

Chapter 8

Other El Paso Businesses That Used Marked Bottles



Bill Lockhart
2015

Chapter 8

Other El Paso Businesses That Used Marked Bottles

Bill Lockhart 2015

One of the interesting facets of archaeology – or, indeed, any form of science related to human behavior – is the need for an “other” category during any research. There are always conditions that do not fit. The bottle-related industries of El Paso fall nicely into four categories: soda bottlers, breweries, dairies, and drug stores. In addition, there were several other types of industries that used bottles (and cans and boxes) labeled with their names. These were not numerous enough for each to have its own category or its own book, but they *do* deserve mention. Thus, I have included such containers – mostly bottles – in this chapter. Although the only bottled products for the ice and cold storage firms were distilled and table water, I have given those firms their own chapter.

Examples I have found include medical containers, cosmetic bottles and labels, oil bottles and cans of various types, one liquor bottle, assay supply containers, food containers, and paint thinner cans and bottles. A few firms made medical liquids, similar in some cases to those addressed in the chapters on drug store bottles, and I have included one pill box. Although I have a few bottles, cosmetics are mostly represented by unused paper labels that have somehow survived. Some stores sold their own brands of oils for machines or other home uses, and the El Paso Natural Gas Products Co. made and distributed motor oil, other automotive products, home oil, and lighter fluid.

One very short-lived firm produced and distributed mescal in labeled bottles. The Denver Fire Clay Co. had a branch in El Paso that distributed iron filings and assay products. Food containers are mostly represented by products from the James A. Dick Co., and I am certain there are numerous items that I have not found – although the Western Coffee Co. also bottled some items in glass. Finally, Turpentine & Rosin Factors, Inc., bottled and canned turpentine and paint thinners. There were certainly numerous other bottles, mostly identified by paper labels, that I have not found.

Other El Paso Bottle-Related Firms

This is a large category that encompasses every bottle-related firm that I did not include in the El Paso soda bottling book (Lockhart 2010), breweries (Lockhart 2012), dairy industries (Lockhart 2014), or drug stores (this volume). This includes the beauty industry, various makers of industrial solvents, medicines, food, and locally bottled oils. I have included in this category such non-bottle items as a pill box and cans. This is *far* from comprehensive. Although these are all the examples I have gleaned in 20 years of collecting and researching El Paso bottles, new items appear periodically, and I am sure they always will.

Beautypeel Cosmetic Co. (1921-1922)

The 1921 El Paso city directory had an entry for the Beauty Peel Cosmetic Co., with T.J. Newlyn as general sales manager at 1005, 1006 Texas. After this single entry, the store was no longer listed. Although the directory broke the name “Beauty Peel” into two words, it was a single entity on the bottle. The product was an apparent flop. I have discovered nothing more about Newlyn or his product.

Beauty Peel Bottle (ca. 1921)

I was fortunate enough to find a single bottle of Dr. Newlyn’s Beautypeel. The bottle was actually a prescription style – called a Lyric Oval – made by the Illinois Glass Co. (Figure 8-1).¹ The colorless bottle was rectangular in cross-section and measured 12.9 cm. tall, 4.9 cm. wide, and 3.0 cm. thick. The top had a reinforced prescription finish sealed by the original cork – although less than a quarter ounce of Beautypeel remains. The white paper label wrapped around three sides of the bottle and was divided into three sections.



Figure 8-1 – Newlyn’s Beautypeel

¹ The bottle history is discussed in Chapter 5.

The front section consisted of a black-outlined blue rectangle with the text: “DR. NEWLYN’S / {circle with drawing of lady with mask in hand} - UNMASK YOUR BEAUTY at the top / BEAUTY PEEL (in black-outlined white rectangle) / THE MODERN / FACIAL BEAUTIFIER / NON-ACID / FACE PEELER - BLEACH / BLEMISH ERADICATOR / AND SKIN TIGHTENER / _____ / BEAUTYPEEL COSMETIC CO / EL PASO, TEXAS / -PATENT APPLIED FOR-” (Figure 8-2).



Figure 8-2 – Beautypeel label

The left side noted: “BEAUTY PEEL / BEAUTIFIES THE COMPLEXION / BY PEELING OFF FRECKLES / TAN, MUDDY, OILY AND OLD / YELLOW SOILED SKIN PIMPLES, BLACKHEADS, LIVER / SPOTS, FACIAL BLEMISHES, / ETC. BLEACHES AND TIGHTENS SKIN AND GIVES THE FACE / A CLEAR, YOUNG AND BEAUTIFUL APPEARANCE. / _____ / DIRECTIONS / APPLY ‘BEAUTYPEEL’ TO / THE SKIN FOUR TIMES A DAY / FOR A PERIOD OF 8 / DAYS: MORNING, NOON, NIGHT, / AND BEDTIME. USE A CLEAN / WHITE CLOTH OR ABSORBENT / COTTON AND APPLY FREELY / TO THE PART TO BE ‘PEELED’ / (BUT LIGHTLY ABOUT THE/EYES.) BEAUTYPEEL / PATENTED TRADE MARK LABEL / SLOGAN REG. U.S. PATENT / OFF. PATENTED CANADA / PATENT OFFICE.”

The right side was torn where label folded over right corner of bottle, although most of the message can be discerned: :IMPORTANT / S[HOULD] THE SKIN BEGIN / [PEELING] WHILE STILL APPLY- / IN[G] ‘BEAUTYPEEL’ DIS- / CO[NTI]NUE FURTHER APPLICA- / TI[ON]. NEVER APPLY / ”B[EA]UTYPEEL WHILE / B[URN]ED FROM SUN, SURF- / [ING] OR AUTOING IN THE / W[IND.] WILL NOT AFFECT THE / H[AIR(?)] / _____ / NOTICE / A [FEW] DAYS AFTER YOU / S[TART] APPLYING “BEAUTY / P[EEL,] THE OLD “SCARF- / S . . . (OR SOILED OUTER / L[A]YER) WILL BEGIN TO PEEL / O[FF IN] FINE, SILKY SHREDS / R[EMOVI]NG THE BLEMISHES / W[ITH IT] AND REVEALING THE / CL[EAN] HEALTHY, BEAUTIFUL / A[ND LI]GHTENED NEW SKIN / [SLEE]P WHILE APPLYING / “B[EA]UTYPEEL.” / _____ / MANUFACTURED FOR / [BEAU]TYPEEL COSMETIC CO. / [E]L PASO, TEXAS / [WEI]GHT 2-4 FLUID OUNCES / (?) [P]ER CENT GRAIN ALCOHOL / EXTERNAL USE ONLY

The back shoulder of the bottle had a “3” in a circle with two embellishments (3 ounces) and graduations (ounces to the left and cubic centimeters to the right). The base was embossed “Diamond-I / B 10 / LYRIC” – indicating the Lyric Oval and the logo of the Illinois Glass Co. (Figure 8-3). The glass house used the logo from as early as 1913 to 1929 and the Lyric brand name during the same period.



Figure 8-3 – Beautypeel base

On May 3, 1922, Thomas J. Newlyn, doing business as the Beautypeel Cosmetic Co. at El Paso, Texas, registered a copyrights for two illustrations entitled “Face peeling unmasks your hidden beauty” (No. 678,035) and “Unmask your hidden beauty” (675,036). The latter illustration was almost certainly the drawing of the woman and mask on the label of the bottle.

Newlyn registered another illustration on May 13 entitled “Beautypeel the latest discovery in beauty culture science (678,034). All three copyrights took effect after June 7. On September 12 of that year, he also registered Print No. 6,308 “Unmask Your Hidden Beauty” for advertising purposes for cosmetic lotions for beautifying the skin and eradicating blemishes thereof. The product was very likely only made and bottles once – in 1921.

The Best Products Co. (ca. 1947?)

The Best Products Co. advertised Mrs. Lynde’s Hot Rolls in the *El Paso Herald-Post* from July 11 to December 12, 1947 (Figure 8-4). I have found no other evidence for the firm.

Best Oil Bottles

Best Products sold at least two types of oil: Rose Oil and Castor Oil. Although Best was identified on the paper labels, the firm used bottles embossed with the names of national companies: Dr. Price’s Delicious Flavoring Extracts and Fletcher’s Castoria. This was during the latter part of the era when “bottle exchanges” gathered used bottles

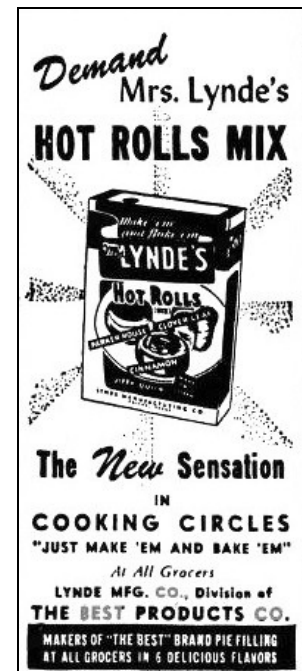


Figure 8-4 – Best ad (*El Paso Herald-Post* 7-25-1947)



Figure 8-5 – Best – Price’s bottle

from various sources – including sending children to trash dumps – cleaned them out and resold them to other businesses. Since both Dr. Price’s and Fletcher’s were very popular brands, the bottles were available and

apparently the right size for the needs of Best Products.

Best used at least two labels for Castor Oil. What may be the earlier label was on a colorless bottle filled with yellow oil that was embossed “DR. PRICE’S / DELICIOUS / FLAVORING EXTRACTS” on one face (Figure 8-5). The bottle was machine-made with sunken panels on the wide faces and a one-part “packer” finish with the original cork. The container measured 12.6 cm. in height, 3.8 cm. wide, and 1.8 cm. thick. The paper label used black ink on white paper (aged brown) to say “CASTOR OIL / –OZ. / _____ / THE BEST PRODUCTS CO. / EL PASO, TEXAS.” (Figure 8-6). The base was embossed “12” above the Diamond-I logo along with an Owens machine scar. The Diamond-I logo was used by the Illinois Glass Co. from ca. 1913 to 1929.



Figure 8-6 – Best oil bottle 1



Figure 8-7 – Best – Fletcher’s bottle

Another possibly later example was slightly larger, measuring 14.6 cm. tall, 4.8 cm. wide, and 2.4 cm. thick. This colorless container was machine-made with sunken panels on all four sides, rounded shoulders and a two-part finish. My example was full of yellow oil and had the original cork. The bottle was embossed “Chas H Fletcher’s (cursive)” on one side panel and “CASTORIA” on the other (Figure 8-7). The paper label used black ink on white paper to convey “Aceite de

Castor / _____ / THE BEST PRODUCTS CO. / 502 S. St. Vrain St. / {pointing hand} Telephones Main 1059 — 3134 {pointing hand} / EL PASO, TEXAS.” (Figure 8-8). Note that “Castor Oil” was now in Spanish.



Figure 8-8 – Best oil bottle 2

The base was embossed “8 Box-O 6” possibly “9 Box-O 8” along with an Owens scar (Figure 8-9). The Owens Bottle Co. used the Box-O logo from 1919 to 1929 along with plant and date codes for most of that period. This bottle had a date code of “6” (1926) or “8” (1928), clearly demonstrating that the bottle was made during the late 1920s. Recall that Fletcher had to have filled the bottle after its manufacture; someone used the liquid; the container was recycled to the intermediary; *then* Best obtained the bottle for its use.



Figure 8-9 – Best oil base

The final Best bottle in my collection was identical to the other Dr. Price’s bottle except for the label and the color of the contents (green). The paper label was white with black letters that read “ACEITE ROSADO / _____ / THE BEST PRODUCTS CO. / EL PASO, TEXAS / _____” (Figure 8-10). The base was embossed “12 Diamond-I.” Even though this base had the same number as the one described earlier, this “12” was embossed directly to the left of the logo, while the one earlier described was to the left and above the logo.

The dating of the bottles placed their use in the late 1920s or early 1930s. While the bottles were obviously reused, it is a bit of a stretch for late 1920s bottles to be used by a firm in business in 1947 – *if* the 1947 Best Products Co. was the same one that used the bottles. Many firms never advertised in newspapers, so they left little historical trace of their passing. It seems unlikely that three bottles with paper labels would survive from a company only in business for a single year. There is obviously more to learn about the Best Products Co.



Figure 8-10 – Best oil bottle 3

Buerger Bros. Supply Co. (1911-1927)

Originally from Germany, Hugo, Otto, Max, and Julius Buerger opened the Buerger Brothers Barber Shop at Pueblo, Colorado, in 1885. They expanded their back room into a supply business and moved to Denver in 1888 – although they retained the branch at Pueblo until it closed in 1902. The brothers built their own building in 1890 at 1436-1438 Larimer St. – that came to be called the Buerger Block – and incorporated in 1909 as the Buerger Bros. Supply Co., with Hugo Brueger as president and Otto Brueger as treasurer (Denver Public Library 2014; Wray 1998:13-14).²

The brothers built a new structure at 1730 Champa St. in 1929, appropriately called the Buerger Bros. Building, and eventually opened a branch in Colorado Springs. Sons and nephews joined the firm, until the 1929 family listing included Otto G. Buerger, Hugo C. Buerger, Hugo R. Buerger, Otto Buerger, Julius A. Buerger, Alvin Buerger, Julius W. Buerger and John Schwarz. Their products included cosmetics – made on the upper floors of their building – such as oils, shampoos, hair dressings, creams, tonics and perfumes. The firm annexed the Denver Fire Clay building next door in 1937, after it had been gutted by fire – stretching their address to 1730-1742 Champa St. They rented the first floor to the Dupont Paint Service Co. in 1947 and used the upper floors for storage. The firm moved out of the building in 1972 (to 4600 Pecos St), and the brothers sold the business to the Standard Barber Supply Co. of Omaha, Nebraska, in 1983 (Denver Public Library 2014; Wray 1998:20, 23).³

The Buerger Bros. Supply Co. advertised in the *El Paso Herald* at least as early as December 16, 1911, probably heralding the opening of the El Paso branch. Wray (1998:14) noted that the branch was open in “the 1910s” – so 1911 was probably the initial year. The brothers were listed at 214 Texas St. in 1916 – an address shared by the Hotel Hollenbeck – but had apparently moved to 411 Texas St. by 1920, although the difference in numbers may only indicate a confusion by the sources. This branch was probably a distribution center instead of a factory, so the products with the El Paso labels may have actually been filled in Denver. Unless something had drastically changed since the 1908 Sanborn Map, the businesses in both the 200

² The Denver Public Library (2014) noted the date of the move to Denver as 1890.

³The Denver Public Library (2014) placed the date of the sale at 1980.

and 400 blocks of Texas St. were small stores. The El Paso branch closed in 1927 (Long 2010; Wray 1998:14).

Buerger Bros. Supply Co. Labels

I have discovered two unused labels from the Buerger Bros. One of them was for Ocean Brand Shampoo Liquor. The label included two declarations in oval areas on either side: “THIS / PREPARATION / WILL BE / FOUND IDEAL / FOR / SHAMPOOING” and “IT QUICKLY / PRODUCES / A RICH, CREAMY / LATHER / WHICH IS EASILY / WASHED / FROM THE HAIR.” The label included a background scene of the ocean, including a lighthouse in the center above “MINT.” Below that was “(3% GRAIN ALCOHOL) / THE BUERGER BRO. SUPPLY CO. / DENVER * EL PASO” (Figure 8-11).



Figure 8-11 – Buerger Bros. shampoo

A second label was for “BUERGER’S / CAMPHOR CREAM / FOR CHAPPED / HANDS AND FACE / PREPARED BY / BRUEGER BROS. SUPPLY CO. / DENVER * EL PASO.” The label was gold and green on a light green background (Figure 8-12). Other Buerger products include Rite-Dress Perfect Hair Control, Blue Goose Hair Dressing, and Nu-Rose Hair Lotion – but those were only distributed in Denver.

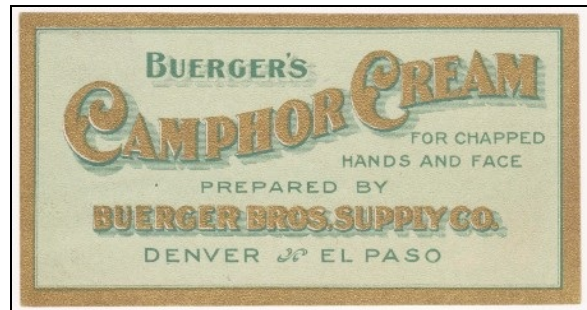


Figure 8-12 – Buerger Bros. cream

James Q. Byrne Co. (ca. 1917-1953)

The *El Paso Times* mentioned the James Q. Byrne Co. by at least December 11, 1917. The 1918 city directory listed the firm as Wholesale and Retail Barber Supplies and Commission Brokers at 108 N. Stanton – phone 1601. Byrne was the president. Although this indicated that the business was incorporated, the January 1, 1920, issue of the *El Paso Herald* announced that Byrne’s charter was filed that day in Austin. James Q Byrne, Ralph Converse, and Ed F. Byrne



Figure 8-13 – James Q. Byrne Co. ad (*El Paso Herald-Post* 2/11/1935)

were the incorporators, and the firm had a capital stock of \$20,000. The last newspaper listing I can find for the company was an ad in the January 3, 1953, issue of the *El Paso Herald-Post*. Byrne advertised periodically in the El Paso newspapers (Figures 8-13 & 8-14).

Byrne Labels



Figure 8-14 – James Q. Byrne Co. ad (*El Paso Herald-Post* 10/18/1945)

The James Q. Byrne Co. offered at least three products, survived only by paper labels. One had a leaf motif on a red background at top and bottom with “IMPORTED / BAY RUM / 62% Alcohol / Mfg. by / James Q. Byrne Co. / Incorporated / El Paso, Texas.” The other had an intricate green design on the outer edges, with “Byrne’s (cursive) / SCALPOL / MFGD. BY / James Q. Byrne / EL PASO, TEX.” I have never seen a label on an actual jar or bottle. A final label was much simpler. The background was chartreuse with a dark green design and a light green central area. Dark green letters announced “BYRNE’S / POMADE / EL PASO, TEXAS” (Figure 8-15).



Figure 8-15 – James Q. Byrne Co. labels

Cactus Fiber Reduction Co. (1916-1917)

The Cactus Fiber Reduction Co. incorporated on April 20, 1916 with a capital of \$18,500 (McKay 1916:49). The firm advertised Mescales Mexicanos in the *El Paso Times* in early February of 1917 – then vanished from the historical record (Figure 8-16).



Figure 8-16 – Cactus Fiber Reduction Co. ad (*El Paso Times* 2/2-/917)

Mescal Mexicano

An eBay auction offered a rectangular label for “MESCAL MEXICANO / DISTILADO EN EL PASO, TEXAS” (Mexican Mescal distilled in El Paso) in an upwardly slanted bar with a green and red border that bisected the label. The lower (right) half had a drawing of a sotol plant above “CACTUS FIBER REDUCTION CO. / EL PASO, TEXAS.” The



Figure 8-17 – Mezcal Mexicano label

upper (left) segment had a drawing of an eagle, a Mexican flag, and a medal. A crescent-shaped neck label said “SOTOL FINO” (Fine Sotol) with a medallion between the two words (Figure 8-17). These labels should be rare; the firm was only in business two years.

China Palace Co. (poss. 1886-ca. 1920)

Joachim Stolaroff was born in Russia on October 14, 1865, and moved to El Paso in 1886. At some point, he purchased the China Palace. By at least 1899, Stolaroff sold the business to his brother, Aaron. Aaron advertised in the *Sacramento Chief* (5/25/1899) that the China Palace was “the cheapest place in El Paso to buy your crockery, glassware, lamps, table and pocket cutlery, graniteware, tinware, and everything in the line of house furnishing goods.” The address was 211 San Antonio St.

An interesting notice appeared in the *El Paso Herald* on March 4, 1904:

A.S. Tolaroff’s [Aaron Stolaroff] China Palace, on San Antonio street, next door to the State National Bank, one of the most public corners of the city, was broken into and robbed of a quantity of razors, knives, four Colt revolvers and \$1 in money.

EXTRA SPECIAL!

\$22.50 Austrian China Dinner Sets
100 Pieces

Regular **\$22.50**
Special **14.00**
Saving **\$8.50**

This will make a very appropriate and appreciative Christmas gift and means 37 percent discount on these beautiful design Austrian China Dinner Sets. Think of the saving!

See the pretty patterns and excellent quality of china and be convinced what exceptional bargains are being offered. Only a few sets left. **BUY NOW!**

CHINA PALACE CO.
112 San Antonio St.

Figure 8-18 – China Palace ad (*El Paso Herald-Post* 11/12/1915)

Stolaroff operated the business until 1915, when he sold to a corporation. According to the March 27, 1915, *Herald*, H. Hyman, Ed. Sanders, E. Wishbrun, and P.H. Luckett incorporated the China Palace Co. that apparently moved immediately to 112 San Antonio and placed an ad in the *El Paso Herald*

China Palace Co.

PHONES 319-369
116 E. SAN ANTONIO STREET

Open a Charge Account **TODAY**

QUART MASON JARS, PER DOZEN	\$1.10
PINT MASON JARS, PER DOZEN	\$1.00
6-OZ. JELLY GLASSES, PER DOZEN	65c
MASON JAR CAPS, PER DOZEN	35c
RUBBERS FOR JARS, PER DOZEN	10c

Figure 8-19 – China Palace ad (*El Paso Times* 8/15/1919)

(Figure 8-18). On December 22, 1917, the *El Paso Times* reported two stores, one at 112 San Antonio, the other at 109 S. Oregon, but the *Herald* placed the retail branch at 116 E. San Antonio on August 1, 1919. At that point, China Palace sold Ball Bros. fruit jars (Figure 8-19). The last mention I have found for the business was in the *Herald* on April 3, 1920.

The Sanborn maps tell us the story of the moves and expansion of the firm. On the 1888 map, the 211 San Antonio address was marked cryptically as “B&S” – although that had become “Crock’y & Glassware” on the 1898 map. In 1900, the store had expanded with 211 San Antonio as “Crocky & Glassw” and 213 (next door) as “Crockery” (Figure 8-20). This probably marked the initiation of the wholesale business. By 1902, however, the 211 address was a “restaurant.” This indicated the relocation of the two branches of the firm, with the retail branch at 112 E. San

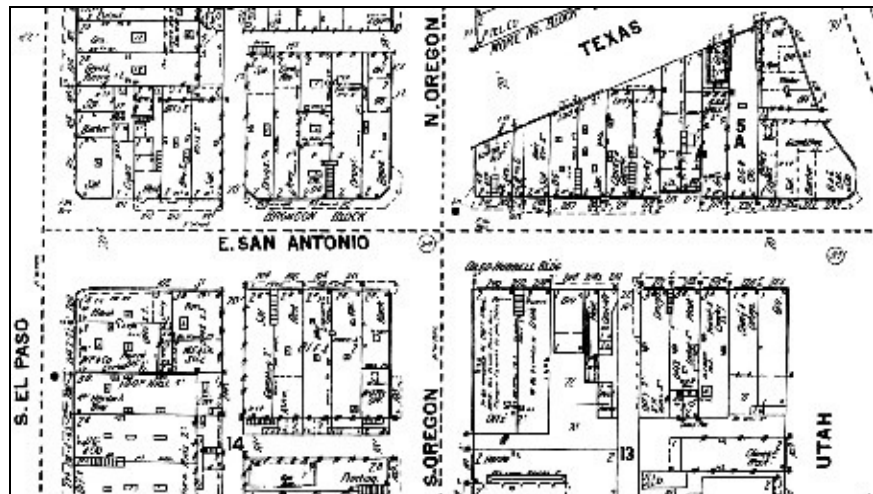


Figure 8-20 – China Palace 211 E. San Antonio (Sanborn Map, 1900)

Antonio – marked “Chinaw” on the map, changed to “Crockery” in 1905 (Figure 8-21). However, the 1902-1908 maps all showed a Western Union Telegraph office at 109 S. Oregon. The newspaper was in error on this address as well as 116 E. San Antonio – a location that did not exist at all. The last number on the block was 114. I found a note (my handwriting): “The China Palace incorporated as the China Palace Mercantile Co. in 1923. The company dissolved two years later.” Although the information is probably correct, I have no idea of the source.

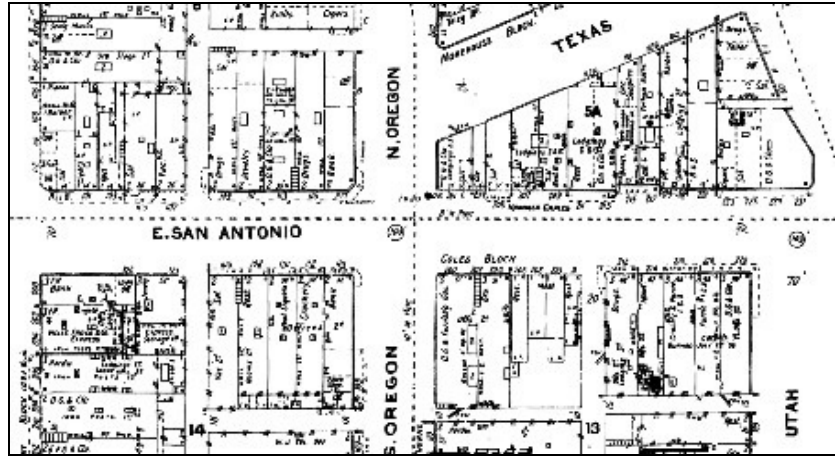


Figure 8-21 – China Palace 112 E. San Antonio (Sanborn Map, 1905)

China Palace Oil Bottle

Although bottled goods were not typical products of the China Palace Co., the firm did sell some oils. The only example I have seen was a small, colorless, ball-neck panel bottle that measured 13.7 cm. in height, 4.0 cm. in width, and 2.0 cm. in depth. The bottle had four unembossed recessed panels and a slightly concave base. My example was half-filled with oil, some of which had leaked out onto the label. The label, originally white with black lettering, had “PALACE / [illegible] / MACHINE OIL / WILL NOT / GUM / ★★ ★ / PACKED BY / The China / Palace Company / IMPORTERS AND EXPORTERS / Crockery, Glassware / Cutlery, Lamps / Notions, Clocks / Toys, Etc. / El Paso, Texas” surrounded by a decorative border (Figure 8-22). The base was embossed “Diamond-I 3 (with the “3” sideways in relation to the logo).” As noted above, the Diamond-I mark was used by the Illinois Glass Co. from ca. 1916 to 1929. The bottle could not have been made prior to ca. 1916, and the firm seems to have ceased operations in the early 1920s.

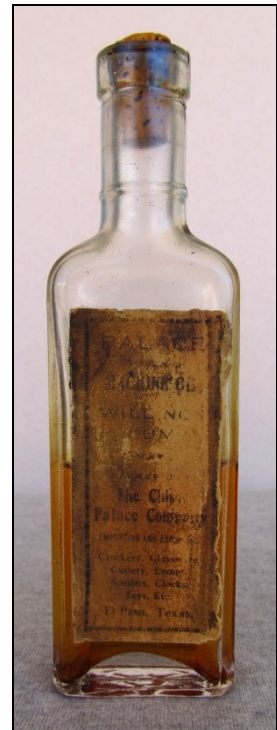


Figure 8-22 – China Palace oil bottle

Denver Fire Clay Co. (ca. early 1930s-ca. 1957)

In 1876, Joab Otis Bosworth ran a drug store at 411 Larimer St. in Denver and began experimenting with crucibles, mufflers, and fired clay products. He formed a company called Bosworth, Babcock & Co. and began selling chemicals, mining equipment and supplies, and clay crucibles under the firm name of the Denver Fire Clay Co. Bosworth turned his drug store over to a partner, William Hover, to concentrate on the new business. He surrounded himself with a group that incorporated the Denver Fire Clay Co. in 1880 with a capital stock of \$20,000 at 31st and Blake Streets in Denver. Predictably, Bosworth was president, with F.M. Case as secretary and George Snyder, Jr., as assistant secretary. Bosworth died in an explosion at the store in 1890, and his widow continued the business. She finished the erection of a new building – completed in 1895 – at 1742 Champa St. (Miscellaneous Mining Items 2014).

The company was a “jobber of scientific instruments, chemicals, metallurgical and assay supplies and laboratory apparatus” with an “extensive line of clay goods and specialties used in laboratories of schools and colleges, beet sugar companies and a large variety of industrial plants, including assay offices, smelters and foundries” (Wray 1998:12). The firm added a third floor to the Champa St. building in 1927 and had opened branches at Salt Lake City and New York – possibly the El Paso office – by then. A fire gutted the building in 1937, and the Buerger Bros. (see above) annexed the building as an auxiliary to their location next door (Miscellaneous Mining Items 2014; Wray 1998:12).

The Denver Fire Clay Co. had opened an office at El Paso by at least November 21, 1934, when the manager, Leroy Hetrick, congratulated the newly opened Harry Mitchell Brewery in the *El Paso Herald-Post*. The office was at the Mills Building. The same paper announced on September 29, 1949, that the “Denver Fire Clay Co. of Texas” was moving its office from 312 Mills Bldg. to 1309 Texas St., so that the office and warehouse would be at the same location. I have not discovered when the firm opened the warehouse. Requests for help in the newspaper want ads continued until at least 1957.

Denver Fire Clay Bottles and Box



Figure 8-23 – Denver Fire Clay Acetone

Two bottles and one cylindrical cardboard box help show the variety of Denver Fire Clay products. One bottle was cylindrical and colorless, and it measured 16.3 cm.



Figure 8-24 – Denver Fire Clay base

tall and 7.5 cm. in diameter. The container had a continuous-thread finish topped by a white, rolled-steel lid. The paper label was dark blue with white letters: “THE DENVER / FIRE CLAY COMPANY / LABORATORY SUPPLIES” with “DFC” in an “oven” (an obvious company logo) on each side. Below that was a white rectangle with “ACETONE / For Manufacturing Use Only” in dark blue letters. At the bottom of the label was “DENVER – EL PASO – SALT LAKE CITY” (Figure 8-23). A blue-green back label had “VOLATILE SOLVENT / Use With Adequate Ventilation / Avoid Prolonged Breathing / of Vapor” in a black outline.”

The stippled base was embossed “9 (stamped over a 7) <0> 50 (with the “5” offset above the zero) / “18” and “Duraglas (cursive)” on front and back heel (Figure 8-24). The change from “7” to “9” probably indicated that the mold was transferred from the Alton, Illinois, plant to the factory at Streator, Illinois – although it could be that the mold maker had a bad day. He certainly added the “5” in “50” as an afterthought. The bottle was made in 1950 by the Owens-Illinois Glass Co.

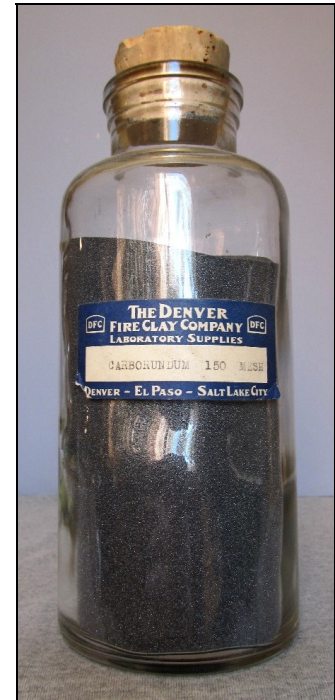


Figure 8-25 – Denver Fire Clay Carborundum bottle

A second, larger bottle – also colorless and cylindrical – measured 22.1 cm. in height and 9.3 cm. in diameter. The bottle was topped by a wide-mouth packer finish and sealed with the original cork. It was almost full of iron shavings. The paper label was identical to the one described above but with “CARBORUNDUM 150 MESH” typed in the white area (Figure 8-25). The base was embossed “1 Box-N” – the logo used by the Obear-Nester Glass Co. from 1915 to 1978.



Figure 8-26 – Denver Fire Clay Carbborundum box

An eBay auction offered a cylindrical cardboard box full of iron filings. The label was identical with those on the bottles but had “2 LB. CORBURUNDUM 100 MESH” in the labeling area (Figure 8-26).

James A. Dick Co. (1905-1952)⁴

The James A. Dick Co. was formed as a corporation in 1905 (possibly started a year earlier and incorporated in 1905) with James A. Dick as president, J.E. Buckley as vice president, W. Cooley as treasurer, and C. Louis Kerr as secretary (Figure 8-27). The firm was listed as wholesale grocers and was located at 405-409 St. Louis (Figure 8-28). The company spread its operations to include 405-413 St. Louis the following year (Figure 8-29). Although Dick remained at the helm, corporate officers changed almost annually. In 1911, the address became 405-413 Mills – a change of street name, not a relocation (EPCD 1904-1911).

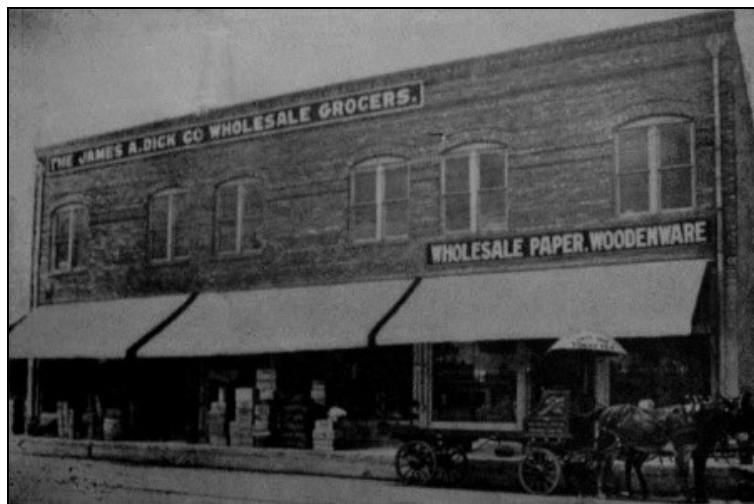


Figure 8-27 – James A. Dick Co. (Moeller 1908:47)

⁴ Most of this section was originally published in Lockhart (2000; 2010).

In 1911, the building was described as “a substantial two-story brick warehouse with frontage of 84 feet and depth of 130, with unloading platform, connected with the main line of the [Galveston, Harrison & San Antonio Railroad], by private switch accommodating eight or ten cars at a time.” The company’s trade territory included the eastern half of Arizona, southern New Mexico, Texas as far east as Sanderson, and “a large section of northern Mexico.” The company employed 25 men (including six salesmen) and bought directly from the manufacturers in railroad car lots. The firm carried three of its own brands: Dicksie, Avondale, and Joy (El Paso Chamber of Commerce 1911:70).

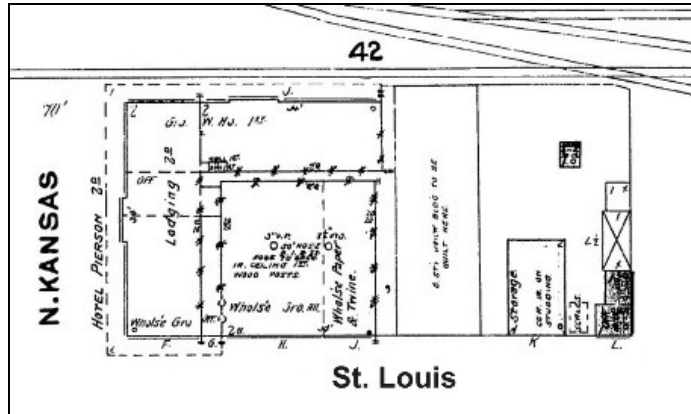


Figure 8-28 – James A. Dick Co. (Sanborn Map, 1905)



Figure 8-29 – James A. Dick Co. (H.G. McKinney photo)

The firm added “wholesale grocers and coffee roasters” to their ad in 1914 (EPCD 1914). In late June 1916, the building burned, creating some problems for the firm. A notice in the *El Paso Times* on June 30 boasted, “Despite the Fire Ready and Doing Business TODAY,” but it also warned that “we respectfully ask the indulgence of all merchants in West Texas, New Mexico and Arizona in case shipments for a few days are a bit tardy.”

In 1929, James A. Dick, Jr., was added to the Board of Directors as a vice president and secretary (Figure 8-30). Although corporate officers changed throughout the years, the next important shift occurred in 1949 when James A. Dick, Jr. replaced his father as president. Although the senior Dick continued to be listed as an officer for the next two years, the power had clearly shifted to his son. In 1952, the company moved to 6500 Montana and was listed in

1953 as “Dick, James A. Wholesale Grocery Co. (Div of Safeway Stores, Inc.)” (EPCD 1917-1953). The firm remains in business in 2014.

James A. Dick Co. Containers

As noted above, the James A. Dick Co. had three of its own brands: Dicksie, Avondale, and Joy. Another brand, Yours Truly, only appears to have been advertised in the Herald in 1911 (e.g., June 21, 1911). Joy may have disappeared by October of that year. I have never seen an example of either brand. Avondale was advertised into the 1920s, and Dicksie continued to at least August 16, 1940 (Figures 8-31 to 8-33).

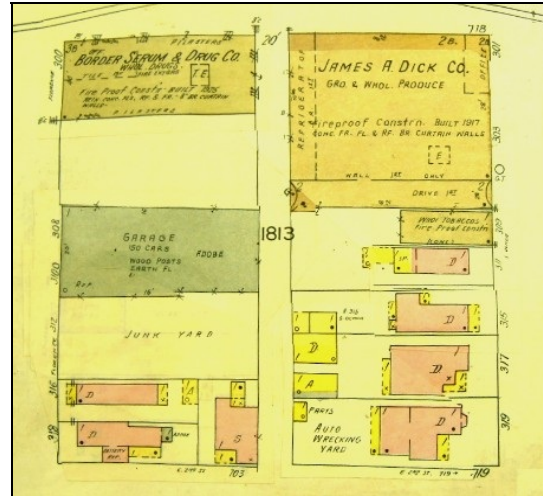


Figure 8-30 – James A. Dick Co. (Sanborn Map, 1941)

As shown in the ads, the Avondale line included Rolled Oats, Sterilized Wheat Food, White Pepper, and Vanilla. These appear to have been mainly spices and baking ingredients. Dicksie, on the other hand, seems to have been composed of food products, such as Large White Asparagus, Maine Corn, and Tomato Soup. There were certainly many more items in each brand line.

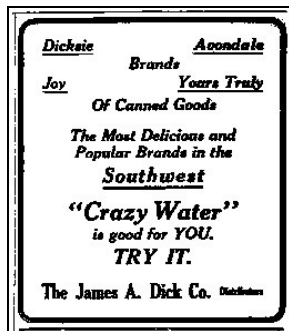


Figure 8-31 – James A. Dick Co. ad (*El Paso Herald* 6/21/1911)



Figure 8-32 – James A. Dick Co. ad (*El Paso Herald* 2/9/1918)



Figure 8-33 – James A. Dick Co. ad (*El Paso Herald* 12/14/1918)

Avondale Spices

At least one Avondale spice tin and one circular box have survived. Both containers as well as the photos in the ads all have a drawing of a barn, house, and trees – obviously the Avondale trademark. The tins advertised his business as extending beyond El Paso to Deming and Silver City in New Mexico and Phoenix, Arizona. The tin and box could have been used in the 1910s-1920s period.



Figure 8-34 – Avondale spices

The spice tin in my collection was rectangular both in cross-section and profile view, with rounded corners. The label was also rectangular with “AVONDALE (stylized) / BRAND / {drawing of house, barn, and trees} / PURE SPICES / 1 1-2 OZS. / GINGER / DISTRIBUTORS / JAMES A. DICK CO. / EL PASO, TEXAS / PHOENIX, ARIZ. DEMING, N.M.” (Figure 8-34). The tin contained most of the ginger but had no stamp to identify the manufacturer of either the container or the spice.

The red, cylindrical cardboard box had a metal reinforced base and a metal cap. The white rectangular label had a gold border and was marked “AVONDALE (stylized) / BRAND / {drawing of house, barn, and trees} / PURE SPICES / 2 OZS. NET / SAGE / JAMES A. DICK CO. / EL PASO, TEXAS / SILVER CITY N.M. DEMING N.M.

Dicksie Cider Vinegar

The only example I have found of the Dicksie line was an oval flask with badly deteriorated paper label. A flask has not been a traditional bottle for vinegar, and this one was more in keeping with a liquor container. The flask had a continuous-thread finish and seven embossed “grippers” on each rounded side. The flask was 18.2 cm. in height, 9.9 cm.



Figure 8-35 – Dicksie Vinegar



Figure 8-36 – Vinegar label

wide, and 4.6 cm. thick. (Figure 8-35). The gold-outlined, white oval paper label had “. . . CK . . E . . [C is very partial – almost certainly DICKSIE] (arch) / gold-outlined half circle with blond-haired, white girl / CI . . R . . . INEGA . . . [CIDER VINEGAR] / . . . CED [REDUCED] TO ½ % ACID / . . . A . . . ES A. DICK . . . [JAMES A. DICK CO.] / D . . . TRI . . . U . . . [DISTRIBUTORS] / EL . . . ASO, TE . . . A . . . [EL PASO, TEXAS]” (Figure 8-36). The base was embossed with a “9” or a “6.” The flask could have been used any time between the 1910s and ca. 1940, although the continuous-thread finish was not introduced to machine-made bottles until the early to mid-1920s.

Other James A. Dick Products

In addition to the food products, the James A. Dick Co. carried soft drinks, such as Clicquot Club Ginger Ale, Circle-A Ginger Ale, and Bevo – a cereal beverage or near-beer. The firm advertised these products in the local newspapers (Figure 8-37). For more information about the drinks, see Lockhart (2010).

El Paso Natural Gas Products Co. (ca. 1955-1964)

The earliest mention I have found for the El Paso Natural Gas Products Co. was the sponsorship of daily weather in the *El Paso Herald-Post* on January 17, 1956. The issue for October 15, 1956, noted that the firm had “Purchase of the McNutt Refining Co. by the firm last year” – strongly suggesting that the company was formed in 1955. According to the August 31, 1957, edition, the firm was a wholly owned subsidiary of El Paso Natural Gas Co. and the “city’s



Figure 8-37 – Clicquot Club ad (*El Paso Times* 7/15/1920)

newest producer of motor fuel” and jet fuel. Along with new refineries under construction at Odessa, Texas, and Gallup, New Mexico, the company had a “new ‘El Paso’ brand gasoline” to be “marketed in West Texas, New Mexico and Arizona.” along with existing gasoline in those areas under the “Dixie” name. On December 20, 1963, the newspaper announced that the El Paso Natural Gas Products Co. would be moving to Odessa early in 1964. Although the firm planned to “leave a strong marketing organization, certain executives, and a substantial number of employees in El Paso,” all but occasional mention of the firm had disappeared from the newspapers by 1965.

El Paso Natural Gas Cans

The El Paso Natural Gas Products Co. offered a variety of merchandise in cans. These included motor oil, general use (household) oil, upper cylinder lubricant, and lighter fluid. I have a can of the general use oil. The can was rectangular in cross-section. It measured 9.9 cm. tall, 5.5 cm. wide, and 2.7 cm. thick, with a spout extending 3.7 cm. above the top. The front has the El Paso Natural Gas sign (with flame) in the center above “GENERAL USE / OIL / FOR SEWING MACHINES, TYPEWRITERS, / VACUUM CLEANERS, FISHING TACKLE, FIREARMS, LOCKS, AUTOS, GENERATORS, / BICYCLES, ETC. / AN IDEAL FINE PARTS LUBRICANT” (Figure 8-38).



Figure 8-38 – El Paso Natural Gas household oil

The back label was divided into two sections. The red upper section read: “A skillful blend of highly refined / light oils and choice wax-free / mineral oil. Penetrates, lubricates / moving metal parts. Stops squeak- / ing, prevents friction. Softens and / loosens rust and dirt. Will not / gum, clog, or become rancid. An excellent general-purpose lubri- / cant. For use on small electric / motors, sewing machines, vacuum / typewriters, locks, generators, bi- / cycles and other finely machined / parts and appliances. / **DIRECTIONS** — TO OPEN: REMOVE / CAP. CUT OFF TIP OF SPOUT. / REPLACE THE CAP AFTER USE.” The lower, blue section had in Spanish: “Aceite Para Usos Gen- / erales. Para lubricar maquinas de / cocer y de escribir,

limpiadores al / vacio, armas de fuego, denera- / dores, cerraduros, magnetos, etc. / No se engoma. / Evita óxido. **Para Muebles:** Aplique unas gotas a / un pano humido. / EL PASO / NATURAL GAS PRODUCTS CO. / EL PASO TEXAS / 4 FL. OZ. LITRO 0.118.”



Figure 8-39 – El Paso motor oil (eBay)

The firm also produced a lighter fluid can that was similar in size and shape but had “LIGHTER / FLUID / {El Paso Natural Gas sign} / Red Flame” above a danger warning. The company also offered at least three grades of motor oil in cylindrical quart cans: Escort Motor Oil, EP (El Paso) Motor Oil, and El Paso Heavy Duty Motor Oil (Figure 8-39). There may have also been a temporal difference in the three. A final product (at least in my eBay sample) was Upper Cylinder Lubricant in a similar, one-quart can.

El Paso Specialty Co. (ca. 1932-1936)

The El Paso Specialty Co. was briefly mentioned in connection with a sports team that it sponsored in the *El Paso Herald-Post* between May 20, 1932, and February 18, 1936. The paper reported another firm by the same name – probably unrelated from January 14 to 20, 1976. I have found no other mention of this company.

El Paso Specialty Co. Labels



Figure 8-40 – El Paso Specialty Co. labels

The El Paso Specialty Co. made a variety of products as shown by four labels. One was composed of a white-outlined black background with a floral scene that surrounded a blue shield with the message in hard-to-read gold letters: VALENTINO / BRAND / QUININE HAIR TONIC / a Refreshing Preparation / Against Dandruff / AND FALLING HAIR / EXTERNAL USE ONLY / EL PASO SPECIALTY Co. / EL PASO, TEX.” (Figure 8-40).

Another label had yellow roses in all four corners with a blue central area with red letters: “Aqua / Valentino / A LUXURIOUS / BLENDED / Toilet Water / HIGHLY PERFUMED / EL PASO SPECIALTY / CO. / EL PASO, / TEX.” A third example was written in Spanish. Again, the outside motif was stems, leaves, and flowers surrounding a light blue center with red lettering: “GLICERO / BRAND / LOCION / SUBLIME / Para la cara, manos / y el cutis en / general / El Paso / Specialty Co. / El Paso / Texas.”

The fourth label had a green background with a green and brown series of leafy designs around the edges and across the middle. Inside the design was “GERMICIDALL / TRADEMARK” above

S
A
S A L U S
U
S

followed by “THE DISINFECTANT AND GERM DESTROYER / – SUPREME – / For Barnes, Stables, Chicken Houses, Sheep and Goat Pens, Cess Pools, Etc. / EL PASO SPECIALTY CO. / EL PASO, TEXAS.”

Fowlerite Laboratory (poss. 1936)

Aside from a single bottle, I have never found *any* information about this company. The bottle (see below) suggests that the firm was in business ca. 1936.

Fowlerite Antiseptic Bottle

The only bottle (that I have found) used by Fowlerite was an Owens Oval (a style described above). The only differences with this example were the ounce symbol followed by “½” on the flat face shoulder, and the left graduations were in drams (3) rather than ounces, although the right scale was still in cubic centimeters (Figures 8-41 & 8-42). The tiny bottle was only 7.4 cm. tall, 2.9 cm. wide, and 1.9 cm. thick. The white paper label on the front used



Figure 8-41 – Fowlerite ½ OZ.



Figure 8-42 – Dram symbol

red ink to convey its message:
 “FOWLERITE / ANTICEPTIC /
 PENETRATING / OIL / FOR /
 EXTERNAL / USE / FOWLERITE /
 LABORATORY / EL PASO” (Figure 8-43).

The base was embossed “OWENS / <0> 6
 (three dots) / 1” partly obliterated by the
 Owens scar. The “6” indicates 1936; 1946 would have had the Duraglas
 mark on the heel.

French Luxury Laboratories (1930s?)

I have been unable to find any mention of the French Luxury
 Laboratories (or singular – Laboratory) in any source for El Paso or
 anywhere else. The label style appears similar to those of the James Q.
 Byrne Co. and the El Paso Specialty Co. Therefore, it was probably used
 during the 1930s, setting a probable date for the company.

The *El Paso Herald-Post* mentioned Cosmetique in several ads as if it were a *type* of
 cosmetic rather than a brand during the early 1930s (e.g., July 23, 1931). In 1977 (e.g., August
 5), however, the same newspaper mentioned “June Posen, owner of
 COSMETIQUE.” There is also a 21st century Cosmetique in the city.
 The label discussed below is more in keeping with the 1930s styles.

French Luxury Laboratory Label

A single label was composed of a vertical rectangle with gold
 outline surrounding a wine-colored background. Within the background
 was a fancy outline composed of lavender flowers and green stem-like
 designs surrounding a yellow background with lavender letters: “French /
 Luxury / Laboratories / {leaf design} / Quinine Hair Tonic / Cosmetique /
 El Paso, Texas” (Figure 8-44).

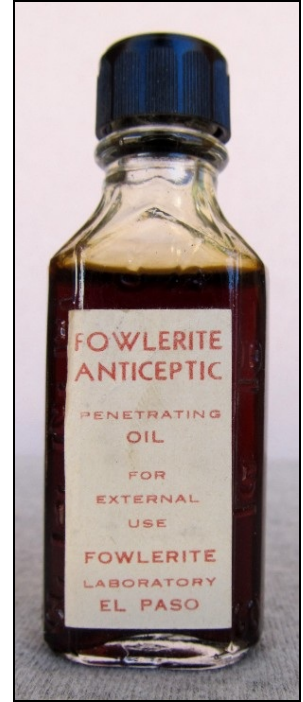


Figure 8-43 – Fowlerite Antiseptic



Figure 8-44 – French Luxury label

Idelle Laboratories (1946-ca. 1964)

Idelle Laboratories was founded by Louis J. Ruben at 411 S. Stanton in 1946. The firm made cream, shampoo, hand and face lotion, cold creams, and brilliantines. By 1955, the business had moved to 119 San Francisco St. The *El Paso Herald-Post* noted on May 28, 1956, that Idelle was the only manufacturer of cosmetics in El Paso and that it was insured by Lloyd's of London. Idelle's two lines of cosmetics were Fiesta and Caress. The business employed five persons in the laboratory and three in its wholesale store. Its sales volume was ca. \$50,000. The newspaper reported the address as 409 S. Stanton by October 16, 1964. By that time, gross sales had jumped to \$100,000 per year. However, that was the last listing I have found for the original firm.

A more recent firm, Idelle Labs Ltd., was formed in 2002. A division of Helen of Troy Ltd., the lab is located at 1 Helen of Troy Pl. in El Paso. The lab manufactures and distributes personal care products across the U.S. and Canada – including PERT Plus, BRUT, Infusium 23 and Sure (PR Newswire 2012). The company remains in business in 2014.

Idelle Lotion Bottle

I have only found one product from the Idelle Laboratories: Idelle Lotion. The colorless bottle was round in cross-section, flaring upward from heel to a shoulder that had an abrupt angle. The container measured 16.1 cm. in height, 7.2 cm. in diameter at the heel, and 7.8 cm. in diameter at the shoulder. The continuous-thread finish was topped by a knurled, blue plastic cap. My example was full of white lotion. The paper label had a tan background with red letters (except the word "Idelle" in white): {drawing of a lady – head, shoulders, and hands – in white in a red circle, surrounded by a white circle / Idelle (white) / HAND AND FACE / LOTION / Leaves your hands / and face smooth / Powder Base / Enriched with Lanolin / ONE PINT / Idelle Laboratories / El Paso, Texas" (Figure 8-45). Hand written in black ink across the top of the label was:

19

F7 06

55 (price 55¢ including tax)

The base was embossed “H-over-A / x / 4” – the logo used by the Hazel-Atlas Glass Co. from 1923 to ca. 1982. The bottle was probably filled during the 1946-early 1950s period, before Idell introduced its two product lines, Fiesta and Caress.

Int. Specialty Co. (ca. 1936)

Although the name was probably International Specialty Co., I have never found any reference to this firm – except a single bottle. Since the bottle was probably made in 1936, that is a good approximate date for the company.

Int. Specialty Co. Rose Oil Bottle

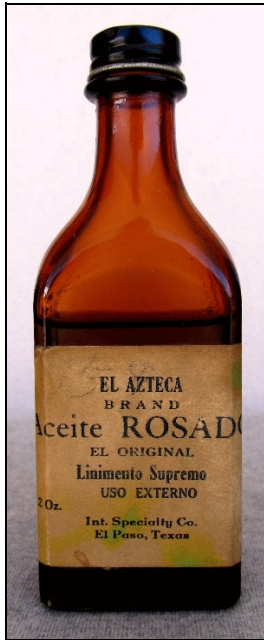


Figure 8-46 – Int. Specialty Co.

The Int. (probably International) Specialty Co. used an amber, machine-made bottle with a long neck and a continuous-thread finish topped by a rolled-steel cap. The bottle was rectangular in cross-section with one sunken panel and measured 12.5 cm. in height, 4.4 cm. wide, and 2.8 cm. thick. On the front was a white paper label with black lettering: “EL AZTECA / BRAND / Aceite ROSADO / EL ORIGINAL / Linimento Supremo / USO EXTERNO / 2 Oz. / Int. Specialty Co. / El Paso, Texas.” Pencil in the upper left corner was 15¢ (Figure 8-46). Translated into English, the label read: ROSE Oil / THE ORIGINAL / Supreme Liniment / USE EXTERNALLY.

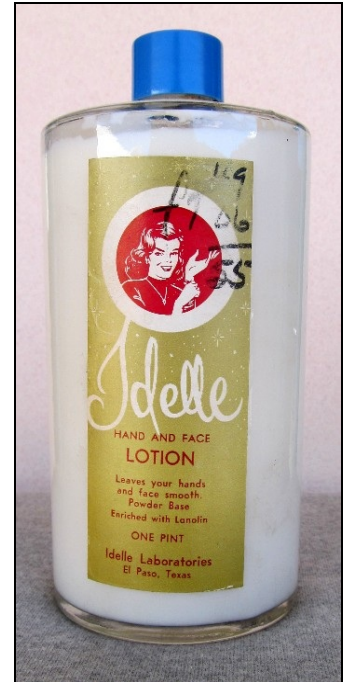


Figure 8-45 – Idelle Lotion

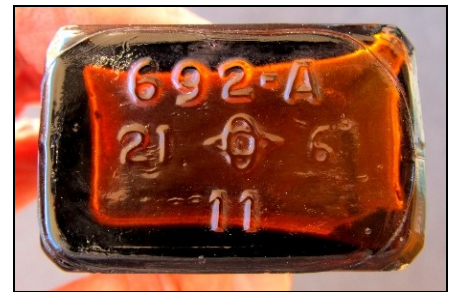


Figure 8-47 – Int. Specialty base

The base was embossed “692-A / 21 <0> 6 / 11” (Figure 8-47). The logo was used by the Owens-Illinois Glass Co. between 1929 and 1954. The bottle was made in 1936 (the “6” to the right of the logo), and the left number identifies the factory as #21, San Francisco, California.

M&M Mfg. Co. (unknown)

I have found no information about this firm aside from the pill box – which has no dating potential that I can see. At a guess from the labeling style of the box, these were probably not made later than the 1940s.

M&M Mfg. Co. Trancazo Pill Box

The M&M Mfg. Co. made at least one type of pill sold in a square box. The front of the box had “TRANCAZO / Each Tablet Contains Acetocillid 1 Gr. / FOR COLDS, GRIPPE / AND NEURALGIA / M&M MFG. CO. EL PASO, TEX.” (Figure 8-48). My example was full of round, brown pills. One translation for trancazo is flu.



Figure 8-48 – Trancazo pills

Mammy’s Remedy Co. (ca. 1922-1926)

Mammy’s Remedy Co. advertised Mammy’s Sure Fat in the *El Paso Herald-Post* from April 24 to June 19, 1926. The drawing in the ads was identical to the one on the label discussed below. Since the bottle label had a copyright of 1922, the firm may have begun business about that time. Although that was an error when insults to Black Americans were common, the poor taste may have been as offensive then as it is now – leading to a short business life.

Mammy’s Sure Fat

This company certainly existed prior to the enactment of racial political correctness! Mammy’s used a Lyric prescription bottle (probably obtained from a bottle exchange or used bottle store) to contain Mammy’s Sure Fat. The bottle was embossed “12” in a circle flanked by embellishment on the shoulder. The bottle was rectangular in cross-section, with graduations on both edges of one side. The base was embossed “{Diamond-I} / 8 A / LYRIC.” As noted in earlier chapters, the Lyric bottles were offered by the Illinois Glass Co. from ca. 1913 to 1929 – the same span of time when the firm used the Diamond-I logo.

The front label was white and used black ink to depict a heavy-set black woman in a polka-dotted dress, white apron, neck scarf, and polka-dotted head scarf, with a bottle in her right hand and a spoon in her left. To the left of her head was “Copyrighted / by / D.F. Locke / 1922.” On her apron was “Mammy’s / Sure Fat (upwardly slanted cursive) / FOR TUBERCULAR / TROUBLE, SORE THROAT / AND RUN DOWN SYSTEM. / – / PREPARED BY / MAMMY’S REMEDY CO. / EL PASO –•– TEXAS.” (Figure 8-49).



Figure 8-49 – Mammy’s Sure Fine

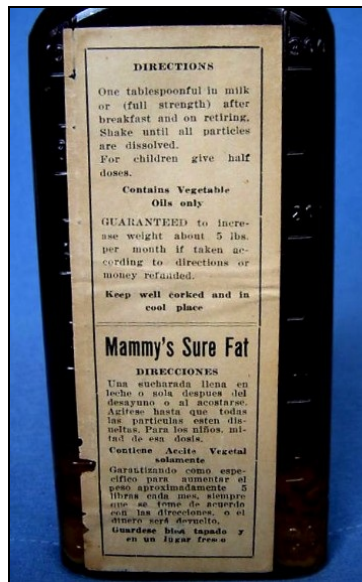


Figure 8-50 – Mammy’s back label

The reverse label was divided into two sections. The top half offered “DIRECTIONS / One tablesoom full in milk / or (full strength) after / breakfast and on retiring. / Shake until all particles / are dissolved. For children give half / doses. / Contains Vegetable / Oils only / GUARANTEED to incre- / ease weight about 5 lbs. / per month if taken ac- / cording to directions or / money refunded. / Keep well corked and in / cool place. / _____ / Mammy’s Sure Fat / DIRECCIONES / Una cucharada llena en / lech o sola despues del / desayuno o al acostarse. / Agitase hasta que tods / las particulas esten dis- / ueltas. / Para los niños mi- / tad de esa dosis. / Contiene Acete Vegetal / solamente. / Garantizanito como espe- / cifico para aumentar el / peso aproximadamente 5 / libras cad mes, siempre / que se tome de acuerdo / con las direcciones o el dinero será devuelto. / Gardese bien tapado y / en un lugar fresco (Figure 8-50).

Rathbun Co. (ca. 1914-ca. 1946)

According to the label on a bottle, the firm began in 1911, but that was probably the C.M. Rathbun Co. The business became the Rathbun Mix Co. at 419 Mesa Ave. – a consolidation of

the C.M. Rathbun Co. and the William E. Mix Co. both of El Paso – in 1914 (*Southwestern Contractor and Manufacturer* 1914:8). The Rathbun Co. was listed in the 1918 city directory and the 1921 New Mexico State Business Directory with Don Rathbun as manager. The *El Paso Herald-Post* for November 1, 1932, called the Rathbun Co. “Chemical Engineers.” By 1946, the firm was the Raymond C. Rathbun Co.

Rathbun Bottles and Labels

Rathbun made or distributed a number of bottled products, and at least two of those bottles have survived. One bottle was colorless, machine made, and had four embossed ribs on each side. The bottle measured 11.3 cm. in height (with the lid on), 4.6 cm. wide, and 2.4 cm. thick. It had rounded shoulders, a continuous-thread finish, and a black, rolled-steel cap. The container had a white label with green



Figure 8-52 – Rathburn La Elegancia

trim and lettering. At the top, a green rectangle contained “RATHBUN / (SINCE 1911)” in white letters (Rathbun’s parentheses). Below that was “GLYCERINE / U.S.P. / We guarantee / the product to be of / Government stan- / dard as required / by the United / States Pharma- / copoeia.” in green letters with “RATHBUN COMPANY / EL PASO, TEXAS” in white letters in another green rectangle (Figure 8-51).

The base was embossed “92486 / N-in-a-round-cornered-square 3 / DESIGN PAT.” – along with a machine scar. The Obear-Nestor Glass Co. used the mark from 1915 to ca. 1978. William A. Nester received Design Patent No. 92,486 on June 12, 1934. The bottle was very likely made in 1933. Typically, the patent number was embossed if the patent had been received.

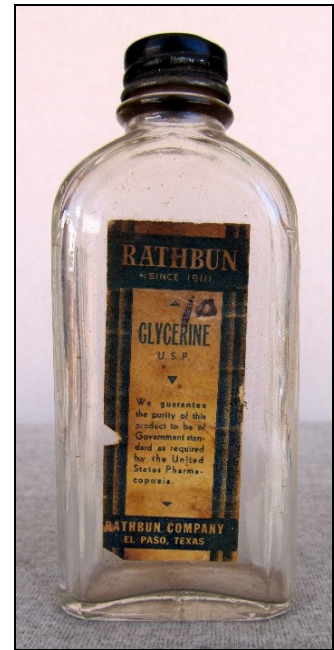


Figure 8-51 – Rathbun Glycerine bottle

Another bottle, also colorless and machine-made, was octagonal at base (with two flat sides), tapering to a hexagonal shape at the slightly rounded shoulders. The bottle measured 12.6 cm. tall, 5.4 cm. wide, and 2.7 cm. thick, with a continuous-thread finish, topped by a black, rolled-steel cap. The paper label was white with light brown letters and design. It called the contents “La Elegancia / Beauty / Aids (all script) / PARISIAN / BALM {two flower designs} / Rathbun Company / El Paso, Texas.” A “19” (Figure 8-52). A “19” was placed in the center of the label in marker, and “XI / 15¢” in pencil.

The base was embossed “12. / <0> 4 / 5 {with} PAT NO. / 89237” – with the patent number sideways compared to the logo and codes. Edwin W. Fuerst received Design Patent No. 89,237 on February 7, 1933 (Figure 8-53), and this bottle was almost certainly made the following year.

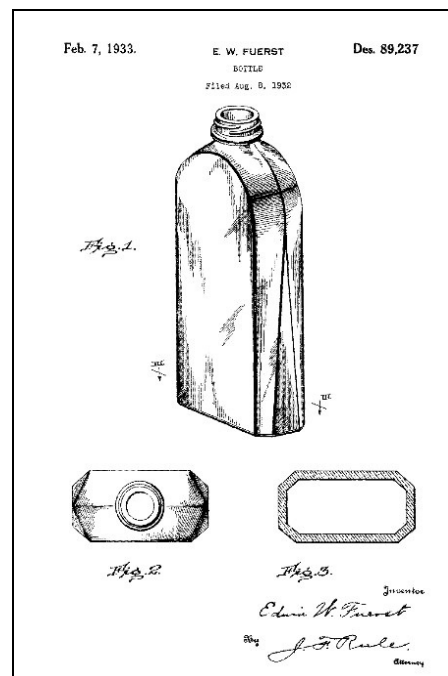


Figure 8-53 – Fuerst 1933 patent

Turpentine & Rosin Factors, Inc. (late 1940s?-ca. 1975)

Although the firm originated at Savannah, Georgia, an ad in the April 16, 1970, *El Paso Herald-Post* noted that Turpentine & Rosin Factors, Inc., had its “hdqtrs. in El Paso for over 20 years.” This suggests that the firm opened in El Paso during the very late 1940s. Mention of the company appeared in the *Herald-Post* sporadically from April 4, 1953, to Nov 4, 1974, with a final reference in the *Las Cruces Sun-News* of Dec 14, 1975. Located at 9121 Rosefray Dr., the plant suffered \$500 damage in a fire reported by the *Herald-Post* on Oct 19, 1973. The fire may have had some bearing on the eventual move or closing.

Tandrotine Cans

Turpentine & Rosin Factors sold at least one product in a tall, cylindrical can with a continuous-thread finish and a rolled-steel screw cap. The background of the can was a rich, forest green, with red lettering and drawing on yellow backgrounds for the labels. The front of



Figure 8-54 – Tandrotine can

the can had “Tandrotine” above a drawing of a painter with brush in hand. To his right (left from our view) was “TRADE MARK” in yellow. A red bar ran diagonally across the painter’s shoulder with “A HIGH GRADE PAINT THINNER” in yellow



Figure 8-55 – Tandrotine – gallon

letters. Below the painter was “TURPENTINE & ROSIN FACTORS, INC. / SAVANNAH, GEORGIA AND EL PASO, TEXAS” (Figure 8-54).

The back also had “Tandrotine” in red with a less complex message below: “A VOLATILE PRODUCT ESPECIAL- / LY RECOMMENDED FOR THINNING / PAINTS, VARNISHES AND ENAMELS / TO THE PROPER CONSISTENCY / FOR SMOOTH APPLICATION AND / MAXIMUM COVERAGE. / ● / OTHER USES / AN EFFICIENT BRUSH CLEANER / EXCELLENT FOR REMOVING PAINT / AND GREASE FROM CLOTHING; / FOR CLEANING PORCELAIN FIX- / TURES; FOR REMOVING WAX FROM / FLOORS BEFORE REFINISHING; AND / FOR MANY OTHER HOUSEHOLD / CLEANING USES. / 32 FLUID OUNCES.” Tandrotine was also available in a one-gallon can that was similarly marked but only had “EL PASO, TEXAS” as the place name (Figure 8-55).

Gum Turpentine Bottle

Turpentine & Rosin Factors used at least one type of bottle for Gum Turpentine. My example was green with a continuous-thread finish. The bottle was in the shape that was originally called a Stubbie non-returnable beer bottle – with ten panels added around the shoulder. The bottle was round in cross-section and measured 14.8 cm. in height and 6.0 cm. in diameter. The front label was in white Applied Color Lettering (ACL). The top section consisted of a white background with “T AND R / BRAND” stenciled in the upper left corner. The body of

the label was stenciled “PURE SPIRITS OF / GUM / TURPENTINE / ACCEPT NO SUBSTITUTES” with a shield near the bottom stenciled “U.S. / GOVERNMENT / INSPECTED / AND / CERTIFIED.” Below to the left and extending into the white background was a line drawing of a coniferous tree with “FROM THE LIVING TREE” in an arch at the tree’s base. Below the shield was “THE BEST PAINT THINNER.” Farther below was a line above “TURPENTINE & ROSIN FACTORS OF TEXAS, INC. / EL PASO, TEXAS, U.S.A.” – all in white letters (Figure 8-56).



Figure 8-56 – Gum Turpentine – 8 oz.

A white-outlined box on the reverse had white letters with “DEHYDRATED 8 FLUID OZ. / **WE GUARANTEE** / THE CONTENTS OF THIS BOTTLE TO / BE PURE GUM SPIRITS OF TURPEN- / TINE. CHEMICALLY PURE AND FREE / FROM ALL ADULTERANTS. IT CON- / PLIES WITH THE PROVISIONS OF / THE UNITED STATES NAVAL STORES / ACT APPROVED MARCH 3, 1923. / **CLEANING USES** / FURNITURE, WOODWORK, TOOLS, / MACHINERY, AUTO PARTS, BED / SPRINGS, WINDOWS, BATHTUBS, / TOILETS, PAINT BRUSHES. REMOVES / GREASE AND STAINS, ROAD TAR / FROM AUTO FENDERS. UNCELL- / ED FOR THINNING PAINTS, VAR- / NISHES, ENAMELS. PENTRATES / THE SURFACE AND ANCHORS THE / PAINT. PAINT BRUSHES SHOULD / ALWAYS BE CLEANED WITH GUM / SPIRITS OF TURPENTINE.”

The stippled base was embossed “E-2208 / Duraglas / 7 I-in-an-oval 1 / 1 _” with a machine scar around the lower heel of the bottle. The “E-2208” was a model number, and the Duraglas process was used from 1904 to 1964. The factory code (7) indicated the Alton, Illinois, plant, and the logo was used from 1954 until recently. The original date code had been peened out,



Figure 8-57 – Gum Turpentine – 16 oz.

with the number “1” stamped in its place. The same mold had therefore been used at least one year earlier. The bottle was probably made in 1961, although 1971 is possible.

A larger example was offered on eBay. This one was identical except for “16 FLUID OZS.” on the back in place of the smaller designation (Figure 8-57). The stippled base was embossed “7 I-in-an-oval 1 / 11 / e-1911 / Druaglas” (Figure 8-58). In this case, an older factory code had been drilled out and plugged with “7” stamped in its place. This indicates that this mold was transferred from another factory.



Figure 8-58 – Turpentine base

Vitagenol Medicine Co. (1928-1929)

On June 29, 1932, the Secretary of Agriculture ordered the destruction of 69 bottles of Fosfatol Tonic, a product of the Vitagenol Medicine Co. of El Paso. The bottles were shipped from El Paso to Tucson, Arizona, on or about May 4, 1928. The federal agents claimed that “the article was misbranded in that . . . statements appearing in the labeling, regarding the curative and therapeutic effects of the article, were false and fraudulent, since it contained no ingredient or combination of ingredients capable of producing the effects claimed.” Vitagenol failed to retrieve the items in 1932, so they were condemned (Hyde 1932). The Vitagenol Medicine Co. was mentioned in the *El Paso Herald-Post* on September 14, 1929. The firm was thus open during at least 1928 and 1929.

Vitagenol Medicine Co. Pill Bottle

The Vitagenol Medicine Co. produced blue, egg-shaped pills in small, glass, cork-stoppered vials. One of these measured 5.75 cm. in height and 1.6 cm. in diameter. A white paper label was placed inside the vial with the pills. Within a fancy black outline, the label read “Pildoras Laxantes / Vitagenol / LAXANTE COMODO / EFICAZ / DOSIS: / ED UNA A TRES / PILADORAS / AL ALCOSTARSE” (Figure 8-59).



Figure 8-59 – Vitagenol vial

The vial came in a small, white cardboard box with black ink. The front had a logo with “SANITAS / VITÆ / EST” in the center. Below that was “PLEASANT / LAXATIVE / EFFICIENT / ANTIBILIOUS / DOES NOT / IRRITATE THE / BOWELS / PURELY / VEGETABLE. / VITAGENOL / MEDICINE CO. / EL PASO, TEX.” The right side had “Dosis: de una a tres pildoras al acostarse. / _____ / VESASE LA CIRCULAR INCLUIDA,” while the left translated it into English as “DOSE— From one to three pills at bedtime. / _____ / SEE CIRCULAR ENCLOSED.”

The back was the same as the front

but in Spanish: “PILDORAS / LAXANTES / VIGATENOL / EL PURGANTE / MAS COMODO / ANTIBILIOSO / EFICAZ / NO IRRITA EL / INTESTINO / NI PRODUCE / COLICO. / PURAMENTE / VEGETAL. / VITAGENOL / MEDICINE CO. / EL PASO, TEX.” (Figure 8-60). The promised circular was not in the box.



Figure 8-60 – Vitagenol box

Western Coffee Co. (1908-ca. 1917)

TokenCatalog.com noted that the Western Coffee Co. was open between at least 1908 and 1917, and these appear to be accurate dates. On June 9, 1909, the *Herald-Post* announced that the Western Coffee Co. had “purchased the first automobile delivery wagon in El Paso.” The firm advertised President, Ambassador, and Statesman brands in 1910 (Figure 8-61) Ads also included President Brand Tea and Black pepper. According to the *Herald-Post*, James A. Dick became president of Western Coffee in early September – about the 4th – 1911. By August of 1917, the C.A. Finley Co. claimed to be the successor to the Western Coffee Co.

Western Coffee Co.

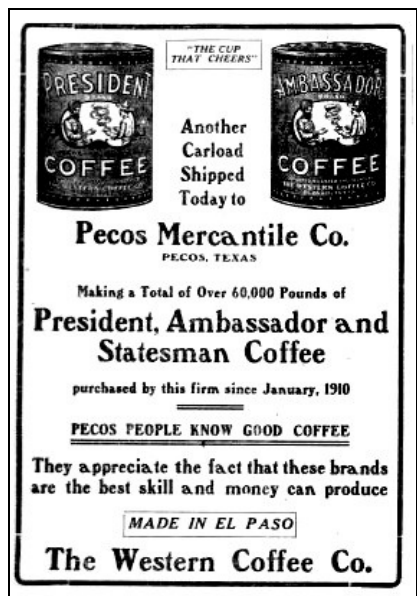


Figure 8-61 – Western Coffee ad
(*El Paso Herald* 6/25/1910)

The Centennial Museum at the University of Texas at El Paso had the only example I have ever seen of a bottle from the Western Coffee Co. The colorless container was rectangular in cross-section with rounded corners. The finish had two rings that were set apart. One flat face had a sunken oval panel with an oval label that was red with white lettering. The top had a logo that consisted of “SUNSET BRAND” in an arched background around a sunburst.



Figure 8-62 – Western Coffee Co. Salad Oil
(Centennial Museum, UTEP)

Below that was “PURE / SALAD OIL / Net Contents {illegible} Fl. Oz. / PUT UP BY / WESTERN / COFFEE CO. (all horizontal) / EL PASO, TEXAS (inverted arch)” (Figure 8-62). I did not record the basal embossing, although many bottles of that type were unmarked. The bottle could have been used any time between ca. 1908 and ca. 1917.

Conclusion

While these bottles and other containers are interesting, they are all generic except for the ephemeral labels. These are unlikely to be found by archaeologists – although a surprising number of paper labels and can label *do* manage to survive burial. As noted above, this entire chapter is representative only. There will certainly be more bottles and cans of different types that will surface in antique stores, collections, and even excavations.

Sources

Denver Public Library

2014 “Buerger Brothers.” Denver Public Library. <http://eadsrv.denverlibrary.org>

[EPCD] El Paso City Directories

El Paso Chamber of Commerce

1911 *Prosperity and Opportunities in El Paso and El Paso’s Territory for the Investor – Manufacturer – Jobber – Miner – Farmer – Home Seeker: The 1911 Report of the El Paso Chamber of Commerce.*

Hyde, Arthur M.

1932 “Misbranding of Fosfatol tonic. U.S. v. 69 Bottles of Fosfatol Tonic.” No. 19518. <http://archive.nlm.nih.gov/fdanj/bitstream/123456789/54793/3/269001180.txt>

Lockhart, Bill

2000 *Bottles on the Border: The History and Bottles of the Soft Drink Industry in El Paso, Texas, 1881-2000.* Townsend Library, New Mexico State University at Alamogordo. <http://alamo.nmsu.edu/~lockhart/EPSodas/>

2010 *Bottles on the Border: The History and Bottles of the Soft Drink Industry in El Paso, Texas, 1881-2000.* Historic Glass Bottle Identification & Information Website: Reference Sources/Bibliography. <http://www.sha.org/bottle/References.htm>

2012 *Breweries and Beer Bottles at El Paso, Texas.* Privately published.

2014 *Milk Bottles and the El Paso Dairy Industry.* Privately published.

Long, Trish

2010 “Trish Long: Take peek at Texas Street in 1800s.” El Paso Times.com. http://www.elpasotimes.com/ci_14523769

McKay, John G.

1916 *Biennial Report of the Secretary of State of the State of Texas*. A.G. Baldwin & Sons, Austin.

Miscellaneous Mining Items

2014 “Miscellaneous Mining Items.”

<http://www.halslamppost.com/Miscellaneous%20Mining%20Items/slides/DFC%20Assay%20Pouring%20Mould.html>

Moeller, William

1908 *El Paso 1908 Illustrated: The Metropolis of the Great Southwest*. Owen Jennings, El Paso. [Photos of El Paso businesses and homes]

PR Newswire

2012 “PERT Plus and BRUT Get Down and Dirty with Warrior Dash: Brands Team Up to Sponsor New York Mud Run in August.” *Business Journals*.

http://www.bizjournals.com/prnewswire/press_releases/2012/08/09/NY55229

Southwestern Contractor and Manufacturer

1914 “Personal Notes and Business Factors.” *Southwestern Contractor and Manufacturer* 8(8)8 [June 27].

Token Catalog.com

2014 “El Paso, Texas (El Paso), U.S.A.” *Token Catalog.com*.

http://tokencatalog.com/token_record_forms.php?action=DisplayTokenRecord&td_id=181482&inventory_id=119828&attribution_id=184184&td_create_uid=666

Wray, Diane

1998 “National Register of Historic Places: Buerger Brothers Building and Annex.” OMB Number 10024-0018. United States Dept. of the Interior, National Park Service.