48" designation was assigned to the Berney-Bond Glass Co. When Owens-Illinois bought Berney-Bond in 1930, the company also acquired the number as it began its initial movement into milk bottle manufacture.

CRY. PKG. MFG. CO. (ca. 1901-ca. 1904)

We have found a single quarter-pint bottle embossed on the base with "CRY. PKG. MFG. CO. / CHICAGO" (Figure 4). Aside from "WASH / AND RETURN" on the reverse and an empty plate mold below "1/4 PINT" on the front (obviously intended to be 1/4 PINT), the bottle was unmarked. What sets this bottle apart from the ones described below is that it was made by a blow-and-blow machine, the most common type of machine used for round milk bottles. These machines leave an ejection scar on the bottle base.



Figure 4 – CRY. PKG. MFG. CO.

CREAMERY PACKAGE MFG. CO. / CHICAGO. (ca. 1901-ca. 1904)

At least one type of Creamery Package bottle offered on eBay was embossed “CREAMERY PACKAGE MFG. CO. / CHICAGO.” on the base with no model name or number in the center (Figure 5). Most, however, seem to have had model names, like IDEAL and ACME.



Figure 5 – CREAMERY PACKAGE MFG. CO. / (eBay)

IDEAL (ca. 1903-ca. 1916)



Figure 6 – IDEAL in large letters

(Figures 6 & 7)



Figure 8 – #2 IDEAL across center (eBay)

Creamery Package

Mfg. Co. bottles were marked with at least five variations of “IDEAL” as well as the Creamery Package name:

1. “IDEAL” in large letters in the center of the base (with a single dot above and below the “IDEAL”) and “CREAMERY PACKAGE MFG. CO. / CHICAGO” around the edge
2. “#2 IDEAL” in the center of the base with “CREAMERY PACKAGE MFG. CO. / CHICAGO” around the edge (Figure 8)
3. “#2 / IDEAL” to the right of an embossed crescent (all in the center of the base) with “CREAMERY PACKAGE MFG. CO. / CHICAGO” around the edge (the line break between “#2” and “IDEAL” may be because of the ½ pint size and the crescent) (Figure 9)



Figure 7 – Ideal bottle (eBay)



Figure 9 – #2 IDEAL with crescent

4. “#2 / IDEAL” in a horizontally elongated diamond in the center of the base with “CREAMERY PACKAGE MFG. CO. / CHICAGO” around the edge (Figure 10)



Figure 10 – #2 IDEAL in a diamond (eBay)

5. “IMPERIAL (arch) / #2 (horizontal) / MEASURE (inverted arch)” in the center of

the base, with “– CREAMERY PACKAGE MFG. CO. / CHICAGO –” around the edge (Figures 11 & 12)



Figure 11 – Canadian Ideal bottle (eBay)

These are in the probable order of manufacture. For example, it is highly likely that “IDEAL” alone was used prior to the “#2 IDEAL” and that the fancier variations were used later. The discovery of a second crescent base on eBay (with a slightly different crescent) rules out the idea that the crescent may have been a flaw in base of a single mold (Figure 13). It is highly likely that the bottles with the embossed crescent on the bases were made by the Crescent Milk Bottle Co. (or Crescent Milk Bottle Mfg. Co.), Mt. Vernon, Ohio.



Figure 12 – Canadian Ideal base (eBay)



Figure 13 – Creamery Package crescent base (eBay)

According to the Dairy Antiques Site (2014), the Crescent Milk Bottle Co. was incorporated on October 31, 1911 and was another milk bottle company that was related to Essex Glass Company. The firm was incorporated with two well-known milk

bottle men – Charles Tigner and Rex Lamb – on the Board of Directors, with Tigner as manager of the plant. Tigner was also the manager of the Essex Glass Co., also located in Mt. Vernon. Crescent filed for corporate dissolution on December 31, 1912. New York, New Jersey, and Wisconsin all assigned the number “39” to Crescent. Even though the firm was no longer in business, the number was still listed by the *Stevens Point Journal* (1916a) in 1916.

The 1900-1901 Creamery Package catalog only advertised milk test bottles along with other testing equipment – but no actual milk bottles (Creamery Package 1900:142). By 1903, however, Creamery Package advertised “Our Ideal Milk Jars” along with a drawing of the jar embossed “IDEAL / MILK JAR / N^o. 2 / FINISH” (Figure 14), leaving virtually no doubt about the meaning of #2 IDEAL on the bases of the milk bottles (Hoard’s 1903:901).



Figure 14 – IDEAL No. 2 Finish Ad (Hoard’s 1903:901)

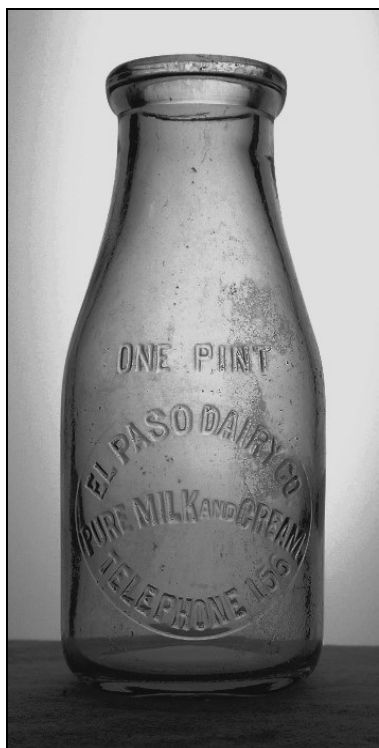


Figure 15 – Milk Bottle Style Used by the El Paso Dairy Co.

The #2 apparently referred to the bottle shape; photos show both cap-seat and “tin-top” (for Lightning-style seal and a metal cap) finishes (e.g., see Figures 6 & 9). The diamond may have been a later addition, but that is uncertain. On at least some pint bottles an embossed dot was placed below the “IDEAL.” The Ideal was still listed in the 1912 catalog, which noted that it had “a flatter bottom than any of our other styles. The corners are slightly rounded, however, and bottles will not chip” (Tutton 1994:206-207).

We have a good idea of the date range for the IDEAL marks because the bottles of the El Paso Dairy Co. have been well researched. The firm was in business from 1897 to 1927 (Lockhart & Olszewski 1995:61), and it used at least five different embossed label styles during that period. Empirical and documentary evidence suggest that the first label style (the only one relevant to this discussion) was used from ca. 1903 to ca.

1910, a range partially confirmed by the 1903 ads. With one known exception, the El Paso bottles were mouth-blown (all the Creamery Package examples were mouth blown) with cap-seat finishes, and all had the same label style in a round plate on the front (Figure 15). Three were embossed on the base with “CREAMERY PACKAGE MFG. CO.” around the outside edge and “CHICAGO” at the bottom of the base. One of those was embossed “IDEAL” in large letters across the center of the base; another was marked “#2 / IDEAL.” The third mark, ACME, is addressed below (Lockhart 2014).

It is important to note that the El Paso date range does not mean that Creamery Package bottles were used during that entire period – only that bottles with the Creamery Package marks were used at some point during the ca. 1903-1910 range. However, primary sources indicate that Creamery Package bottles were used for most of the period. It is certain from the 1900 catalog (see above) that Creamery Package did not sell milk bottles at that time. It is likely that the 1903 ads reflect the first milk “jar” offerings. Both the “IDEAL” and “ACME” (see below) bottles remained in the 1912 catalog. Unfortunately, the next catalog we have found was issued in 1925. Its milk bottles are quite different and were made by Winslow Glass Co. Creamery Package continued to sell mouth-blown “IDEAL” bottles (and probably “ACME”), possibly until at least 1916, when a group of “Ideal” bottles was condemned by the Wisconsin sealers (*Stevens Point Journal* 1916b). These may have been a few years old; however, by that time, machine-made bottles had become the norm.

The term “sealers” requires a bit of explanation. In 1900, various states began requiring that milk bottles be “sealed” to insure that the volume was correct. Since mouth-blown bottles varied quite a bit in size, this was difficult until machine-made bottles were the standard. The newspaper article almost certainly indicated that the Ideal bottles were not correct in volume because they were still mouth blown.

Although we have not discovered the dates, Creamery Package entered the Canadian market during the period when #2 Ideal bottles were offered. This required the use of Imperial bottle sizes. These conformed to the British system and were somewhat different in volume from those used in the U.S. See Figures 11 & 12 for a Canadian example.

ACME (ca. 1904-1916)

“ACME” appeared on the center of milk bottle bases that were also marked with the Creamery Package name. These were made in at least two variations, one with “THE” preceding the Creamery Package identification.

1. “ACME” horizontally across the center of the base with “CREAMERY PACKAGE MFG. CO. / CHICAGO” around the edge (Figure 16)

2. “ACME” horizontally across the center of the base with “THE CREAMERY PACKAGE MFG. CO. / CHICAGO” around the edge (Figure 17)

On some pint bottles, a dot was embossed below the “ACME.” Milk bottles from El Paso were all mouth blown. Both variations were found on bottles used by the El Paso Dairy Co. from ca. 1900 to ca. 1908 (see explanation of the El Paso bottles in “Ideal” section above). Another mouth-blown bottle with the Acme and Creamery Package logos (first variation) was from the American Dairy Co. in El Paso. The American Dairy Co. bottle was also embossed with the name of Ed. L. Millican, owner of the dairy from 1900-1912. Thus, local evidence confirms the use of the ACME logo at some point between 1900 and 1908 (Lockhart 2014).

Acme was a model or style of milk bottle. The DeLaval Dairy Supply Co. catalog for 1907 (DeLaval 1907:60) listed, illustrated, and discussed the “ACME STYLE” milk bottle. The entry described the bottles as “Extra Heavy, Rounded Bottom” and showed the words “WASH / AND RETURN” on the reverse side. The description added that the bottles were “strictly hand

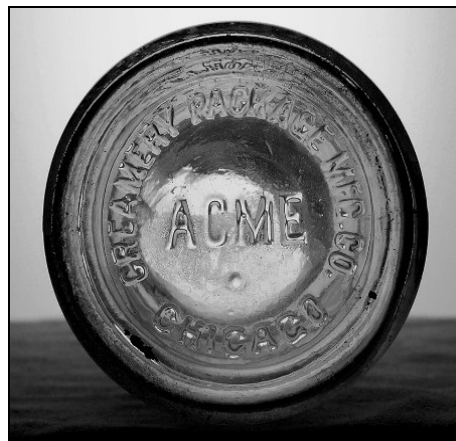


Figure 16 – ACME, CREAMERY PACKAGE MFG. CO.



Figure 17 – ACME, THE CREAMERY PACKAGE MFG. CO.

made and free from spots, cords, rough edges and curls. Made of clear, flint glass evenly distributed and properly annealed.” In 1904, Creamery Package was associated with DeLaval, although we have not established the specific relationship between the two companies (Broos & Fowler 2007).

Two variations of the Acme were illustrated in the 1912 Creamery Package catalog (see Figure 3) which described “The Acme” as:

the most generally used of any shown. The shape of the neck and shoulder shows up a deep cream line—deeper than many of the so-called slim-neck bottles. The neck does not increase appreciably in size until about one-third the distance to the shoulder and does not taper as gradually as in other styles. The bottom is rounded and sides are straight from bottom to shoulder.

On the second variation, the catalog stated, “The Acme Slim Neck has the same bottom and body as the regular Acme. The neck is extremely thin to show a deep cream line. The shape is made to order only” (Tutton 1994:206-207).

Toulouse (1969:14; 1971:35-37) dated the “ACME” mark ca. 1920-1930 based on the logo at a slant on a shield embossed on the front of a fruit jar. He attributed the manufacture to the Acme Glass Co., Olean, New York, in business from 1895 until the plant’s takeover by the Olean Glass Co. in 1931. Giarde (1980:5), apparently accepting the Toulouse dates, made the assumption that milk bottles with the mark were made by the Acme Glass Co. Roller (1983:3) disputed the identification and presented evidence that the ACME jar was made by the Schram Glass Mfg. Co. between ca 1922 and 1925 (also see section on Acme Glass Co.). See the section on Acme in the A volume for more information.

The ACME mark in conjunction with the Creamery Package name on milk bottles should not be confused with the ACME jars. We suggest that the ACME name on milk bottle bases was not in any way connected with the Acme Glass Co. Although a company in Olean made milk bottles by machine by at least 1905 (*National Glass Budget* 1912:1), it was almost certainly the Olean Glass Co. – not Acme Glass. Olean was listed as making milk bottles in 1907 and 1909 (Thomas Registers 1907:799; 1909:1101). We have been unable to find any sources that listed

the Acme Glass Co. as a milk bottle manufacturer. The most likely explanation for the name is that Acme, like Ideal, was a model or brand name for a milk bottle offered by the Creamery Package Mfg. Co. during the ca. 1907 (poss. as early as 1904)-ca. 1912 period and by De Laval for at least the earliest years.

C.P.M.Co. CHICAGO

Schadlich ([ca. 1990]) noted that the “C.P.M.Co. CHICAGO” mark was embossed on some milk bottles. At this point, we have not seen an example of the mark.

CP-Triangle (ca. 1916-mid-1920s)

The Creamery Package logo – CP monogram in an inverted triangle – was used on at least one milk bottle. The bottle was amber in color and machine made – note the ejection scar in Figure 18. The bottle could not have been made prior to the adoption of the logo in 1907 and was probably after ca. 1916. It is likely that Creamery Package ceased marking bottles with its name or mark by the mid-1920s or sooner.



Figure 18 – CP-Triangle logo (Al Morin)

REGAL and ROYAL

The 1912 Creamery Package catalog listed two styles, the REGAL and the ROYAL (Tutton 1994:206-207) that we have never seen. If these names were ever embossed on bottle bases, they have not shown up in any of our sources.

Discussion and Conclusions

Currently, there is no clear indicator as to who made the “IDEAL” and “ACME” bottles for Creamery Package. They are, however, obviously both from the same 1903-1916 period. The bottles were mouth blown and colorless, although they can solarize to an amethyst color.

El Paso evidence agrees with that furnished by Giarde – that Creamery Package bottles were used between ca. 1903 and the early to mid-teens. Data provided by the company, itself, suggest that milk bottles were not offered by the company until ca. 1903, and the bottles were still advertised in 1912 and were in use when some were condemned in 1916. Thus, the most likely window for use was the ca. 1903-ca. 1916 period, allowing a few years for existing supplies to become exhausted. Both “IDEAL” and “ACME” were brand or model names used by the Creamery Package Mfg. Co. and possibly other milk bottle vendors.

In the era of machine-made bottles – after 1916 for Creamery Package – the bottles were apparently unmarked by any Creamery Package logo. Bottles sold by Creamery Package after that point would become “invisible” – with manufacturer’s marks only from the glass houses. The single exception was a few bottles embossed with the Inverted-Triangle-CP logo that were probably made shortly after the adoption of machine-made bottles.

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