

The Soda Bottlers of
Silver City, New Mexico

SILVER CITY
POP
FACTORY.

**SODA WATER, SARSAPARILLA,
GINGER ALE AND BEER A Specialty.**
This Factory is now being enlarged for
the purpose of manufacturing all the
non-intoxicating Ales and Beers known
to the trade.

FOOT OF TEXAS STREET.
J. Reidlinger,
PROPRIETOR.

Bill Lockhart and Zang Wood

The Soda Bottlers of Silver City, New Mexico

Bill Lockhart and Zang Wood

Prospectors moved into the area that would become Silver City, New Mexico, in the 1860s, and, after a major silver strike, Captain John M. Bullard laid out the streets of the town in the summer of 1870. The town and the mines continued to grow, with copper playing a large part in the settling of the surrounding area (Wikipedia 2013).

Although flooding was a normal occurrence, a huge wall of water rolled down the main street of Silver City during the night of July 21, 1895, creating a deep arroyo, 55 feet lower at the bottom than the original street level – since known as the Big Ditch. Businesses that used to face Main St. began operating out of their back doors on Bullard St.– which eventually became the main entrances (Wikipedia 2013). The first soda bottler arrived 15 years before the big flood.

Reber & Collier, A.W. Dober, and Jake Reidlinger

Theodore L. Reber and his partner, L.P. (or J.H.) Collier, opened the first soda bottling plant at Silver City in 1880. A.W. Dober likely purchased the plant later that year and sold in turn to Jake Reidlinger in 1882. Reidlinger remained in business until at least 1897, possibly as late as 1901.

Reber & Collier (1880)

Theodore L. Reber and his wife, Rebecca, wandered around New Mexico (with occasional jaunts into Arizona, Colorado, and Texas), establishing soda bottling works, selling out, and moving on. The pair apparently began their New Mexico ventures in 1879 at Las Vegas and moved to Silver City as their second sphere of operations.

By March 1880, the Rebers had arrived at Silver City, where Reber listed himself as a carpenter in that year's census. Reber had a license to vend merchandise in the town from March 11 to June 10, 1880. The *Daily Southwest* (5/14/1880) ran two comments for the week in the "Local News" section: "Everybody drinks Reber and Collier's ginger ale," and "Try Reber's soda water, ginger ale and sarsaparilla" (Figure 3-1).

J.H. Collier listed his occupation as “Mill Supt.” in the 1880 census, so he may have financed the soda business, while Reber did the work. On March 22, however, Reber and L.P. Collier (possibly the same person as J.H.) took out a mortgage from James Mullen for “One Hundred dollars and interest,” due on May 21. The security for the mortgage was “One set soda apparatus and fixtures and materials Copper Generator Purified Bottling Bench and Table Bottles &c &c situated in Silver City Grant County, New Mexico.” The record was marked “Original filed Cancelled James Mullen” in a marginal note (Chattel Mortgages, Book No. 1, p. 10).

By July 1, 1880, the *Mesilla News* reported that Reber was setting up business at Mesilla. It is thus virtually certain that Reber had left Silver City no later than mid-June, possibly a month or two earlier. It is very likely that Reber and Collier had found a buyer for their enterprise. See the first section of this book for more on Reber.

Bottles

As noted in the first section of this book, collectors have currently discovered four bottles embossed with Reber’s name. All are Hutchinson-style soda bottles, and the earliest is embossed “REBER & Co. / N.M.” in a circular plate on the front. Reber probably had this embossed bottle made in 1880 while he was either at Mesilla or Socorro. Although Reber *may* have used a Hutchinson bottle at Silver City, it was almost certainly generic, probably with a paper label. Since the firm name at Silver City was Reber & Collier, the use of a bottle embossed “REBER & Co.” is highly unlikely. It is more probable that Reber used a generic “blob-top” bottle sealed with a cork.

A.W. Dober (ca. 1880-1882?)

Although we have discovered no documentary evidence that Dober purchased Reber’s bottling apparatus, there is a bottle from Silver City embossed A.W. Dober. August Wilhelm

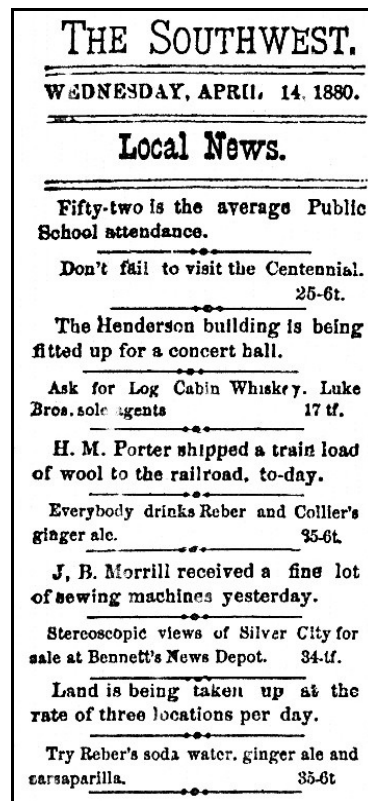


Figure 3-1 – Reber & Collier blurbs (*Daily Southwest* 5/14/1880)

Dober arrived at Silver City “in 1880 before the Southern Pacific Railroad had been completed” (Hill 1978:22).¹ He was thus in a perfect position to buy out Reber & Collier. Hill (1978:22) noted that Dober was locally known as “Augie.” He was a “good business man buying and selling town lots and mines. . . . he moved, several years later, to a little ranch near the community of White Signal, half way between Lordsburg and Silver City.” In 1911, however, Dober sold his interests in land and mines to return to Germany.

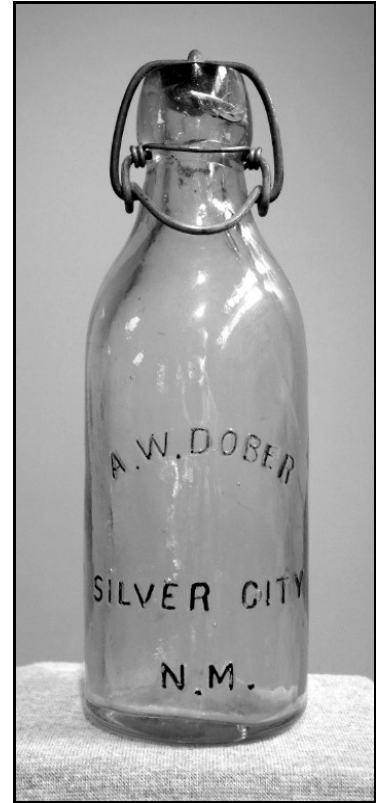
Although the bottle distinctly ties Dober to the bottling trade, the lack of documentary evidence suggests that the business was short lived – although the dearth of evidence may only reflect a shortage of newspaper survival. Dober may have remained in business for as long as two years, probably selling to Jacob Reidlinger in 1882.

Bottles

Wood (1998) illustrated and described a “blob-top” bottle embossed “A.W. DOBER (arch) / SILVER CITY / N. M. (both horizontal)” on the front body. The type of bottle held ca. eight ounces and was generally used for ginger ale. An example resides in the Lynn Loomis collection (Figure 3-2).

Jacob Reidlinger (1882-ca. 1897)

Reidlinger was born at Schomberg, Germany, on July 16, 1837. He came to the U.S. at the age of 25 (ca. 1862), “settling in Allegheny, Penn.” After living in Pittsburgh and near Topeka, Kansas, he moved to Las Vegas, New Mexico, in 1870. He was a barber there for ten



*Figure 3-2 – A.W. Dober ginger ale bottle (Lynn Loomis collection)

¹ The Southern Pacific reached Lordsburg on October 18, 1880, and Deming on December 15. The Silver City spur, however, was not completed until May 12, 1883 (Myrick 1990:60; 193).

years (*Silver City Enterprise* 4/14/1911), and he may have met T.L. Reber in 1879. He was still reported as being a barber at Las Vegas as late as the end of October 1881 (*Las Vegas Daily Gazette* 10/23/1881).

Reidlinger apparently migrated to Silver City sometime during late 1881 or 1882 and opened up a soda bottling works. Because of the timing, he may have bought Reber’s old setup from Dober. By August 1883, Reidlinger had taken on a partner. An undated article from an August issue of the *Silver City Enterprise* listed “Reidlinger & Holmes” as “mfg soda water, ginger ale.” William A. “Hunkydory” Holmes was one of the early founders of Silver City and may have been Reidlinger’s partner.²

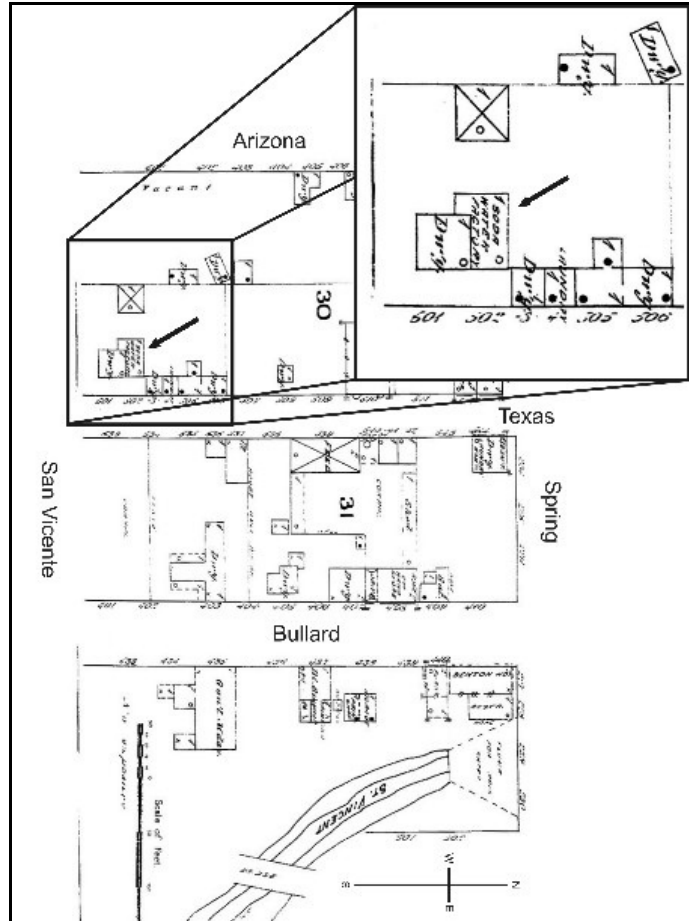


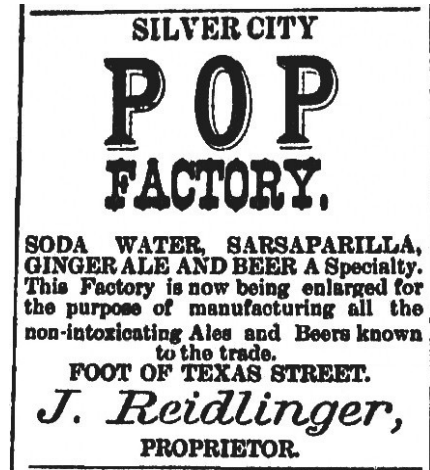
Figure 3-3 – Reidlinger’s bottling works (1886 Sanborn Fire Insurance Map)

The bottling works was located “near Bremen Corral on Lordsburg Rd.” (*Silver City Independent* 4/20/1883). The 1883 Sanborn Fire Insurance Map did not quite extend far enough south to show the business. However, the 1886 map illustrated a building at the northwest corner of Texas and San Vicente that had a dwelling facing the corner with a “soda water factory” occupying the northern part of the structure (Figure 3-3). The Bremen corral was just across Texas Street in the middle of the block. This had to have been Reidlinger’s bottling works, and, by extrapolation, the likely location for the plants of both Dober and Reber.

Although Reidlinger & Holmes were still partners on January 18, 1884, they had gone their separate ways by July 18. Reidlinger remained in business on his own after that point,

² Unfortunately, we have been unable to find any evidence corroborating “Hunkydory” Holmes – or any other specific “Holmes” – with Reidlinger.

although he raised his two sons, Jacob, Jr., and Philip J. (always known as P.J.,) to help out in the plant (*Silver City Enterprise* 7/18/1884; Reidlinger was listed as “Soda” in the 1886 New Mexico Business Directory). Business must have been good at that point – the firm’s 1889 ad called the plant the “Silver City Pop Factory” and noted the location as the “Foot of Texas Street” (i.e., corner of Texas and San Vicente). Reidlinger bragged that the “Factory is now being enlarged for the purpose of manufacturing all the non-intoxicating Ales and Beers known to the trade” (Figure 3-4). In confirmation, the 1893 Sanborn Map shows a larger “Soda Works” with a dwelling just to the north – no longer part of the plant.



*Figure 3-4 – Reidlinger 1889 ad (Scott Given collection)

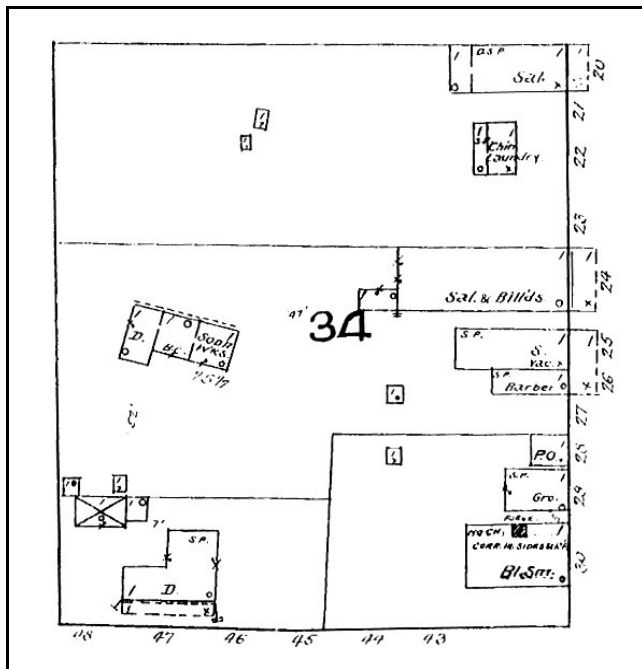


Figure 3-5 – Reidlinger’s Hillsboro plant (1893 Sanborn Fire Insurance Map)

In 1891, Reidlinger again expanded. This time, he opened two branches outside of Silver City. He sent his son, “J. Reidlinger, Jr.,” to Hillsboro in the Black Range (Figure 3-5). The new plant, called the Hillsboro Bottling Works, was operated by J. Reidlinger & Son. The firm offered a large array of sodas (*Silver City Independent* 9/18/1891). An ad for the plant ran in the *Sierra County Advocate* from October 2, 1891, through April 28, 1893. The family apparently closed the plant in early to mid-1893.

The second plant, opened at Clifton, Arizona, was run by “an expert from St.

Louis.” Miller (2008:16) noted that William Smith founded Clifton’s first soda works in 1884. Smith apparently had moved to Phoenix by 1891, and Miller had found no other bottler until 1899. Unfortunately, we have found no further information about Reidlinger’s Clifton business.

By this time, Reidlinger had competition (see below) at Silver City. Business may have taken a downturn after Jeff. D. Gaddis opened the Broadway Bottling Works ca. 1890. Reidlinger ads, always intermittent, practically ceased. On August 23, 1895, Reidlinger placed an ad in the *Sierra County Advocate* soliciting business from the Black Range and all of Sierra County (Figure 3-6). The works remained open until at least August 2, 1897, possibly the final Reidlinger ad (*Sierra County Advocate* 8/6/1897).

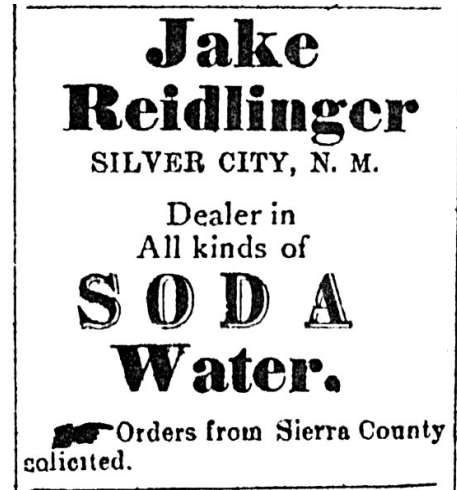


Figure 3-6 – Reidlinger’s 1895 ad (*Sierra County Advocate* 8/23/1895)

The combination of Reidlinger’s aging and stronger advertising from the Broadway Bottling Works may have forced the closing of the business or may have reduced its scope – although the sources are confusing. The plant at San Vicente and Texas was no longer shown on the 1898 Sanborn Map; a dwelling had taken its place. The plant may have closed by August 10, 1897, when the *Enterprise* noted that “ Jake Reidlinger, Jr., left this week for Torreon, Mexico, where he will work in a large bottling plant at good wages. He is experienced in this kind of work” (*Silver City Enterprise* 2/5/1897). The *Enterprise* noted on April 14, 1911, that Jake, Sr., “retired from active business life about ten years ago.” The article suggests that the senior Reidlinger remained in business until ca. 1901, although he apparently stopped advertising almost a decade earlier.

The 1901 date is apparently supported by the sale of the land. On September 2, 1901, Mina Reidlinger and Jacob Reidlinger transferred the deed to the old bottling works property (Lots 2 and 4, Block 21 – by now a dwelling) to Lumina Reidlinger, wife of P.J. Reidlinger (*City Deeds*, Book No. 50, p. 109).³ It is possible that Reidlinger continued a greatly reduced business from the house between ca. 1895 and ca. 1901. It is also possible that the newspaper was in error on the date of Reidlinger’s retirement. However, the final chapter of the bottling works was certainly written in 1901.

³ As a brief postscript, Lumina Perrault Reidlinger died of pneumonia on January 11, 1904, just over two years after the deed was signed. She was only 27 years old at the time and had been married to P.J. for just four years. The couple had two children (*Silver City Enterprise* January 11, 1904). P.J. remarried at some point – to Agatha Carson (*Silver City Enterprise* 5/26/1931).

Reidlinger’s obituary called him “a true pioneer of Silver City and the great Southwest, coming to this section when the Indians still claimed a greater portion of it and when life and property were still unsafe because of their depredations. . . . He was an ideal husband and father, quiet and unassuming in disposition, always gentle and loyal to his family and friends, a good and useful citizen and whose passing away is a distinct loss to the community.” Reidlinger “was seized with an apoplectic stroke” on April 2, 1911, and died on April 8 (*Silver City Enterprise* 4/14/1911). He was, as the *Enterprise* described him, “a true pioneer” of the bottling industry in New Mexico.

Bottles

Despite being in business for at least 15 years (possibly 21), collectors have only discovered a single bottle that was embossed with the Reidlinger name (Figure 3-7). Housed in the Scott Given collection, the only known example was embossed “J. REIDLINGER (arch) / SILVER CITY / N.M. (both horizontal)” in a circular plate on the front body. Unfortunately, there were no other diagnostic marks. Also see Wood (1998) and Fowler (2013) for a description of the New Mexico Hutchinson bottles. Although this bottle could have been used at any point during Reidlinger’s tenure in business, it was more common for a soda bottler to order embossed bottles when he first opened and then use generic containers after the initial order wore out.

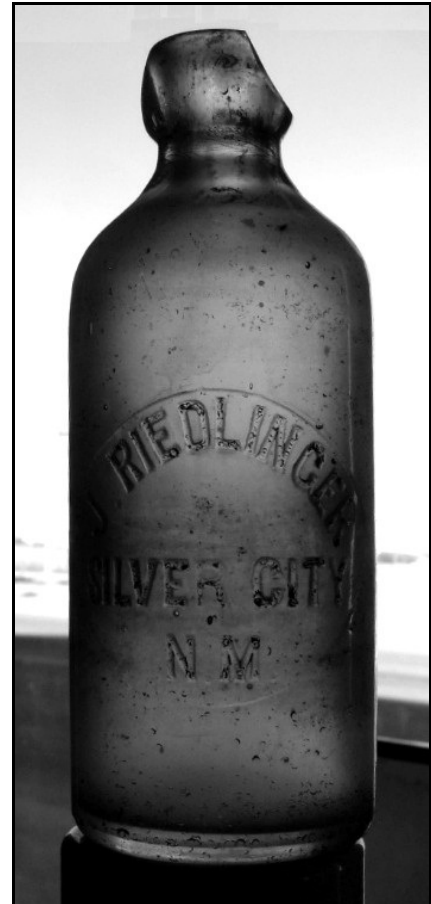


Figure 3-7 – Reidlinger Hutchinson bottle (Scott Given collection)

Broadway Bottling Works

With the opening of the Broadway Bottling Works, Silver City boasted two soda plants. Although Jeff Gaddis was only in business a short time, both Robert Worthen and, briefly, Adolf Witzel carried on the name. At some point, probably ca. 1898, Witzel began operating under his own style. He sold the business and moved to Gallup in 1901.

Jeff D. Gaddis and the Broadway Bottling Works (ca. 1890-1891)

Born in Carroll Parish (probably the town of Monticello), Louisiana, ca. 1861, Jefferson Davis Gaddis, along with and his father, Dr. J.M. Gaddis, moved to Lordsburg, New Mexico, where they worked together. The family moved to Silver City ca. 1890, where Jeff (as he was always known) opened the Broadway Bottling Works (*Silver City Enterprise* January 29, 1892).⁴

An advertisement in the Scott Given collection (probably from the *Silver City Enterprise*) showed that the Broadway Bottling Works was located “opposite Broadway Hotel” (Spring and Hudson Streets). The plant made ginger ale, birch beer, orange cider, pear cider, grape cider, lemon soda, crystal soda, cream soda, champagne cider, and sarsaparilla on March 11, 1890, in addition to being the agent for Schlitz Milwaukee Bottled Beer. This may have been Gaddis’ first (possibly only) ad (Figure 3-8). On January 23, 1891, the *Enterprise* noted that the “Broadway Soda and Bottling Works” had moved to the “foot of Main Street” (Block 351).



Figure 3-8 – Broadway Bottling Works ad (probably *Silver City Enterprise* 3/11/1890)

The 1893 Sanborn Map shows the Broadway Bottling Works at the intersection of Spring and Hudson Streets, just four blocks southeast of Reidlinger’s plant (Figures 3-9 & 3-10). The layout was quite large. Although the area is built up now, it was in the flood plain of San Vicente Creek at that time. Gaddis operated the Broadway Bottling Works “until failing health compelled him to seek repose from the cares and worries of an active life.” The *Enterprise* (1/29/1892) described Gaddis as “known throughout Grant County, as a quiet, energetic business man, of more than ordinary capacity, who made a host of friends wherever he went.”

⁴ The Gaddis obituary, published in the *Enterprise* is available at Find a Grave (McFadden 2011).

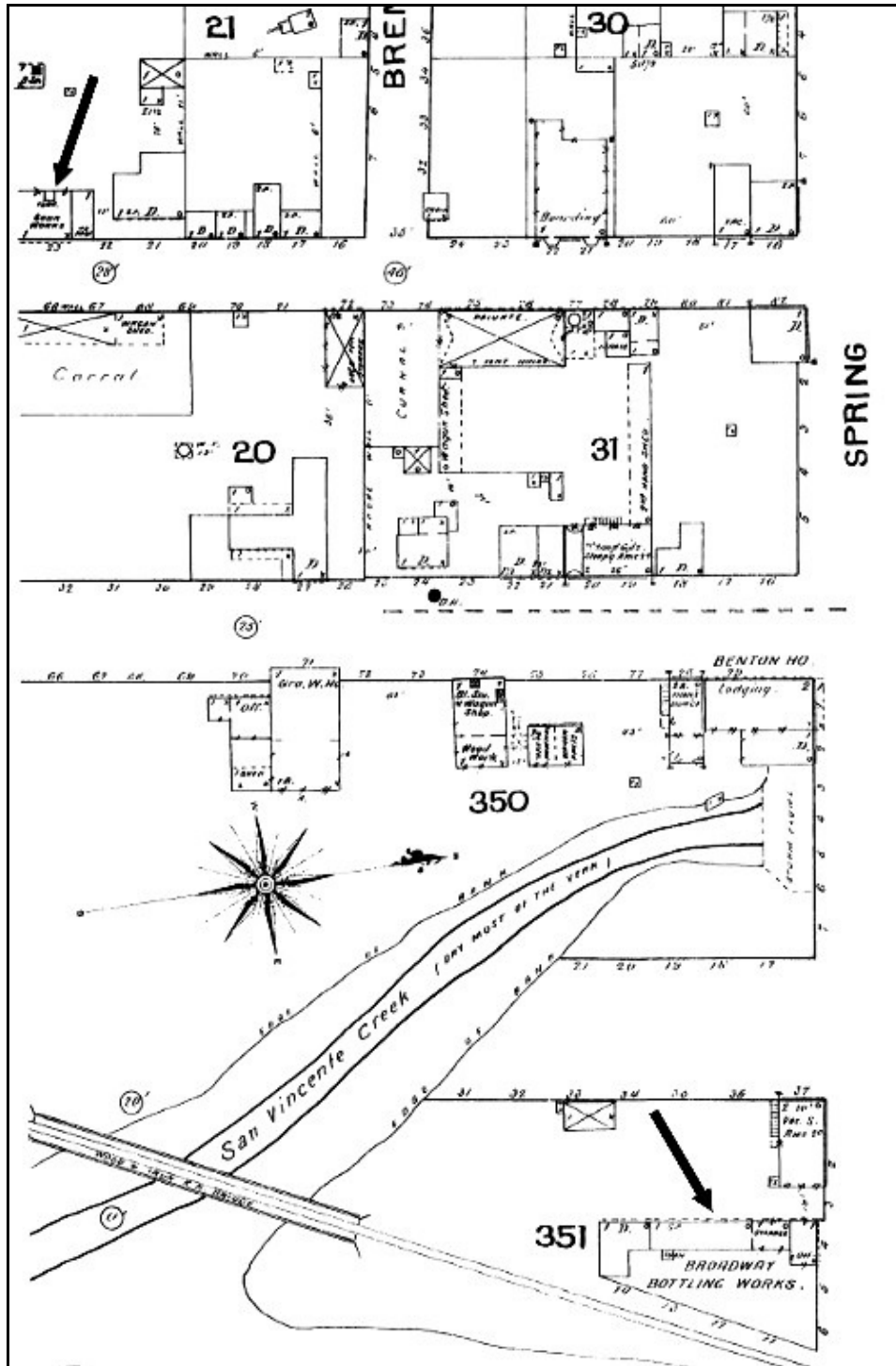


Figure 3-9 – Locations of Broadway Bottling Works and Reidlingers’s plant (1893 Sanborn Fire Insurance Map)

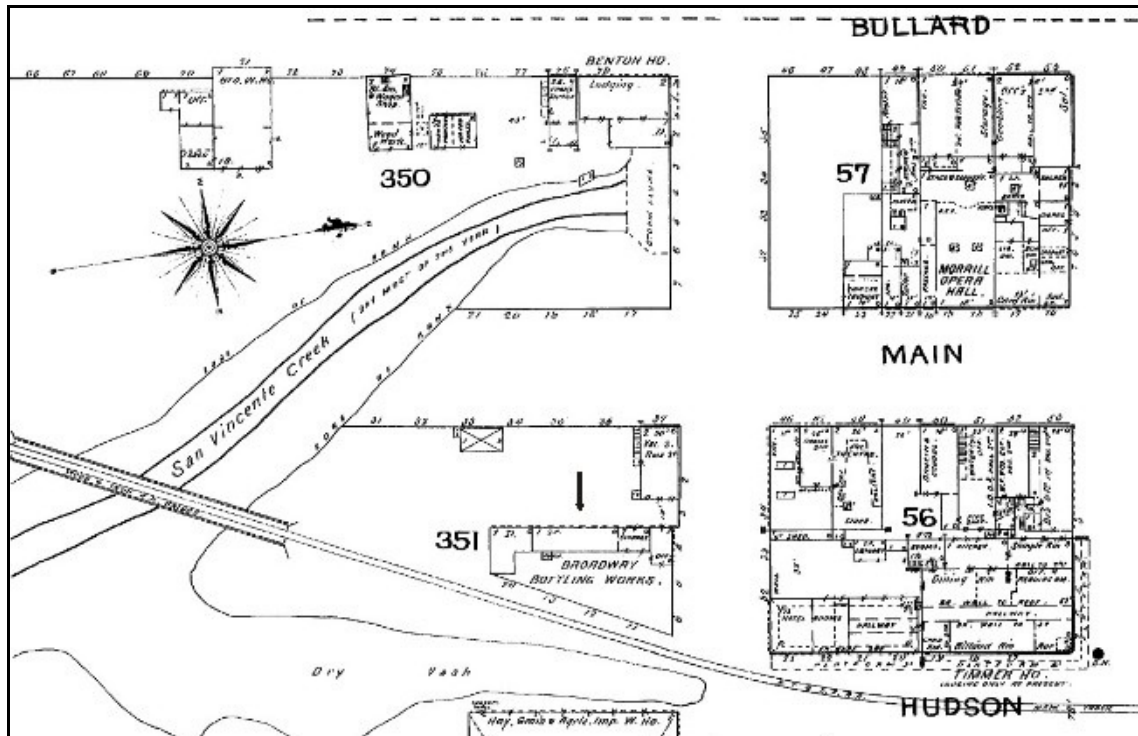


Figure 3-10 – Broadway Bottling Works (1893 Sanborn Fire Insurance Map)

On December 28, 1891, Robert M. Worthen⁵ signed a promissory note for \$500⁰⁰ “with interest” payable by July 1, 1892 (Figure 3-11). The note was for:

the Machinery and apparatus known as the Broadway Bottling Works, consisting of Soda Water Apparatus, one compressor corking table, One 4 oz syrup gauge, One water pump and connections, One syphon filler, One bottling bench, Putanon Syrup gauge, Three large tanks, One office desk and table, One bottle washer, and all the tubs, bottles, boxes, pipes, hose pipes, stoppers and other fixtures belonging to or in anywise [*sic*] appurtenant [*sic*] to or used in in [*sic*] connection with said Bottling works all of which said property is situated on the block bounded by Spring Main and Hudson streets in the town of Silver City in said County of Grant, and which has lately been used and operated by J.D. Gaddis (Chattel Mortgages, Book No. 3, p. 142).

⁵ This was probably Robert Emmett Worthen. The Chattel Mortgages names Robert D. Worthen, and the newspaper calls him Robert D. Worthen. These almost certainly indicate the same man.

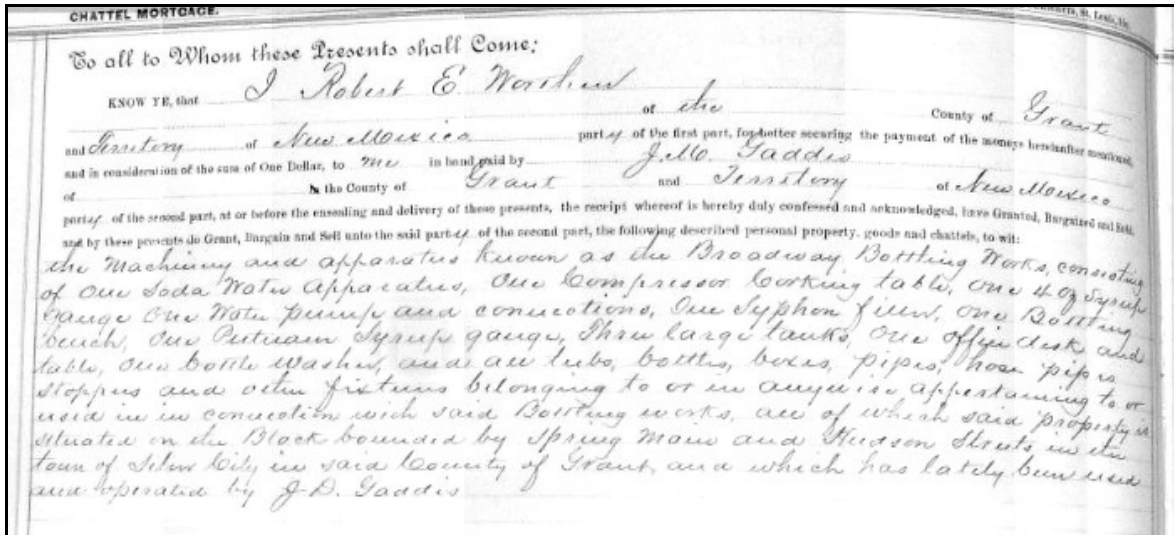


Figure 3-11 – Description of soda bottling apparatus purchased by Worthen (Chattel Mortgages, Book No. 3, p. 142)

Gaddis never lived to receive the payment. Because of his failing health, he and his father left Silver City, but Gaddis was so frail that they stopped at El Paso. While there, the senior Gaddis died, and Jeff returned to Silver City with his father’s body. Shortly after their return, Jeff Gaddis died – on January 24, 1892, at the age of 31. Jeff and his father were interred side by side at the Masonic cemetery.

Bottles

Wood (1998) illustrated and Fowler (2013) described a Hutchinson bottle embossed “BROADWAY (arch) / BOTTLING WORKS / SILVER CITY (both horizontal) / N. M. (inverted arch)” in a circular plate on the front body (Figure 3-12). The bottle had no other identifying marks, and one example held almost exactly eight ounces of liquid. A variation was embossed on the base with a small, five-pointed star inside a larger five-pointed star. These are some of the most common Hutchinson bottles found in New Mexico.

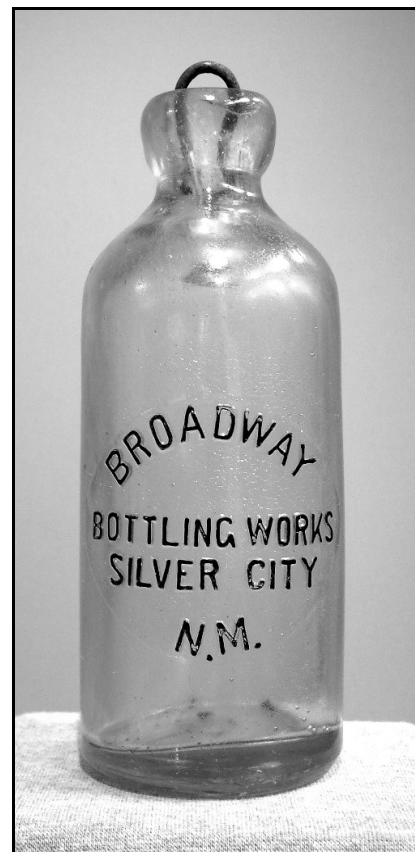


Figure 3-12 – Hutchinson bottle from Broadway Bottling Works (Lynn Loomis collection)

Robert E. Worthen – Broadway Bottling Works (1891-1894)

Robert Emmett Worthen was born on October 1, 1842, in Jackson Co., Illinois. He never married and may have moved to Silver City during the early 1890s to try his hand at mining. Worthen died on June 28, 1917 (Worthen 2010). This is almost certainly the same Robert Worthen who purchased the Broadway Bottling Works in late 1891.

By June 3, however, he had taken on G.W. Leeright as a partner under the style of Worthen & Leeright. The new business also advertised ice. The pair were the only bottlers listed at Silver City in the 1893 New Mexico Business Directory. G.W. Leewright sold his interest in Broadway to Adolph Witzel on February 23, 1894, and the new firm became Worthen & Witzel.

Bottles

It is unclear whether Gaddis or Worthen initiated the embossed Broadway Bottling Works bottles described above. It is likely, however, that Gaddis purchased the initial bottles. Embossed bottles were typically ordered by the original owner of a plant. This was a fairly consistent trend in Hutchinson bottles. However, since Broadway Bottling Works bottles were ordered at least twice, it is likely that Worthen or Witzel purchased the second batch.

Adolph Witzel – Broadway Bottling Works (1894-1901)

Worthen and Witzel must not have made a good team. On December 28, just ten months after Leewright sold his interest to Witzel, Worthen sold his part of the business to R.G. Landrum, renaming the firm Witzel & Landrum.⁶ Landrum was apparently a silent partner; by January 15, 1896, ads for the firm only mentioned Adolph Witzel.

The Broadway Bottling Works had “suffered a great loss in the flood a year ago” – i.e, the big flood on July 21, 1895 (*Silver City Independent* 7/7/1896). On April 3, 1896, the *Enterprise* noted that Witzel & Landrum had “reopened their bottling works.” The business was still

⁶ Landrum may have sold Witzel his share of the business to go into politics. He served as county judge during 1899 and 1900 (Anderson 1907:723).

located on Main St. (Main & Hudson, the site where Gaddis had moved), and had added Lemp's Beer to its product list. This was the last time that Landrum was mentioned in connection with the bottling works.

That year (1896) was a busy time for Adolph Witzel. Along with the probable dissolution of the partnership, Witzel faced a major relocation. On July 3, 1896, the *Enterprise* noted that "Adolph Witzel has moved the stock and machinery of the Broadway Bottling Works to the old '76 Bremen store. This was considered necessary to get out of the flood district where he would be liable to lose everything he possessed if we were to have a flood this season similar to the one experienced last year."

The August 18, 1896 ad in the *Silver City Independent* gave a good snapshot of the business. The firm was a wholesaler of Wm. A. Lemp's St. Louis Beer and retail dealer in "Mineral Waters, Imported and Home Product, Ginger Ale, Sarsaparilla, Orange Cider, Lemon Soda," and other drinks that were "always on hand and for sale at prices as low as the east." The firm also delivered ice to businesses, and the ad suggested that the public "leave orders at Witzel's office at Bottling Works near bridge." The plant was "open from 7 a.m. to 6 p.m. every day." Identical ads ran in the *Silver City Independent* from at least July 7, 1896 to late August.

On July 4, the *Independent* reported the move to "the old store building of M.W. Bremen." "The move was made necessary by increase in the bottling business and Mr. Witzel's many customers will receive better service than ever from the genial business man." About six months later, Witzel purchased the old Bremen residence (*Silver City Independent* 2/5/1897).

On July 1, 1898, Witzel bought land for a new ice and electric plant, apparently now owning the entire

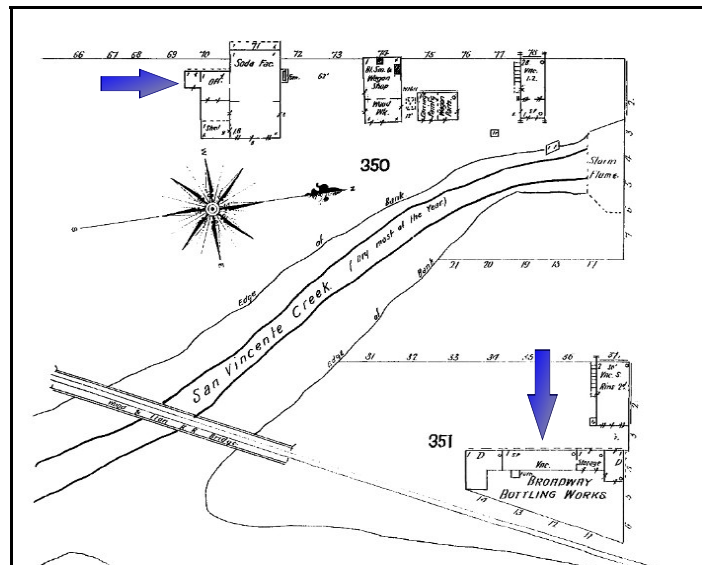


Figure 3-13 – Witzel's bottling plant (1898 Sanborn Fire Insurance Map)

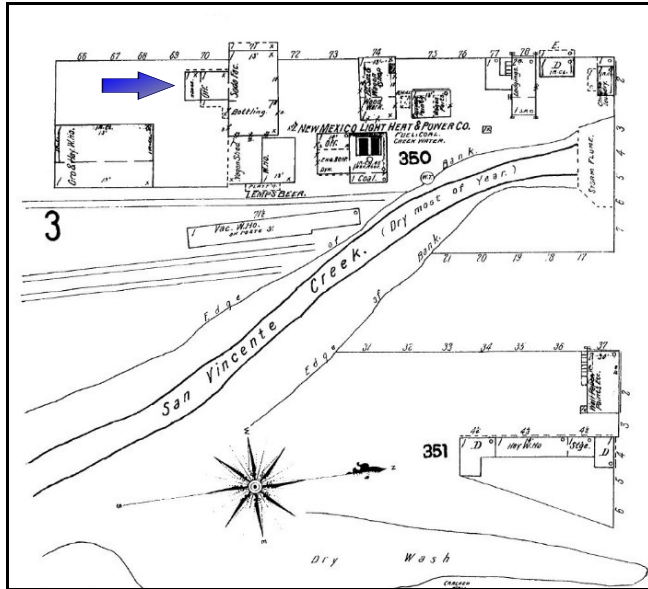


Figure 3-14 – Witzel’s plant and the Electric Co. (1902 Sanborn Fire Insurance Map)



Figure 3-15 – Front of the Old electric plant on Bullard in 2011

block. The 1898 Sanborn Map showed the new location, just west of San Vicente Creek, across from the old plant (Figure 3-13). The new plant was in the middle of Block 350, on Bullard St., between San Vicente and Spring. The map labeled the building “Soda Fac.” The 1902 map also showed the “New Mexico Light, Heat & Electric Co.” just north of the bottling works (Figures 3-14 & 3-15).⁷ On December 8, Witzel also opened a cold storage facility.

block. The 1898 Sanborn Map showed the new location, just west of San Vicente Creek, across from the old plant (Figure 3-13). The new plant was in the middle of

On October 10, 1899, A. Witzel & Co. advertised Schlitz Milwaukee Bottled Beer and Schlitz Malt Extract – along with “Schlitz Fizz Beer, with only two per cent alcohol” in addition to Lemp’s St. Louis Keg and Bottled Beer in the *Silver City Independent*. The ad called Schlitz Malt Extract “the best known invigorant for weak women,” and the plant continued to carry “all kinds of mineral and soda waters” (Figure 3-16). By May 8, 1900, the same ad also featured beer from the Anheuser-Busch Brewing Assoc. and the Pabst Brewing Co. But Witzel’s days in the business were numbered. The ad in the May 8, 1901, issue of the *Independent* showed that the Silver City Beer & Ice Co. had become “successors to A. Witzel & Co.”

⁷ The power company buildings remain standing in 2013, although the former bottling plant was completely demolished when a furniture store was built on the site. Lockhart, Wanda Wakkinen, and Doug Lindsey visited the site and looked around the area in November 2010. The furniture store appears to be on the exact spot where the second Broadway Bottling Works and the Silver City Beer & Ice Co. were located. The furniture store has a large basement that effectively destroyed any traces of the older establishments.

By September 13, 1907, Witzel had moved to Gallup (*Silver City Enterprise*) where he where he again entered the soda bottling business using a Hutchinson bottle embossed “A.E. WITZEL (arch) / GALLUP (horizontal) / N.M. (inverted arch)” (Fowler 2013; Wood 1999:[35]). At some point, Witzel moved from Gallup to Hot Springs (currently called Truth or Consequences).

On February 16, 1923, Witzel’s Hot Springs

Bottling Works merged with P.J. Reidlinger’s Purity Bottling Works in Silver City to form the Purity Bottling Works at Deming (see discussion of the Purity Bottling Works below).



Figure 3-16 – Witzel 1899 ad (*Silver City Independent* 10/10/1899)

Bottles

We have not discovered any bottles from Silver City embossed with Witzel’s name. However, he almost certainly inherited some of the Broadway Bottling Works bottles from Worthen and continued to use them until they wore out. In fact, he may have retained the Broadway moniker to match the bottles and switched to his own name when he ordered generic bottles.

Silver City Beer & Ice Co.

Silver City Beer & Ice Co. (1901-at least 1929)

On May 29, 1901, Adolf F. Witzel, Annie Witzel, and Chris Riehs leased “that part of Lot D on Bullard street and upon which is the building commonly known as the ‘76 store’” to J.W. Pennewill and H.M. Stecker, “copartners during [*sic*] business under the firm name and style of the Silver City Beer and Ice Company” for three years. At the same time, the new firm leased the “Corral and corral building situate in Block 20 adjoining on the South the residence of Adolf F. Witzel” from May 28, 1901 to January 1, 1903 (City Deeds, Book No. 37, p. 479 and Book 39, p. 4; Book No. 37, pp. 552-558). The “76 store” was the location of Witzel’s bottling works.

The 1901 ads listed Riehs, Stecker, and Pennewill as the principals and noted that the Silver City Beer & Ice Co. was “successors to A. Wltzel & Co.” (Figure 3-17). The firm was the agent for the Wm. Lemp Brewing Co., Pabst Brewing Co., Anheuser-Busch Brewing Assoc., and Joseph Schlitz Brewing Co., as well as carrying soda water, ice, mineral waters, and malt extracts (*Silver City Enterprise* 6/9/1901; 7/9/1901; 12/17/1901).

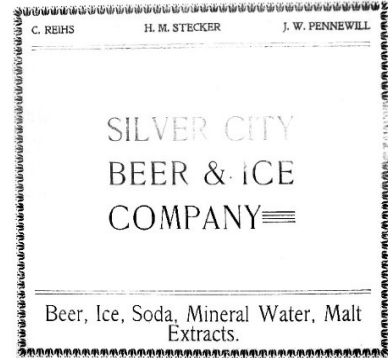


Figure 3-17 – Silver City Beer & Ice Co. ad (*Silver City Enterprise* 6/9/1901)

The same ad continued through most of 1902 and only changed slightly in 1903 (*Silver City Enterprise* 5/1/1903). On January 22, 1904, the Silver City Beer & Ice Co., by then a “copartnership composed of the said Christian F. Riehs and James W. Pennewill and Edward M. Walker” renewed the lease for all of Block 20 except two rights of way for three more years – this time, with option to buy any time for \$5,000 (City Deeds, Book No. 50, p. 266). It is interesting that Riehs was now one of the lessors as well as part of the lessees. The 1904 ads reflected the slight change in partners, noting Pennewill, Riehs, and Walker (*Silver City Enterprise* 4/6/1904 – Figure 3-18).

Riehs and his associates apparently bought the property at some point, probably around 1907. On September 11, 1907, Christian F. Riehs, James W. Pennewill and Mattie H. Pennewill, Edward M. Walker and May Walker sold all of Block 20 except the right of way to the Atchison, Topeka & Santa Fe Railway (AT&SF), and the right of way to the “New Mexico Light, Heat, and Power company” as well as the South half of Block 40 and all of

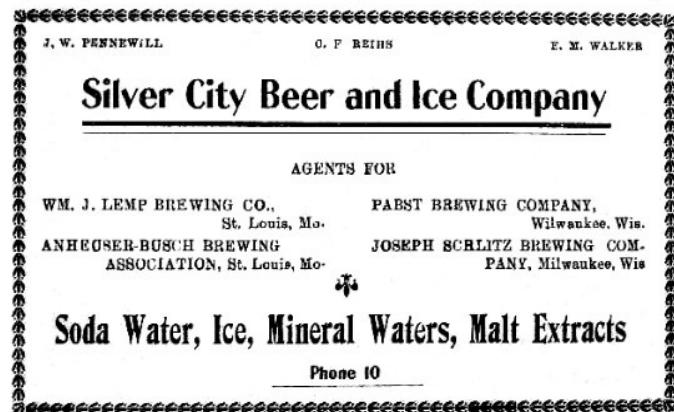


Figure 3-18 – Silver City Beer & Ice Co. ad (*Silver City Enterprise* 5/6/1904)

“fractional Block numbered 17” to the “Silver City Beer & Ice Co., a corporation organized and existing under the laws of the Territory of New Mexico” for \$15,000 (City Deeds, Book 39, p. 12; Book 39, p. 2; Book No. 50, pp. 320-322). By this time, the Silver City Beer & Ice Co. had become a corporation.

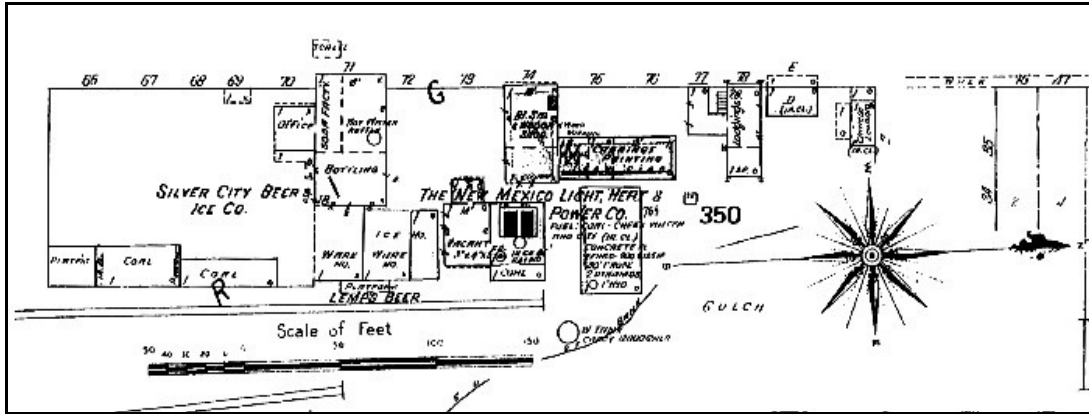


Figure 3-19 – Silver City Beer & Ice Co. (1908 Sanborn Fire Insurance Map)

There were apparently few major changes in the firm through time. The 1908 Sanborn Map shows the Silver City Beer & Ice Co. at the former Broadway Bottling Works location on Bullard, with the bottling works at the west (Bullard) side of the building and the Lemp's Beer storage to the northeast, adjacent to the railroad siding (Figure 3-19). The 1917 Sanborn Map shows the same location, although the plant was greatly expanded (Figure 3-20). New Mexico Prohibition in 1917 brought about distinct changes in the firm. Ads in 1917 still advertised the same beer and lighter drinks but added “American Black Coal \$9.00 per ton.” Reflecting Prohibition, the June 17 ad for Budweiser did not include the word “beer” (*Silver City Enterprise* 4/10/1917; 6/17/1917).

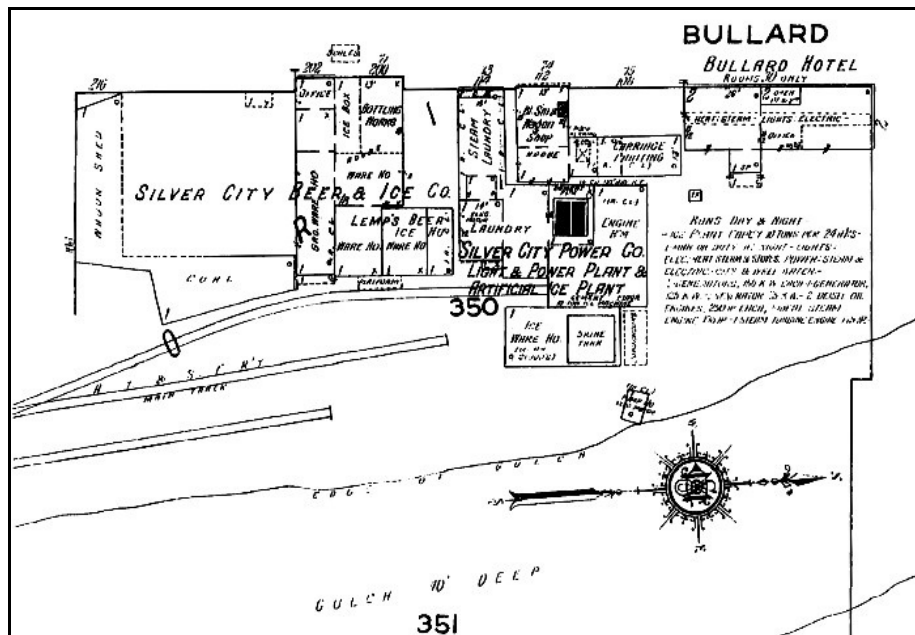


Figure 3-20 – Silver City Beer & Ice Co. (1917 Sanborn Fire Insurance Map)



Figure 3-21 – Budweiser ad for 1922 – without the word “beer” (*Silver City Enterprise* 5/29/1922)



Figure 3-23 – Budweiser Barley Malt Syrup ad (*Silver City Enterprise* 4/3/1928)

Ads shifted increasingly toward selling coal and fire wood – although the firm continued to advertise Budweiser (Figure 3-21) and other drinks, including “Deming Soda Water” (Figure 3-22) (*Silver City Enterprise* 5/29/1922; 9/19/1922; 9/4/23). The ad in the *Silver City Independent* on April 15, 1924, noted that the firm was agents for “Budweiser, Schlitz, Pabst Blue Ribbon, Blatz, Malt Nutrine, Bevo [the Anheuser-Busch near-beer or cereal beverage], and Soda Water – All Flavors.” The company promised to “make the home folks happy by giving them a Real Treat – bring them in and let us serve them with something refreshing in SOFT DRINKS.” An April 3, 1928, ad in the *Enterprise* featured Budweiser Barley Malt Syrup (Figure 3-23).

On April 5, 1929, the *Silver City Enterprise* announced that the Silver City Beer & Ice Co. had sold the ice business to the Texas-Louisiana Power Co.; however, the firm planned to continue in the coal, hay, grain, chicken feed and roofing paper business. There was no mention of soft-drinks. The Silver City Beer & Ice Co. advertised Budweiser in Silver City newspapers until 1938 (e.g., *Silver City Enterprise* 3/4/1938), but the ads never again featured soft drinks (Figure 3-24).

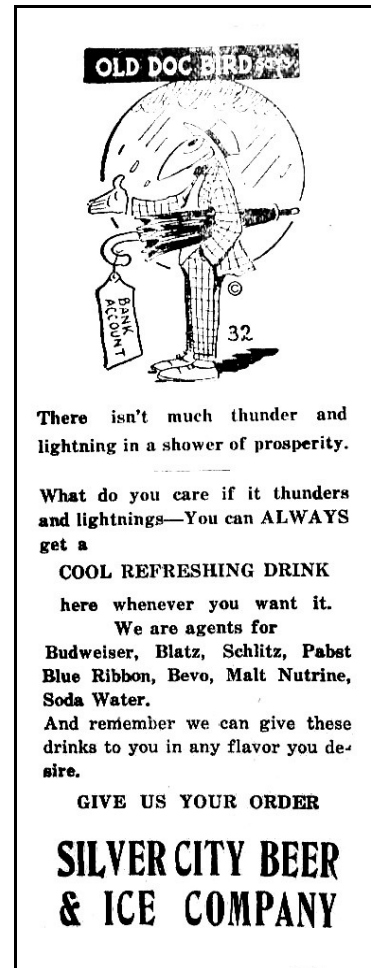


Figure 3-22 – Old Doc Bird ad (*Silver City Enterprise* 9/4/1923)



Figure 3-24 – Silver City Beer & Ice Co. Budweiser ad for 1938 (*Silver City Enterprise* 3/4/1938)

Bottles

The Silver City Beer & Ice Co. used at least two different bottle styles for its soft drink line, although these were likely ordered during the early years of the firm. The initial variation was mouth blown into a two-piece mold with a cup bottom. Since the finishes on these bottles were created by hand, the length of the bottle varied quite a bit – from 19.4 (7 11/16") to 20.4 cm. (8.0") (Figure 3-25). These bottles were embossed “102” on each front heel and “SILVER CITY BEER & ICE CO. (arch) / SILVER CITY (horizontal) / N.M. (Inverted arch)” in a round plate on the front body. They were made from colorless glass that will solarize to an amethyst hue. Each bottle held almost exactly nine ounces of liquid.

The second bottle was machine made and was aqua in color. It was embossed “SILVER CITY (arch) / BEER & ICE CO. / SILVER CITY (both horizontal) / N.M. (inverted arch)” in a round plate (Figure 3-26). The bottles held almost exactly eight ounces of liquid. The bases of these bottles require a bit of explanation. Each base had a sunken center, and each had a round scar slightly off center that is reminiscent of the ejection scars created on milk bottles and fruit

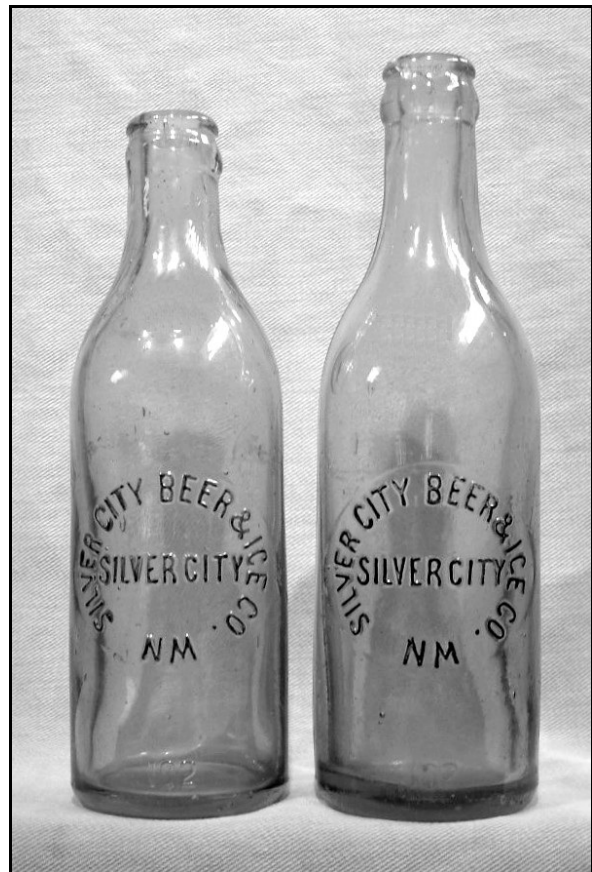


Figure 3-25 – First Silver City Beer & Ice Co. bottle, showing variation in sizes (Lynn Loomis collection)



Figure 3-26 – Second Silver City Beer & Ice Co. bottle (Lynn Loomis collection)

jars by the valve that pushed the jar out of the parison mold. However, there is a second, wider circular scar, also off center, that appears to have been created by the same method as the smaller one (Figure 27).

Unlike typical machine scars, these are both deep grooves – deep and wide enough to insert a thumbnail and trace it around the scar. The rest of the bottle is typical of early 20th century machine-made containers (Figure 28).

These scars can be best understood in relation to the machine process of bottle making.

Almost all bottle machines use a two-stage manufacturing sequence – regardless of whether the machine is semiautomatic or fully automatic. The initial stage is called the parison or blank stage, and the process begins when the operator (or the machine if it is fully automatic) drops a gob of glass into the parison mold. A puff of air then blows the parison against the sides of the parison mold to form the rough shape of the bottle that is mostly hollow.

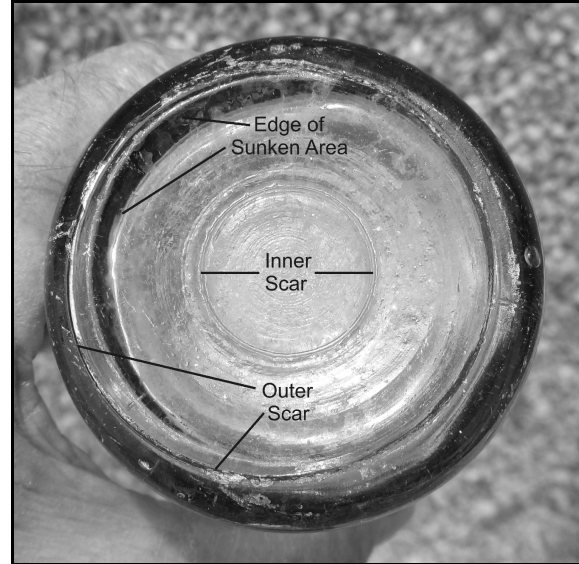


Figure 3-27 – Unusual basal scars – Silver City Beer & Ice Co. bottle



Figure 3-28 – Typical machine finish – Silver City Beer & Ice Co. bottle

The first stage also creates the finish, the very top of the bottle. The top part, including all the area that forms the means for closing the bottle, is called the finish because it was the last part created when a bottle was made by hand. In all machine-made bottles, however, the finish is formed during the first stage.

The parison mold then opens, and the parison is transferred into the final or blow mold. Although a valve or ejection rod is used in the removal of milk bottles and many jar types, a typical soda bottle machine merely continues to hold onto the finish to move the parison to the blow mold. Once seated in the blow mold, a puff of air blows the parison into the final bottle shape. The blow mold then opens, and the operator (or machine) can remove the completed bottle.

A typical bottle machine creates a scar made by the baseplate of the parison mold. This scar is round in shape, but the line is thin and shallow.⁸ All of the machine scars are created by the parison stage and move off center during the blow-mold cycle. The parison sags unevenly when it is first placed in the blow mold, so the puff of air reshapes the final bottle, leaving the scar slightly off center.

Bottles with the double scar – such as this second bottle used by the Silver City Beer & Ice Co. – are very uncommon. Lockhart (2011, Chapter 7b, Figure 7-23) reported a bottle with a virtually identical set of basal scars that was used by the Woodlawn Bottling Co. at El Paso, Texas. Lockhart estimated that Woodlawn used the bottle during the 1912-1915 period, although he was unable to identify the machine used in the process. We have tracked down that machine.

The 1911 O’Neill Bottle Machine

To place the 1911 O’Neill semiautomatic bottle machine in the overall perspective requires a look at both O’Neill and bottle-machine production history. Although some forms of container machines were designed earlier, the first successful semiautomatic machines to make jars and wide-mouth bottles began production in 1891. By the beginning of the 20th century, such machines were common (Bernas 2012).

⁸ Scars made by the Owens machine were typically slightly deeper and “feathered” – i.e., the scars had rough edges, especially on one side.

The Owens Automatic Bottle Machine, however, was ahead of its time. While other inventors were improving semiautomatic machines, Michael J. Owens patented the first fully automatic machine in 1903. Although there was some use of the “Johnny Bull” (Ashley) British machine earlier, the Owens was the first really practical small-mouth bottle device.⁹ Various glass houses began designing small-mouth semiautomatic machines by 1905, but the first soda bottles to compete with the one produced on the Owens machines did not enter the business until the 1908-1910 period (Lockhart 2006; Miller & Sullivan 1981; Skrabec 2007).

Frank O’Neill applied for his first patent in late 1898, at that time designing glass pressing processes to produce tumblers, tableware, and as the first stage in making jars and wide-mouth bottles. He moved to Canada, where his machines were employed in the Ontario Glass Co. and Sydenham Glass Co. factories (King 1987:96). He left Canada about the turn of the century and continued inventing glass-manufacturing machinery.

On May 27, 1909, Frank O’Neill applied for a patent for a “Method and Apparatus for Manufacturing Glass Bottles.” He received Patent No. 994,421 on June 6, 1911, and assigned it to his firm, the O’Neill Bottle Machine Co. of Terre Haute, Indiana. In his patent application, O’Neill described the segment of his process that described the machine scar:

When Table 15 moves upward, piston 21 and suction tube 22 are in the elevated position show in Fig. 3, so that such upward movement places the upper contracted end of tube 22 in engagement with the lower extremity of blank B, and the suction through slot 24 causes the glass to adhere to the tube and lower therewith.

We have reproduced O’Neill’s drawing of the process (Figure 3-29). Fig. 3 of the patent drawing shows tube 22 adhering to the base of the parison. Fig. 4 shows the shape of the parison after tube 22 has been lowered pulling the base of the parison with it and embedding the shape of

⁹ The Ashley machine, initially patented in 1886, was the first machine capable of making small-mouth bottles. However, there were problems with the system, and it was not in much used in the U.S. until well after 1900 (English 1923). Phillip Arbogast had also patented a machine to make small-mouth bottles in the U.S. in 1881, but it was never practical (Lockhart et al. 2013).

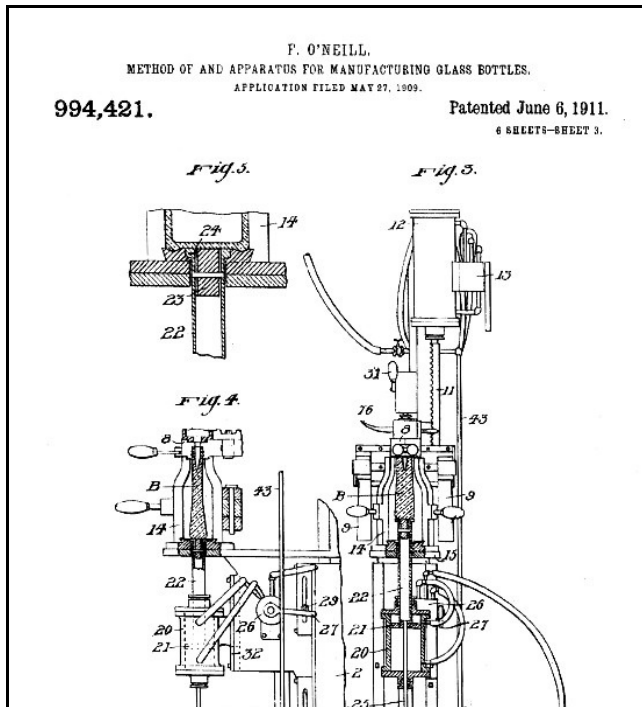


Figure 3-29 – O’Neill’s 1911 machine patent drawing

the tube and plug into the base of the bottle. Fig. 5 is a closeup drawing of tube 22 along with the plug at the end of the tube in contact with the base of the parison (Figure 30). A careful look at the drawings shows that the plug consists of two parts, each of which left a circular scar, one within the other – exactly like the scar on the base of the Silver City Beer & Ice Co. bottle. The mystery is solved.

To place the O’Neill machine in perspective, Toulouse (1971:445-446) noted that “beverage bottles were . . . handmade until about 1912. Thus, O’Neill’s 1909 invention (patented in 1911 and described

below) was one of the earliest semiautomatic machines to produce small-mouth bottles, creating an unusual basemark that left a mystery for later researchers. O’Neill had plenty of competition. By 1912, at least four other semiautomatic machines were making small-mouth bottles, such as the Ashley machine at the Glenshaw Glass Co. (1908), the Olean machine at the Brockway Machine Bottle Co. (ca. 1910), the Graham machine at the Graham Glass Co. (1910 and earlier), and the Red Devil at the Root Glass Co. (by 1912).

Possibly because of so much competition, the O’Neill machine was apparently never very popular. When he patented a better machine in 1916, he became a dramatic success. His firm, the O’Neill Machine Co. at Toldeo, Ohio, became one of the top bottle-machine manufacturers. O’Neill continued to invent numerous machines connected with the glass industry well into the 1930s (Lockhart 2006; Paquette 2002:368-369).

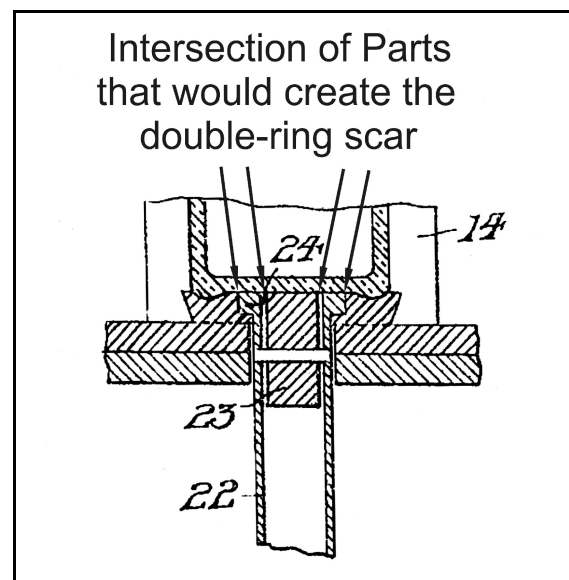


Figure 3-30 – Closeup of Patent drawing Fig. 4

Dating the Silver City Beer & Ice Co. Bottles

Because they were mouth blown, the amethyst bottles were almost certainly used first – probably during the 1901-ca. 1910 period. Since O’Neill did not apply for his patent until later May of 1909, his machines were almost certainly *not* in use prior to that date and probably were not put into actual operation until later. They were certainly in production soon after the patent date of June 1911, possibly sooner.

The machine-made bottles did *not* have the capacity embossed on them, and that gives us a clue as to their age. In 1913, a caveat to the 1906 Pure Food & Drug Act required that bottlers use containers that were clearly labeled with the volume of their contents by September 1914 (e.g., CONTENTS 7 FLU. OZS.). Virtually all soda bottles made after 1913 had the embossed volume designation. Very few machine-made soda bottles lack the volume embossing. The second Silver City Beer & Ice Co. bottles were therefore likely made between ca. 1910 and 1914 and were used until they wore out.

It is probable that the plant changed to generic bottles at some point, likely ca. 1917. The trend in the early Prohibition era was toward paper labels and generic bottles – and away from embossing. The Silver City Beer & Ice Co. probably continued to use generic bottles with paper labels until the firm ceased soft drink production in 1929.

Purity Bottling Works (ca. 1918-1923)

The Purity Bottling Works was first listed in the New Mexico State Business Directories in 1918. A 1918 ad noted that the firm was “Manufacturers and Bottlers of all kinds of Soda Waters, Ciders and Mineral Waters — All Goods Guaranteed under the Pure Food Act and the Anti-Child Labor Law” (*Silver City Enterprise* 4/5/1918 – Figure 3-31). The business was located at the corner of San Vicente and Arizona, only a block west of Reidlinger’s first location. The owner of the works was Phillip J. (P.J.) Reidlinger, Jake Reidlinger’s younger son.

On February 16, 1923, P.J. Reidlinger merged with Witzel’s Hot Springs Bottling Works to form the Purity Bottling Works at Deming. Although Witzel moved to Deming to operate the business, Reidlinger remained at Silver City to “act as the distributing agent.” The new firm had “the franchise of the orange, lemon and lime crush drinks” and planned to offer “a line of various

flavors” (*Deming Headlight* 2/2/1923). The merger heralded the end of bottling by the firm at Silver City, but we have been unable to discover how long the group continued to sell drinks from Deming.

Bottles

In 1923, Reidlinger ran a series of ads with drawings of people enjoying bottled drinks. These featured “plain soda,” ginger ale, root beer, and cream soda. Each ad showed a “champagne” soda bottle with a “blob” top and a paper label (Figures 3-32 & 3-33). Although each label was slightly different, they probably represented the artist’s ideas rather than an actual bottle and label (*Silver City Enterprise* 8/15/1922; 8/11/1922). It is virtually certain that Reidlinger actually used crown-finished bottles by this time.


**Purity
Bottling Works**

Manufacturers
and
Bottlers
of all kinds of
SODA WATERS,
CIDERS AND
MINERAL WATERS

All Goods Guaranteed
under the Pure Food Act,
and the Anti-Child Labor
Law.

**Purity
Bottling Works**
Silver City, N. M.
Phone 355-J

Figure 3-31 – 1918 Purity Bottling Works ad (*Silver City Enterprise* 4/5/1918)



OUT ON THE PORCH

after a round on the links, a glass of our root beer right off the ice will prove a most satisfying refreshment. Or if you prefer our ginger ale you will find it touches the right spot whether drank by itself or mixed with a little something else. See that you have a supply of both at your place.

PURITY BOTTLING WORKS
Silver City, N. M.

Figure 3-32 – Purity Bottling Works root beer ad (*Silver City Enterprise* 8/15/1922)



WON'T YOU TRY A GLASS

of our ginger ale as a test of its extra goodness? It has all the sparkle of champagne, all the snap with just enough sharpness to make it palatable and satisfying. Either taken alone or mixed with other drinks it is a splendidly refreshing beverage.

PURITY BOTTLING WORKS
Silver City, N. M.

Figure 3-33 – Purity Bottling Works ginger ale ad (*Silver City Enterprise* 8/22/1922)

Southwestern Coca-Cola Bottling Co. (1924-1929)

A new ad appeared in the April 15, 1924, issue of the *Silver City Independent* and was repeated in the April 18 edition of the *Silver City Enterprise*. The Southwestern Coca-Cola Bottling Co. announced the opening of its Silver City branch. Under a heading that bragged, “Business is Good and Getting Better,” the ad noted:

Our Bottled Drinks have grown so popular during the past few years in Silver City and Bayard districts that it has become impossible to supply the heavy demand from our Deming plant. We, therefore ANNOUNCE THE OPENING OF OUR NEW SILVER CITY PLANT[,] thoroughly equipped with modern machinery and ready to supply you with all the best nationally known drinks. . . . Manuel Caballero, our Local Agent, whom you all know, is anxious to serve you. Give him a chance to deliver the goods (Figure 3-34).

The ad noted that Coca-Cola had been supplied from Deming “during the past few years” – certainly from the main plant of the Southwestern Coca-Cola Bottling Co. Although the ad stated that this was a “NEW” plant, the location was at the corner of San Vicente and Arizona – P.J. Reidlinger’s old Purity Bottling Works. We have been unable to determine the reason for Reidlinger’s merger and move. It is possible that Southwestern made him a really good offer for his bottling plant. It is equally likely that Southwestern merely took advantage of the vacancy caused by Reidlinger’s merger.



Figure 3-34 – Southwestern Coca-Cola Bottling Co. 1924 ad (*Silver City Independent* 4/15/1924)

The *Enterprise* (4/18/1924) listed the “nationally known drinks” sold by the new plant: Coca-Cola, Orange, Lemon & Lime Crushes, Cherry Blossoms, Old Mission Ginger Ale, Old Monk Punch, and Rainier Beer. The street address was 208 San Vicente, and a Deming newspaper article that year noted that the Silver City operation used two delivery trucks (*Deming Graphic* 7/22/1924). By 1927, W.H. Greer was listed as manager, replacing Cabllero, the former agent. He remained manager until 1928 when an agent, L.E. Freeland, was also listed. Only Freeland was listed in 1929, the final year that the company was in business in New Mexico (NMSBD 1924-1929).

During 1928 and 1929, Southwestern began divesting itself of most of its plants in New Mexico and Arizona. John Echols bought the remaining New Mexico plants (Las Cruces, Deming, and Silver City) in 1929 and immediately shut down the Silver City branch – although

the Deming plant continued to supply the area. For more information on Southwestern Coca-Cola, see Lockhart & Miller (2007) or Lockhart (2009) for a history of the Deming soda bottlers.

Bottles

In its 22 years of active life in New Mexico, the Southwestern Coca-Cola Bottling Co. used several different bottles.

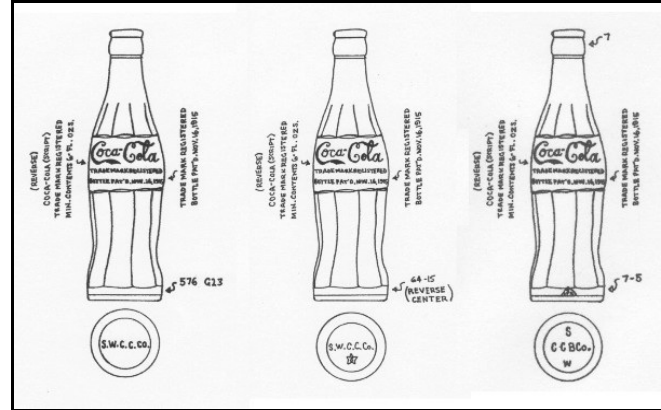


Figure 3-35 – Southwestern’s Coca-Cola bottles – 1923-1927 (Lockhart & Miller 2005:40-41)

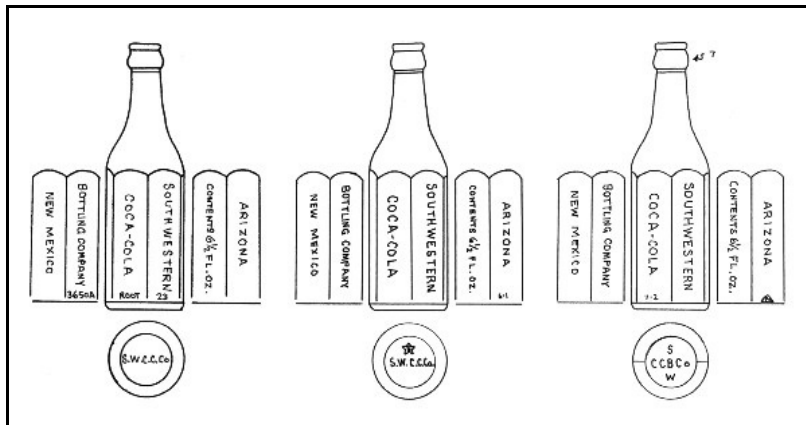


Figure 3-36 – Southwestern’s House-Brand bottles – 1923-1928 (Lockhart & Miller 2005:57-58)

By the time the firm opened the Silver City plant in 1924, only a few bottles were likely used. By 1923 – the last order of bottles before the Silver City unit opened – Southwestern used two bottle types. The next year, it added two more. It’s flagship brand was Coca-Cola, of course, and the hobble-skirt bottle was its

primary sales vehicle (Figure 3-35). Southwestern also used a house brand bottle for its local flavors (Figure 3-36). Another national franchise was Orange Crush – in distinctive embossed specialty bottles (Figure 3-37). The final type was Old Mission Ginger Ale (Figure 3-38).

In 1923, Southwestern ordered Coca-Cola and house-brand bottles. The firm purchased the hobble-skirt bottles from the

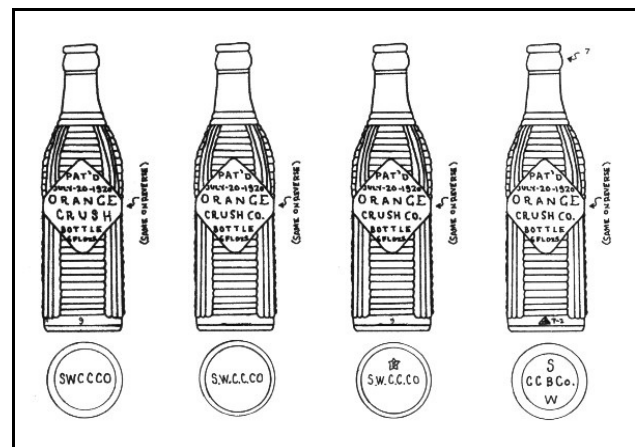


Figure 3-37 – Southwestern’s Orange Crush bottles – 1923-1927 (Lockhart & Miller 2005:64-65)

Graham Glass Co., and they were marked “576 G23” on the front heel (the model number for Coca-Cola bottles made by Graham was 576; G indicated Graham; and 23 was a date code for 1923). Southwestern ordered the house brand bottles from both Graham and from the Root Glass Co. during 1923. The Graham bottle was embossed OS 249G 23 at the heel (O = the Okmulgee, Oklahoma plant; S may have indicated a specialty bottle; 249 was the model number; G stood for Graham; and 23 was the date code for 1923), but the Root bottle had a “3650 A ROOT 23” heelmark (3650 A was the model number; ROOT was the glass house logo; and 23 was the date code) (Lockhart & Miller 2007:40, 57).

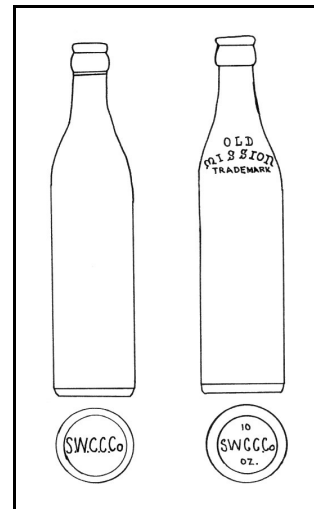


Figure 3-38 – Ginger Ale bottles – Southwestern, 1923-1927 (Lockhart & Miller 2005:64)

In 1924, Southwestern captured the franchise for the Orange Crush brands (Orange, Lemon, and Lime Crush). The initial Orange Crush bottles had no factory codes, but they were the specialty (also called proprietary or deco) types with complex embossing. The firm also adopted Old Mission Ginger Ale, apparently its own brand. We have only found two bottle types for Old Mission. The brand was apparently not popular (Lockhart & Miller 2007:64).

The next order was probably not made until 1926 – from the Southern Glass Co. These were embossed with the Southern Star logo (S in a star) on the base. Although the Crush bottle had no heelmarks, the Coca-Cola and house brand bottles had “64-15” (model number) and “6-1” (date code for 1926 and mold number) respectively on the heels (Lockhart & Miller 2005:40, 57, 65). The “6” in “6-1” was a likely date code for 1926.

The final three bottles all had IPG-in-a-triangle heelmarks, the logo of the Illinois-Pacific Glass Corp. The marks were accompanied by “7-2” (Orange Crush); “7-2,” “8-1,” or “8-2” (house brand); and “7-5” (Coca-Cola). In addition, both the Coke and Orange Crush bottles had a “7” embossed on the reinforcing ring of the crown finish. The left numerals in the heelcodes were all date codes for 1927 or 1928. The number on the reinforcing ring was also a date code (for 1927). These were the last bottles used by the Southwestern Coca-Cola Bottling Co. (Lockhart & Miller 2007:41, 58, 65).

Dr. Pepper Bottling Co. (1937-ca. 1943)

A single generic ad for Dr. Pepper appeared in the May 21, 1937, issue of the *Silver City Enterprise* (Figure 3-39). The ad was the type that the home offices of many nationally franchised brands placed periodically in scattered newspapers. Although less likely, the ad could also have been a precursor to the opening of the Silver City firm.

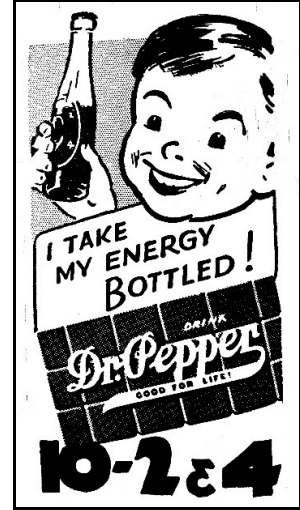


Figure 3-39 – Ad for Dr. Pepper (*Silver City Enterprise* 5/21/1937)

A single-line, page-footer series of ads in the *Enterprise* followed from August 6 to August 27, 1937 (Figure 3-40). These had simple messages like “FOOD when you’re tired, but DRINK Your Bite to Eat DR. PEPPER” (*Silver City Enterprise* 8/6/1937). These were placed by the new firm. On August 20, 1937, T.F. Smith, the “Local Dr. Pepper Bottler” provided drinks for the softball game between the Las



Figure 3-40 – Footer ad for Dr. Pepper (*Silver City Enterprise* 8/6/1937)

Vientes Girls Club and the Silver City Rotarians. Smith bragged that the “Entire Receipts Benefit

MILK FUND” (Figure 3-41). It is thus very likely that the Dr. Pepper Bottling Co. opened in Silver City in August 1937.

The Dr. Pepper Bottling Co. was first listed in the 1938 New Mexico Business Directory at 1312 Pope



Figure 3-41 – Ad showing T.F. Smith and Dr. Pepper as a baseball sponsor (*Silver City Enterprise* 8/20/1937)

with T.F. Smith as the manager, and that listing continued until 1940. By 1942, the plant had moved to 416 E. Silver Heights Blvd. with Rowe Turner as manager. By the next extant New Mexico Business Directory – 1947 – the Dr. Pepper plant was no longer listed. In a search of 1938-1947 newspapers, we were unable to find a single Dr. Pepper ad. The plant almost certainly closed between 1942 and 1947, likely ca. 1943. Shortages of sugar, bottles, and caps during World War II probably forced the plant to cease operations.

As an interesting post-script, the 1950 directory (the last one we can access) noted the Coca-Cola Bottling Co. at 416 E. Silver Heights Blvd., the former address of the Dr. Pepper plant. The older plant was almost certainly used as a warehouse and distribution point by the Coca-Cola Bottling Co. of Deming (see Lockhart 2009).

Bottles

The Dr. Pepper Bottling Co. used at least two types of bottles during its existence. One of these, a tall, colorless, specialty bottle (also called proprietary or deco), was decorated with a series of embossed and debossed diamond shapes, with a labeling area above the heel (Figure 3-42). The labeling area was embossed “DR. PEPPER BOTL. CO. SILVER CITY, NEW MEX.” encircling the bottle, with “7 / FL.

OZ.” on the front heel below “PEPPER.” The base was embossed “SILVER CITY (arch) / L-G 37 (inverted arch), slightly offset to the side) / NEW MEX. (inverted arch). The L-G mark was the logo of the Liberty Glass Co., and the “37” indicated a manufacture in 1937. The bottle was made in the year that the Dr. Pepper plant opened.



Figure 3-43 – Dr. Pepper bottle (Lynn Loomis collection)

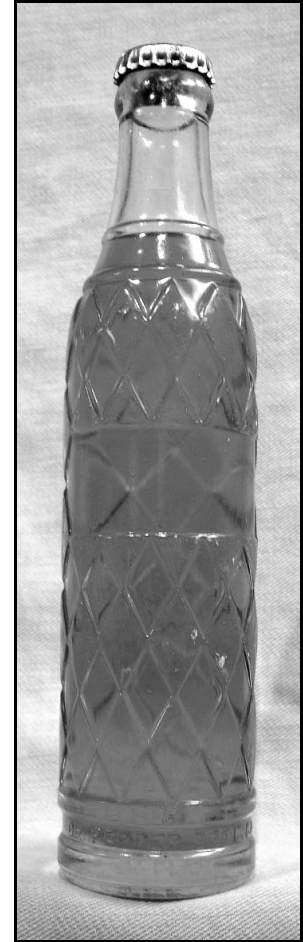


Figure 3-42 – Dr. Pepper flavor bottle (Lynn Loomis collection)

The plant also used a colorless Dr. Pepper bottle, debossed on one side with “Dr. Pepper” in an upward slant with a “tail” extending back and down from the “r” in “Pepper.”

Inside the tail was “GOOD FOR LIFE” (Figure 3-43). The other side was embossed with the typical Dr. Pepper clock (with numbers 10, 2, and 4 – Figure 3-44) above “6½ OZS.” The base was embossed “SILVER CITY (arch) / L-G 38 (inverted arch – offset 90 degrees) / NEW MEX. (inverted arch – Figure 3-45). This bottle was also made by the Liberty Glass Co.



Figure 3-44 – Dr. Pepper clock (eBay)

– in 1938. We have not discovered any other date codes for either these bottles. The Silver City plant either only ordered each bottle once or used generic bottles after the initial order.

The Silver City Brewery

We have found very little information about the Silver City Brewery. According to Van Wieren (1995:214), Thomas Smith operated the brewery from 1874 to 1877, followed by John L. May & Co. from 1877 to 1882. The *New Mexico Gazetteer* (1882:73) listed May & Andrews as Silver City brewers in 1882. We have been unable to discover the location of this brewery on the 1883 Sanborn map, although it was probably *not* in the same place as the one that followed – even though there is no evidence that the name changed. Like the second brewery (see below), this early one was likely located outside the boundaries of Silver City.

Van Wieren (1995:214) noted Tallant & Hauswald as the proprietors of the Silver City Brewery from 1882 to 1884, and the firm was listed in the 1884 edition of the *Colorado, New Mexico, Utah, Nevada, Wyoming and Arizona Gazetteer and Business Directory*. Along with J.B. Warren, M.B. Tallant and Charles Hauswald also operated a saloon in the town, styling the firm as Tallant, Hauswald & Co. According to Find A Grave (2007), Charles Hauswald was born in Germany in 1841 and died at the age of 50 at Silver City on June 29, 1894.

We have only discovered a single beer label from the Silver City breweries, used by Tallant & Hauswald. The label was housed at the Silver City Museum but was only available in a black and white reproduction. The label was oval with “THE SILVER CITY BREWERY / LAGER BEER (both arched) / T&H monogram (with TRADE to the left and MARK to the right, both around sheaves of grain) / BOTTLED BY / TALLANT & HAUSWALD (both slight inverted arches) / SILVER CITY, N.M. (inverted arch)” (Figure 3-46).



Figure 3-45 – Base of Dr. Pepper bottle (Lynn Loomis collection)



Figure 3-46 – Tallant & Hauswald paper label – Silver City Brewery (Silver City Museum)

Tallant and Hauswald apparently filed on a mining claim in 1882, although we have been unable to find the original document. However, on October 7, 1884, Charles Hauswald paid Marshall B. Tallant \$5,000 for the “Prussia Mining Claim in Silvery Flat Mining District . . . enclosed by a plank fence in which enclosure is a building Known as the ‘Silver City Brewery’ and other outbuildings and improvements.” The deed conveyed

“all the rights, title and interest of the said Marshall B. Tallant in and to said tract of land described, together with all buildings and improvements of every Kind and description placed thereon, including brewery machinery, fixtures and utensils, to have and to hold the same for the use of the said Charles Hauswald his heirs and assigns forever (Book 15, page 525, Miscellaneous Deed Records, Grant County).

In an odd sleight of hand maneuver, the mining claim was not legally vested in Tallant and Hauswald until September 14, 1885, when President Chester A. Arthur officially signed over to the pair

that certain mining claim or premises known as the Prussia Lode mining claim designated by the survey or general as Lot No. 361 [Figure 3-47], embracing a portion of sections three and four in township eighteen south of range fourteen west, New Mexico meridian, in the Silver Flat Mining District, in the County of Grant and Territory of New Mexico (Book No. 16, page 423, Deed Records, Grant County).

According to Van Wieren (1995:214) Hauswald was listed as the sole proprietor of the brewery until 1888. Despite the listing, Hauswald sold the property to Thomas F. Conway of Silver City, and Mrs. Belle H. Parrish of Philadelphia “for the sum of one dollar to him paid” on January 28, 1887 (Book No. 21, page 1, Trust Deed Records, Grant County). The remaining payment was scheduled over time.

Conway, a former Santa Fe lawyer, moved to Silver City in 1882. He had migrated to New Mexico in the late 1860s, and formed a partnership with John Risque in 1872. The firm opened a branch at Silver City, sending junior partner Risque to the new location. When Risque died, Conway replaced him (Simmons 1997:67, 217). There is no evidence to connect Conway with brewing at Silver City.

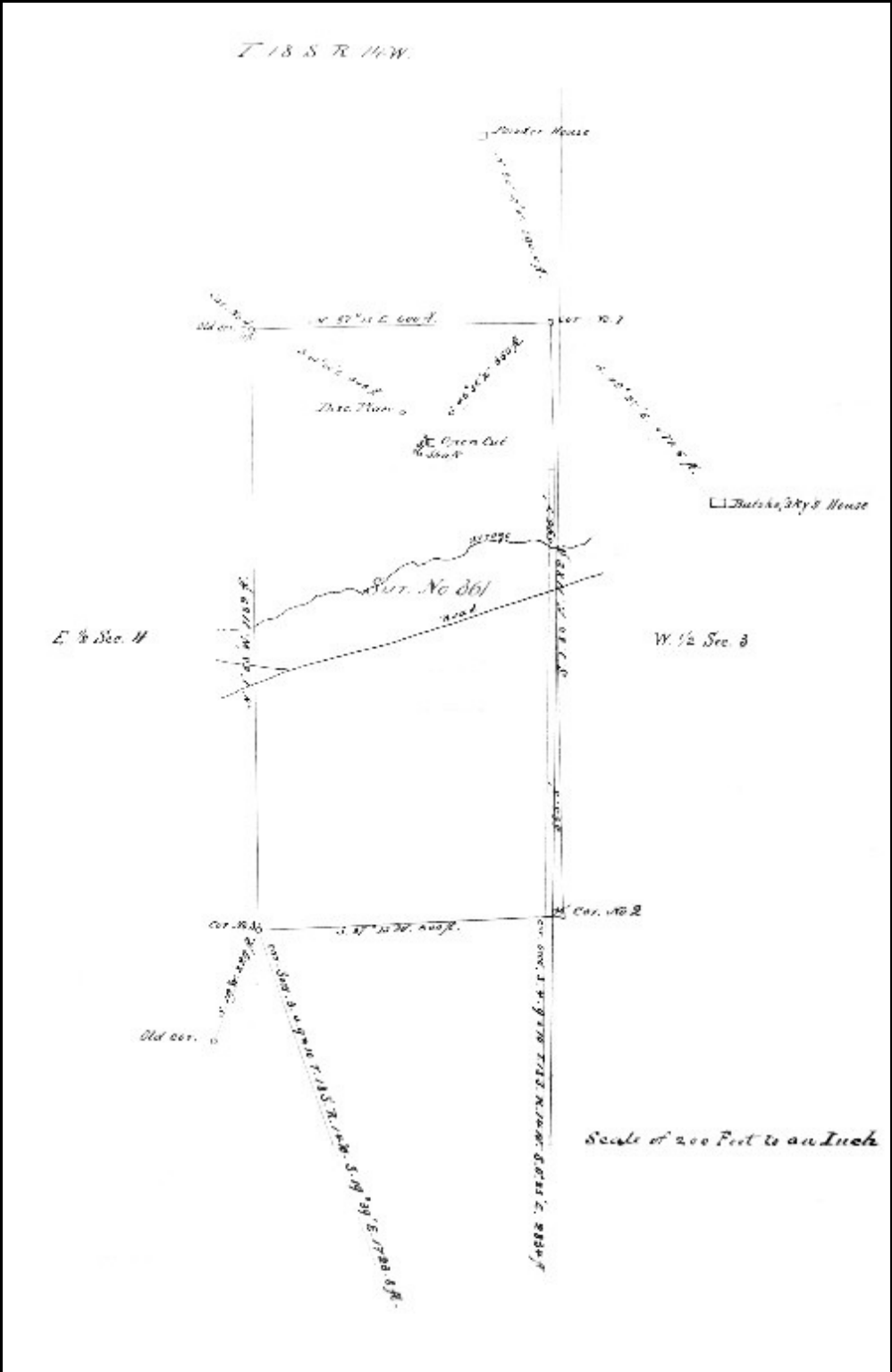


Figure 3-47 – Plat map of Tallant & Hauswald brewery (Book No. 16, page 423, Deed Records, Grant County)

Hauswald apparently took on a new partner – recorded only as Weigt (possibly S.A. Weigt) – in 1887 and moved the brewery. Van Wieren (1995:214) is our only source for the final chapter, when Hauswald & Weigt operated the brewery until 1890 (see Table 3-1 for a chronology of the brewery). The name seems to have remained the Silver City Brewery throughout the life of the business. By 1890, the Silver City railroad spur had been in place for seven years, and outside beer was available cheaply. The original brewery equipment would have been 16 years old at that point, probably in a state of disrepair. Renovation was likely more costly than the expected revenue.

Table 3-1 – Chronology of Operators of the Silver City Brewery

Date Range	Operating Firms
1874-1877	Thomas Smith
1877-1882	John L. May & Co.
1882	May & Andrews
1882-1884	Tallant & Hauswald
1884-1887	Chas. Hauswald
1887-1890	Hauswald & Weigt

Discussion and Conclusions

Silver City actually had three “chains” of soda bottlers (Table 3-2). The earliest one began – as so many in New Mexico started – when Theodore L. Reber arrived in town in early 1880 and set up the first soda bottling plant. Although this was only his second soda bottling business, it firmly set the pattern for his future operations. Reber arrived in town, built or leased a suitable building, established a bottling works, sold out, and moved on. A major difference at Silver City was that Reber had a partner: the firm was called Reber & Collier.

Table 3-2 – Parallel Chronologies for Silver City Bottlers

Date Range	Reidlinger Series	Broadway Bottling Works	Later Bottlers	
1880	Reber & Collier			
1880-1882	A.W. Dober			
1882-1890	Jacob Reidlinger*			
1890-1891				Jeff D. Gaddis
1891				Robert E. Worthen
1891-1894				Worthen & Leewright
1894				Worthen & Witzel
1894-1896				Witzel & Landrum
1896-1901				Adolf Witzel
1901-1918				
1918-1923	Southwestern Coca-Cola			
1924-1929				
1937-1943	Dr. Pepper Bottling Co.			

* Reidlinger’s business survived until 1897, possibly as late as 1901.

** The Silver City Beer & Ice Co. closed its soda bottling operation in 1929, although the business, itself, remained open, primarily selling fuel – but still vending Budweiser – until at least 1938.

Auggie Dober apparently bought Reber’s business in mid-1880, although he seems to have left little trace – aside from a bottle bearing his name, irrefutable evidence that he *was* a Silver City bottler. Even though the timing is unclear, Jake Reidlinger apparently purchased the equipment from Dober – sometime between 1880 and 1882. Unlike the first two, Reidlinger had come to stay – for the rest of his life. Despite the arrival of competition ca. 1890, Reidlinger continued to make and sell soft drinks until at least 1897, possibly as late as 1901.

The second string began ca. 1890, when Jeff Gaddis opened the Broadway Bottling Works. Although Gaddis died in just two years, Robert Worthen purchased the equipment and

property and continued to operate under the same name. Worthen soon took on G.W. Leeright as a partner, but Leeright sold his interest to Adolf Witzel in 1894. The partnership must not have been a good match. In just ten months Worthen sold his interest to R.G. Landrum.

Witzel apparently bought Landrum's share of the business in late 1895 or early 1896 and continued bottling under his own name. The Broadway Bottling Works was no more. Witzel remained in business until early 1901, when he sold out to a new partnership that operated under the style of the Silver City Beer & Ice Co. Witzel moved to Gallup and began bottling in a different venue.

The Silver City Beer & Ice Co. sold national brands of beer, such as Blue Ribbon, Budweiser, and Schlitz, as well as bottling soft drinks and making ice. The company incorporated by 1907. When New Mexico Prohibition arrived in 1917, the firm offered cereal beverages – called near-beer – in an attempt to ride out the dry period, but the group ultimately shifted into hay, grain, feed, and supplies in 1929, eliminating soda bottling.

The third chain might be viewed as a continuation (after a break) of the first one. P.J. Reidlinger (Jake's son) returned from a sojourn into the bottling business in Mexico and opened the Purity Bottling Works ca. 1918. In early 1923, however, Reidlinger merged with Adolf Witzel (by this point at Hot Springs – now known as Truth or Consequences) to form the Purity Bottling Works at Las Cruces. Reidlinger remained in Silver City as an agent for the new firm.

In mid-1924, the Southwestern Coca-Cola Bottling Co. opened a branch at Silver City in the old Purity Bottling Works location. Southwestern had been expanding since it opened in 1917 and trucked Coca-Cola into town for several years. However, the firm began liquidating its holdings in 1928 and sold the Silver City branch in 1929. The new owner, John Echols, closed the Silver City plant and returned to trucking in product from Deming.

Although not a chain, the Dr Pepper Bottling Co. opened at Silver City in 1937 and survived until World War II. Aside from two types of bottles, we have found very little information about this final plant. Silver City bottling, extending from 1880 to ca. 1947 – a period of 67 years – was at an end.

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