

Breweries
and
Beer Bottles
at
El Paso, Texas



Bill Lockhart
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Chapter 7f
Harry Mitchell Brewery – Bottles and Labels, Part II

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Chapter 7f – Harry Mitchell Brewery: Bottles and Labels

Part II

Parts of this chapter were published in “Dating El Paso Beer Bottles and Cans
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The first part of the discussion on the Harry Mitchell bottles and labels centered on a discussion of these containers used from 1934 to 1940. Part II looks at the containers used from 1940 to the end of the company in 1956, labels used on quart bottles, and bottle caps.

Mitchell’s Premium Beer (three types)

Mitchell introduced Premium Beer in 1940, and eventually bottled the brew with three distinctive label types. Each of these types was presented in several variations. The second label type was the first to be used on cans by Mitchell (Table 7f-1).

Type 1 (1940-1947)

These labels are characterized by an oval shape with a blue ball on top. The word, Pilsner (note spelling – discussed below), appeared in the blue ball with volume information in the left margin of the label and Internal Revenue Tax Paid (IRTP) in the right margin.

“MITCHELL’S” was the central word in capitalized red block letters. The neck label was the only one used by Mitchell with a round center flanked by two “wings” (Figure 7f-1).



Figure 7f-1 – Premium Beer neck label [Type 1 – Pilsner – Gold Label]

Note that the Type 1 label was used until at least May 15, 1946. However, the Type 2 label (discussed below) was not advertised until 1947. This means that Type 1 labels were discontinued sometime between late 1946 and early 1947. I consider early 1947 a more likely date because the company was more likely to introduce a new label to celebrate a new season – and summer is the heavy sales season for most cold beverages, including beer. All variations of the Type 1 Premium label used Style II (block capital) fonts for the word “MITCHELL’S.”

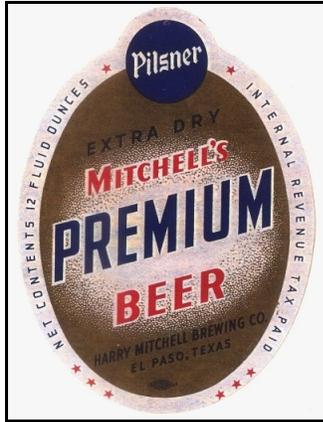


Figure 7f-2 – Premium Beer label [Type 1, Variation A] (Jim Mitchell collection)

Variation A – gold background with Pilsner spelled with only one “e” (see alternative spelling below). Neck labels also had a gold background. According to Rick Chavez, labels with the gold background (Figure 7f-2) indicated beer that was sold within the El Paso distribution area. This variation was first advertised in the *El Paso Times* on May 31, 1940. All ads pictured the bottles with foil wrapping concealing the



Figure 7f-3 – Ad for Premium Beer with foil on neck – 4/18/1941 (Rick Chavez Collection)



Figure 7f-4 – Premium bottle with Type 1, Variation A paper label

cap and neck label (Figure 7f-3). Mitchell did not advertise during 1942 and 1943. When ads reappeared in 1944, the neck label was visible. The use of foil on beer bottles was almost certainly curtailed because of wartime rationing, after the United States entered World War II. This variation was probably continued until ca. 1946.

I have examined three bottles with intact Variation A labels. Two of these have typical gold-background paper body labels with the “Pilsner” spelling and typical neck labels (Figure 7f-4). One had a base embossed with the N-in-a-square (Box-N) logo of the Obear-Nester Glass Co. and a 1941 (41) date code (Figure 7f-5). The other was made at Plant No. 25 (Terre Haute, Indiana) of the Owens-Illinois Glass Co. in 1943.



Figure 7f-5 – Base with Obear-Nester logo and 1941 date code

The remaining label and bottle are very interesting. The label, itself, is made of foil, rather than paper, the earliest example I have seen on a Mitchell’s bottle. The printed lettering is *much* more crisp and well defined than on the paper labels (Figure 7f-6). There is no



Figure 7f-6 – Comparison of foil and paper labels

evidence of a neck label, although the neck contains remnant gold foil that was used to wrap the neck, finish and cap (Figure 7f-7).

Unfortunately, the base of the bottle is only embossed “18 / 8571” – with no embossing on the heel – providing no clue as to the manufacturer or the date the bottle was made.



Figure 7f-7 – Foil remnant on neck

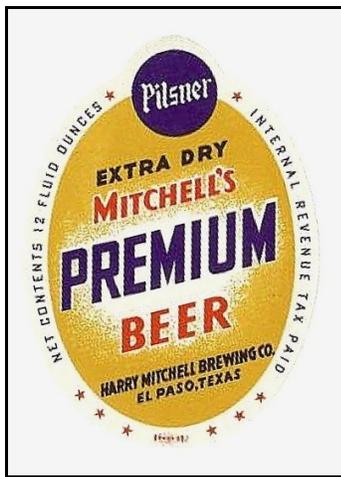


Figure 7f-8 – Premium Beer label [Type 1, Variation B] (Jim Mitchell collection)

Variation B – same as Variation A except for a yellow background (Figure 7f-8). Neck labels were also identical to the Variation A labels except for a yellow background.

According to Rick Chavez, the yellow background indicated beer sold outside the El Paso distribution area. Otherwise there was no difference in the labels. Like Variation A, these labels were probably used from 1940 to ca. 1946. All of these labels I have seen have the “Pilsner” spelling.

Variation C – same as Variation A but with snow-capped letters (possibly 1946-1947?). Rick Chavez told me this variation exists, but I have not yet seen

one. However, labels of this type were printed with a stenciled white background behind the red “MITCHELL’S.” On some of these, the white background shows above the letters, possibly creating the impression described by Chavez. In Figure 7f-9, this effect is especially noticeable on the words “EXTRA DRY” at the top of the label.

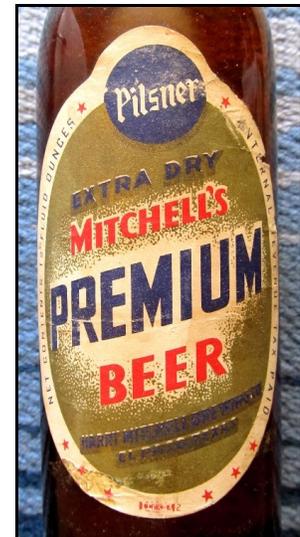


Figure 7f-9 – Premium Beer label [Type 1, Variation C]



Figure 7f-10 – Premium Beer label [Type 1, Variation D] (eBay)

Variation D – same as Variation A but with a second “e” in Pilsener (1946-1947). The word Pilsner can be correctly spelled with or without an “e” after the “s” (Figures 7f-10 & 7f-11) These are more scarce than labels with the earlier spelling. All Mitchell labels after 1947 (Types 2 and 3) used the Pilsener spelling, so this was almost certainly the last label used in the Type 1 series.



Figure 7f-11 – Blue balls with Pilsner and Pilsener

I have only examined a single bottle with this label type. Aside from the spelling of Pilsener, the only other difference is a lighter area in the center so that “MITCHELL’S / PREMIUM / BEER” would show up better. The base was embossed with a dot and the Keystone-K logo used by the Knox Glass Co. from 1932 to 1968 (Figure 7f-12). Unfortunately, Knox did not use date codes.

Type 2 (1947-1953)

The gold vertical oval still remained as did the blue ball (with Pilsener), but now it was enclosed in a rectangular label with red background. Across the center of the vertical oval was a horizontal oval with “Mitchell’s (stylized letters, Style III) / PREMIUM” in the foreground. The Type 2 label was first advertised in the *El Paso Times* on May 30, 1947, with the message, “Same Fine Beer and A Bright New Label.” Although it went through several variations, the label continued to be advertised in the *Tucson Citizen* until July 2, 1953. The accompanying Neck label was a horizontal rectangle with red background containing a gold-outlined white oval with red “Mitchell’s” (Figure 7f-13). All Type 2 Premium labels used the Style III font for “Mitchell’s.”



Figure 7f-12 – Premium bottle with Keystone-K logo



Figure 7f-13 – Neck label for Type 2 Premium Beer (eBay)

testing. As noted above, foil was probably only used on Type 1 labels from 1940 to ca. 1943 – until the war effort curtailed the use of non-essential metal products. Mitchell



Figure 7f-15 – Premium bottle with Type 2, Variation A label

Where foil labels were unusual in the Type 1 format, they became the norm for Variations A and B of the Type 2 labels. According to collectors, foil labels were used more recently than paper labels of the same type, but this does not hold up to

seems to have adopted foil exclusively for the Type 2 labels, in both Variation A and Variation B. Variation C, however, heralded a return to paper labels.

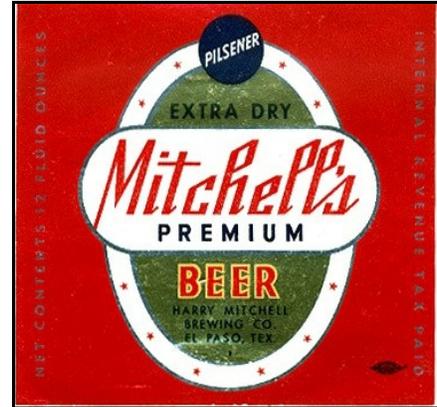


Figure 7f-14 – Premium Beer label [Type 2, Variation A] (eBay)

Variation A – contents in silver letters on left border of red background and IRTP also in silver letters on the right side (Figure 7f-14). The bottom part of the vertical oval area was marked “HARRY MITCHELL / BREWING CO. / EL PASO, TEX.” This variation was used from 1947 until the law requiring the IRTP was rescinded on March 30, 1950 (Beer Can Collectors of America 2001:18).

My only example of a bottle with this label variation was embossed “Box-N 3 (with two dots below it) / 47” on the base. The Box-N mark was used by the Obear-Nester Glass Co., and the “47” was a date code for 1947 – the first year the label was used. The label on the bottle was made of foil, supporting the contention (above) that all of the Variation A labels were made from that material (Figure 7f-15).

Variation B – same as Variation A but no IRTP (Figure 7f-16). This variation was advertised until at least July 20, 1951. The only example of a bottle in my possession was embossed “5 <0> 49 / 16 / Duraglas (script) / GX 2130” on the fully stippled base (Figure 7f-17). After several years of searching, the location of Plant No. 5 of the Owens-Illinois Glass Co. is still unknown – at least during the 1950s – despite the existence

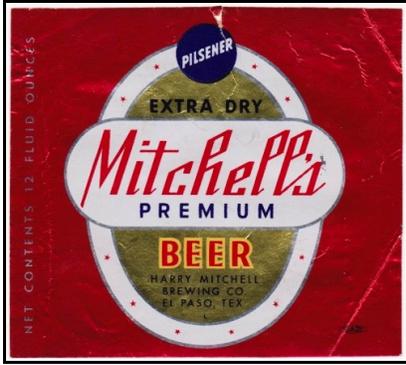


Figure 7f-16 – Premium Beer label [Type 2, Variation B] (eBay)



Figure 7f-17 – Owens-Illinois base with Factory No. 5 code

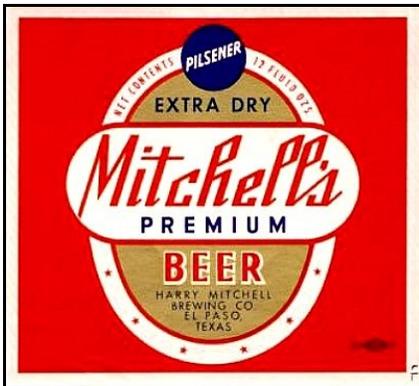


Figure 7f-18 – Premium Beer label [Type 2, Variation C] (eBay)

of several soda and beer bottles with a distinct “5” in the plant code position. The 1949 date code, however, shows that the bottle had been in use for at least a year before this label was applied to it.

Variation C – same as Variation B but volume information was in the white border around the vertical oval; no IRTP; “HARRY MITCHELL / BREWING CO. / EL PASO / TEXAS” (Figure 7f-18). An ad in the 1951-1952 Sun Carnival program showed the quart version this variation on a non-returnable, One-Way quart bottle (see Figure 7e-10). This suggests that Variation C was in use by late 1951 and continued to be used until the next label change (Type 3) in 1953.

Oddly, both examples of bottles with Variation C labels in my collection have older date codes, although this variation was clearly used after the 1950 repeal of the IRTP laws. The base of one bottle was embossed “Box-N 47 / 43” (Figure 7f-19). The “43” is in the typical date code position, suggesting that the bottle had been in use for at least seven or eight years before the label was affixed to it. The other was embossed “8569 / 3 {anchor on H} 47 / 130” on the base. The anchor superimposed over an “H” was the logo used by the Anchor Hocking Glass Co., and the “47” date codes shows that this

bottle, too, had been in use for a few years.



Figure 7f-19 – Premium bottle with Type 2, Variation C label

Type 3 (1953-1956)

Often called the “Bell Tower” label, this was a rectangular label with a red background around a vertical oval containing a white background. At the top of the oval was a line drawing of a bell and bell tower; centered in the oval was a red “Mitchell’s (stylized letters, Style IV) / Premium Beer (black script) / THE BALANCED BREW (red block letters)” with “Mitchell Brewing Co., El Paso, Texas” (silver script) at bottom of label (Figure 7f-20).



Figure 7f-20 – Ad for Premium Beer [Type 3 – Date Unknown] {Rick Chavez Collection}



Figure 7f-21 – Premium Beer neck label [Type 3 – Red Variation]

Two neck labels were used with the Type 3 label. The first was a white-outlined, red, horizontal rectangle with black-outlined white oval containing “Mitchell’s (black) / THE BALANCED BREW (black).” These were paper labels, and they were used with the Variation A

paper body labels described below (Figure 7f-21). A foil variation with the word “Mitchell’s” in red was used in conjunction with the foil labels described in Variation B below (Figure 7f-22).



Figure 7f-22 – Premium Beer neck label [Type 3 – Black Variation]



Figure 7f-23 – Premium Beer neck label [Type 3 – M M - M Mitchell Variation]

Toward the end of the Mitchell company, however, a different neck label was used in the final ad campaign. Also made of foil, these rectangular labels had “M M - M [drawing of a glass with a smile and closed eyes] Mitchell / for me!” – all in white lettering (Figure 7f-23). The campaign began in January of 1955, and the labels were used until the company was sold to Falstaff in 1956 (Chavez 1995:8). Bell Tower labels all used the Style IV font for “Mitchell’s” – and Style V font for “Mitchell” on the last variation (Figure 7f-24).

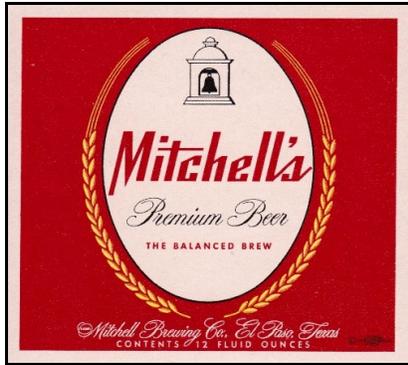


Figure 7f-24 – Premium Beer label [Type 3 – Bell Tower – Mitchell’s]

Variation A – At the bottom of the label, the words Mitchell Brewing Co. appeared in stylized script with a dramatic curl at the beginning of the “M.” Inside the curl was a tiny HARRY (Figure 7f-25). An ad in the August 3, 1953, *El Paso Herald* stated, “Here it is in a sparkling new dress! Ask for Mitchell’s Premium, the Beer with the Mission Bell on the Label.” The



Figure 7f-25 – “HARRY” in the curl of the “M”

HARRY in the curl also appeared in a photo on the cover of the firm’s 19th Annual Report, January 1, 1954. This variation was probably used during the two years, 1953 and 1954.



Figure 7f-26 – No “HARRY” in the curl of the “M”

The very few of these labels I have seen were all made of paper. The only one I have available was on a bottle embossed “9 <0> 3. / 7 /

Duraglas (script) / GX 2130” on

the base. As noted earlier, Plant No. 9 of the Owens-Illinois Glass Co. was located at Streator, Illinois, and the “3.” date code indicates a manufacture of the bottle in 1943. The bottle was therefore made a decade earlier than the label.

Variation B – same as Variation A but without the small HARRY in the curl of the script word “Mitchell” (Figure 7f-26). This is by far the more common label, and all I have discovered were made of foil. This variation was probably used the most between 1954 and 1955. Typically, these appeared on bottles along with the red “Mitchell’s” neck label; however, this variation occasionally included the M M - M neck label.



Figure 7f-27 – Premium bottle with Type 3 label & Anchor-Hocking logo

An example bottle in my collection – with the red “Mitchell’s” neck label – was embossed 8659 / 3 {Anchor-H logo} 47 / 6” on the base (Figure 7f-27). The bottle was made in 1947 by the Anchor Hocking Glass Co. This is another example of a reused bottle. A second one had the identical body label but the M M -M neck label. This one was embossed “7326B / 70 53 E / {TMC logo}” on the base (Figure 7f-28). The bottle was made by the Thatcher Mfg. Co. in 1953.



Figure 7f-28 – Premium bottle with Type 3 label & Thatcher logo



Figure 7f-29 – Premium Beer label [Type 3 – Bell Tower – Mitchell]

Variation C – same as Variation B but no “s” on Mitchell (Figure 7f-29) and with “PREMIUM / BEER” replacing “Premium Beer / THE BALANCED BREW” below “Mitchell.” In my sample, these were always used with the M M - M neck label. The firm only used this variation during the last two years that Mitchell Brewing was in business (1955-1956). In my sample, all of these labels were made of foil.

An example in my collection was embossed on the base with a Keystone-L logo and the number “16.” The logo was used by the Lincoln Glass Bottle Co., a subsidiary of the Knox Glass Bottle Co. from 1945 to 1952. A second bottle was



Figure 7f-30 – Base logos for Lincoln Glass Bottle Co. and Lincoln Container Corp.

embossed “55 / Box-L / 43” on the base. The Box-L mark was used by the Lincoln Container Corp., a subsidiary of the Obear-Nester Glass Co., from 1953 to ca. 1971, although this bottle was made in 1955 – one of the last two years that the Mitchell Brewery was open (Figure 7g-30). The Knox factory closed in 1952 and was sold the Obear-Nester – to be reopened as Lincoln Container in 1953.

Table 7f-1 - Mitchell's Premium Beer - 12 oz. (1940-1956)

Type	Variation	Identifying Characteristics	Dates Used
1	A	Oval label; blue ball on top (Pilsner); gold background*	1940-1946
1	B	Same but with yellow background; used outside El Paso	1940-1946
1	C	Same as 1A but with snow-capped letters	1940-1946
1	D	Same as 1A but Pilsener**	1946-1947
2	A	Red rectangular label; oval center; IRTP; volume info left edge; TEX.	1947-1950
2	B	Same but no IRTP	1950-1951
2	C	Same as Type 2, Variation B except volume info in white border around oval; TEXAS	1951-1953
3	A	Red rectangle with Bell Tower; Mitchell's; small Harry in curl of "M" on Mitchell's	1953-1954
3	B	Same but no small Harry	1954-1955
3	C	Same but Mitchell	1955-1956

* All ads prior to 1942 show bottles with foil-wrapped necks and finishes with no visible neck labels. Neck labels do not appear in ads until 1943 (no ads appear in 1942 El Paso newspapers). Yellow labels were placed on bottles used outside the El Paso distribution area.

** The word Pilsner can be correctly spelled with or without an "e" after the "s"; all Mitchell labels after 1947 used the Pilsener spelling, so this was probably the last label used in the Type 1 series.

Quart Labels

As noted in Part 1 of the Bottles section, Mitchell used a variety of quart-sized bottles with, of course, accompanying labels. According to former Mitchell's employee, Alfredo Perea, pressure from Grand Prize Beer, an import into El Paso from Houston, forced the Mitchell Brewery to begin bottling in quarts. Grand Prize first appeared in El Paso in 1937, but it probably took a few years (i.e. 1939 or 1940) for pressure from the outsider to increase sufficiently to force the change. Additional pressure came from the War Production Board with the suggestion that breweries use larger containers to save glass during World War II.

Quality Lager Beer (one type)

Type 1 (1939-1943?)

The first label used on quart bottles is very similar to the Type 1, Variation C, label used on twelve-ounce Quality Lager Beer bottles (Table 7f-2). These labels have a lighter border (olive green) and “LAGER BEER” in white letters within a red, upwardly-slanted band (Figure 7f-31). These *may* be the only labels used on returnable quart bottles. I have never seen an actual bottle with this label type. It is also possible that this label was applied to either Stubbie or Steinie quart bottles. The labels were probably printed once – likely ca. 1939 – and used until the supply was exhausted).



Figure 7f-31 – Quality Lager Beer quart label [Type I] (Courtesy of Jim Mitchell)

Table 7f-2 - Harry Mitchell’s Quality Lager Beer - Quart* (1939-1943)

Type	Variation	Identifying Characteristics	Dates Used
1	A	Similar to Type 1, Variation C in 12 oz.	ca. 1939-1943

*Quarts were probably not introduced by Mitchell until 1939 or later. Chavez (personal communication 3/16/2003) dates the use of quarts from early 1940s.

Premium Beer (three types)

Premium Beer was the brand that the Board chose most often for distribution in quart sizes. The labels were made in three variations.

Type 1 (1940-1946)

Variation A – similar to Type 1, Variation B on twelve-ounce bottles, but the vertical oval is larger and on a rectangular blue background with yellow stripes; the oval background is a lighter yellow than the twelve-ounce label (Table 7f-3). These came in both gold (Figure 7f-32)

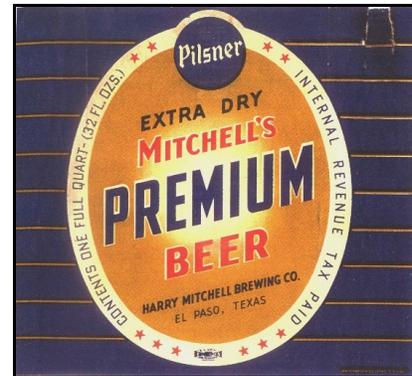


Figure 7f-32 – First Premium quart label [Gold Variation] (Courtesy of Jim Mitchell)

and yellow (Figure 7f-33) variations. As with the smaller bottles, the yellow label probably means that those quarts were distributed outside of the El Paso area. Thus far, all labels of this type that I have seen used the older spelling of “Pilsner.” These labels were used on Steinie bottles (see the non-returnable section in Chapter 7e). The labels were likely used from ca. 1940 to ca. 1946.

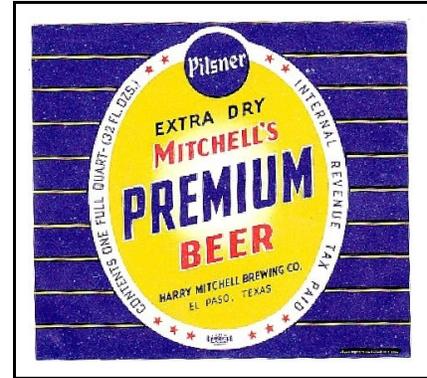


Figure 7f-33 – First Premium quart label [Yellow Variation] (eBay)

Type 2 (1951-1953)

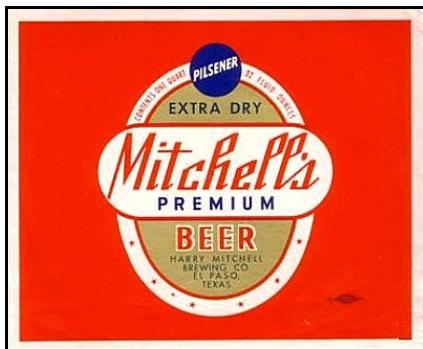


Figure 7f-34 – Second Premium quart label (eBay)

Variation A – same as Type 2, Variation C in twelve-ounce bottle labels but larger (Figure 7f-34). An ad in the 1951-1952 Sun Carnival program showed a Mitchell’s non-returnable quart bottle with this label, along with the message “Make Mine Mitchell’s in the new ONE-WAY glass quart!” (see Figure 7e-10). The word “new” probably indicates that the bottle came out in late 1951. A December



Figure 7f-35 – Non-Returnable quart Bottles in Two-Pack (Undated Ad)

1951 article also showed the non-returnable quart bottles (*Arizona Brewers Journal* December 1951). A very small, undated ad also showed a two-pack of quarts from this same time period. The package said “ONE WAY QUARTS” “NO DEPOSIT NO RETURN” (Figure 7f-35). See the non-returnable section of Chapter 7e for more information on the bottles.

Type 3 (1954-1956)

Variation A – same as Type 3, Variation A in 12-ounce bottle labels, except that the very bottom of the label reads “CONTENTS ONE QUART (32 FLUID OUNCES).” Like its 12-ounce counterpart, the quart label had a tiny “HARRY” in the curl of the “M” in “Mitchell” (see Figure 7f-25). Again, like its smaller counterpart, the quart label was used with the black-lettered neck label (see Figure 7f-21).

The only example of these final quart labels I have seen was on a Tall One-Way Quart bottle offered on eBay (Figure 7f-36). These bottles were in use by at least 1950, possibly a couple of years earlier. The eBay example was embossed “15 {I-in-an-oval} 6 / 3 / GB-1812” on the base. The “15” indicated the plant at Waco, Texas; the Oval-I was the logo used by the Illinois Glass Co. between 1954 and the present; the “6” was a date code for 1956; the “3” was a mold number; and “GB-1812” was the model or catalog number for the bottle.



Figure 7f-36 – Final Premium quart label (eBay)

The bottle, cap, and label do not correspond to each other. The 12-ounce label of this style (see Figures 7f-24 & 7f-25) was probably used during the ca. 1953-1954 period. However, the eBay bottle was made in 1956, and the cap used the Mitchell logo (with no apostrophe S) that was only used during the last two years of the plant’s operation (1955-1956). It is virtually certain that the brewery had the labels printed in 1953 or 1954, probably in anticipation of increasing quart sales. However, the firm almost certainly continued to use the Type 2 labels that had been printed in 1951 until the supply ran out. Rather than printing new labels, the brewery then used the ones they had ordered in 1953 or 1954, even though the labels on the smaller bottles had undergone small changes.

Table 7f-3 - Mitchell’s Premium Beer - Quarts (1940-1956)

Type	Variation	Identifying Characteristics	Dates Used
1	A	Oval label; blue disk (or ball) on top; gold background on a rectangular blue background with gold stripes	1940-1946
1	B	Same as 1A but with yellow instead of gold background and stripes	1940-1946
2	A	Red rectangular label; oval center; volume info in white border around oval; TEXAS (non-returnable bottles)	1951-1953
3	A	Red rectangle with Bell Tower; Mitchell (tall non-returnable bottles)	1954-1956

Another Look at Returnable Bottles

A look at the sample of Mitchell bottles – with emphasis on the manufacturer’s logos and date codes – reveals that the Mitchell brewery practiced the same bottle policy as virtually all other U.S. breweries: reuse of almost any bottles. We know from the 1934 newspaper stories that Harry Mitchell purchased the original load of beer bottles from the Three Rivers Glass Co., and those bottles were apparently aqua in color.

From that point on, however, the brewery accepted virtually any 12-ounce returnable bottles that were sent back from the bars and restaurants. As a result, the bottles wearing the Mitchell labels were made by a large variety of glass houses. Table 7f-4 shows the label style, years the labels were used, date codes from the bottles, and the range of years during which the bottle might have been used – all for bottles in my collection.

Of the 13 bottles in the sample, only four were used within three years of their manufacture, and all of these *could* have been bottles originally purchased by the Mitchell brewery. On the other extreme, one bottle was at least eight years old when the label was applied, possibly as much as ten. Another was used ten or eleven years after it had been manufactured. Most, of course, were used within three to six years of their production dates.¹

¹ Although a study of beer bottle deposition has not yet been published, the typical use life of an export beer bottle was probably less than five years. See Lockhart 1999 for a discussion of deposition lag in returnable soda bottles.

Table 7f-4 – Returnable Bottles with Mitchell Labels

Type	V	Dates	Mfg. Mark	Manufacturer	Code	Range	Lag
QL 1	A	1936	<0>	Owens-Illinois	6 (1936)	1929-1960	0
QL 1	C	1939-1943	<0>	Owens-Illinois	7 (1937)	1929-1960	2-6
Pr 1	A	1943-1946	<0>	Owens-Illinois	3. (1943)	1929-1960	0-3
Pr 1	A	1943-1946	Box-N	Obear-Nester	41 (1941)	1915-1978	2-5
Pr 1	D	1946-1947	Keystone-K	Knox Glass	none	1932-1968	unk
Pr 2	A	1947-1950	Box-N	Obear-Nester	47 (1947)	1915-1978	0-3
Pr 2	B	1950-1951	<0>	Owens-Illinois	49 (1949)	1929-1960	1-2
Pr 2	C	1951-1953	Box-N	Obear-Nester	43 (1943)	1915-1978	8-10
Pr 2	C	1951-1953	Anchor-H	Anchor Hocking	47 (1947)	1938-1980	4-6
Pr 3	A	1953-1954	<0>	Owens-Illinois	3. (1943)	1929-1960	10-11
Pr 3	B	1954-1955	Anchor-H	Anchor Hocking	47 (1947)	1938-1980	7-8
Pr 3	B	1954-1955	MTC	Thatcher Glass	53 (1953)	1944-1985	1-2
Pr 3	C	1955-1956	Keystone-L	Lincoln Glass	none	1942-1952	3-4
Pr 3	C	1955-1956	Box-L	Lincoln Container	55 (1955)	1953-1971	0-1

Mitchell Bottle Caps

Intact bottle caps may also be dated. These can provide additional information to the archaeologist (see Table 7f-5). Mitchell seems to have changed cap styles to match major label changes.

Special Quality Lager Beer

Colors unknown: “Mitchell’s / Quality (both script) / SPECIAL / LAGER / BEER (last three horizontal; last two in italics – Figure 7f-37)



Figure 7f-37 – Special Quality Lager cap (*El Paso Times* 5/4/1935)

This description comes from Harry Mitchell beer ads; since the labels in the ads are identical with surviving labels, it is reasonable to assume that the caps shown are identical with the actual caps (1934-1936).

Quality Lager Beer

1. Black on white: “QUALITY / _____ / Harry Mitchell’s (italics) / _____ / BEER”; Style I font on logo
2. Same but black on gold (Figure 7f-38)



Figure 7f-38 – Quality Lager Beer cap, Style I font

Although this dating is unconfirmed, the black-on-white cap was probably used along with the Type 1, Variation A and B labels (1936-1939). The black-on-gold caps were probably used with the red bar labels (Type 1, Variation C) from 1939 to 1943. It is possible, of course, that this dating is reversed or that both color variations were used throughout the period.

Premium

1. Dark blue on silver: “MITCHELL’S / PREMIUM / BEER”; Style II font on logo (Figure 7f-39)



Figure 7f-39 – Premium Beer cap, Style II font – blue on silver (eBay)



Figure 7f-40 – Premium Beer cap, Style II font – black on gold (eBay)

2. Same but black on gold with all three words slightly slanted upward (Figure 7f-40)

Both of these caps were almost certainly used with the Type 1 Premium label (1940-1947). It is probable that one – possibly the gold cap – was used with the gold-label bottles sold in El Paso, and the silver caps accompanied the yellow-label bottles that were distributed outside the local area.

3. Red on silver: “Mitchell’s (stylized italics, Style III) / PREMIUM” (1947-1953 – Figure 7f-41)



Figure 7f-41 – Premium Beer cap, Style II font – red on silver (eBay)



Figure 7f-42 – Premium Beer cap, Style III font – Bell Tower

4. Black on cream with red band in center: bell tower drawing / Mitchell’s (stylized italics in red bar – Style IV) / Premium Beer (script)” (1953-1955 – Figure 7f-42)

On some of these, the cream has faded to white.

5. Same as cap #4, except that the apostrophe-s is missing, creating the word “Mitchell” (Figure 7f-43). These were almost certainly only used during the final two years – 1955-1956.



Figure 7f-43 – Premium Beer cap, Mitchell (eBay)

Select and Bock



Figure 7f-44 – Bock Beer cap (eBay)

Caps used for Select beer are currently unknown, but they were probably similar to cap styles used on Quality Lager Beer bottles (although using the word “Select). Bock caps (Figure 7f-44) were labeled “Harry (stylized) / BOCK (within lines) / Mitchell (stylized)” in red letters on a white background.

Table 7f-5 - Probable Dates for Harry Mitchell Bottle Caps

Beer Type	Description	Dates
Special Lager Beer	Mitchell's / Quality / SPECIAL / LAGER / BEER	1934-1936
Quality Lager Beer	Black on white; QUALITY / Harry Mitchell's / BEER	1936-1943
Quality Lager Beer	Black on Gold; QUALITY / Harry Mitchell's / BEER	1936-1943
Premium Beer	Blue on silver; MITCHELL'S / PREMIUM / BEER	1940-1947
Premium Beer	Black on gold; MITCHELL'S / PREMIUM / BEER	1940-1947
Premium Beer	Red on silver; Mitchell's / PREMIUM (no Harry)	1947-1953
Premium Beer	Black on cream; Bell Tower; Mitchell's in red band*	1953-1955
Premium Beer	Black on cream; Bell Tower; Mitchell in red band*	1955-1956
Bock Beer	Red on White; Harry / BOCK / Mitchell's	1938-1941

* On some of these, the cream has faded to white.

Important Disclaimer and Photo Information

Photos came from a variety of sources under an assortment of conditions. Some are better than others. Because many of the photos came from collectors, I have credited the collections in which they reside or at least resided when I photographed them. If the owner of the collection took the photo, it is labeled "Courtesy of . . ." Unlabeled photos are from the author's type collection.

Almost all of these photos have been computer enhanced. Many of the eBay photos were low quality, often uploaded 15 or more years ago, and I have sharpened the images to reduce the blurring. In many cases, I have increased the contrast so that details will show up better. I have not altered the photos in any way that is misleading or which attempts to conceal information.

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