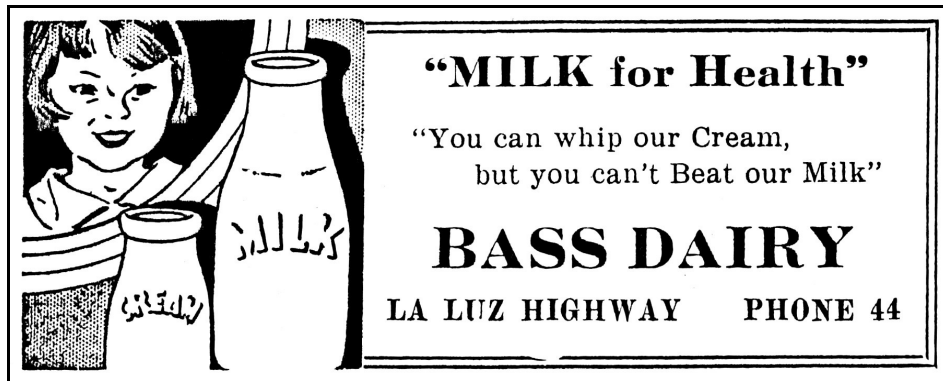


# The Dairies and Milk Bottles of Otero County, New Mexico



by  
Bill Lockhart  
Revised Edition 2011

[First Published as “From Barrett’s Jersey Dairy to City Dairy: Otero County Dairies 1889 to 1977.” in the *Pioneer* 1999, then online as *You Can Whip Our Cream, But You Can’t Beat Our Milk: The Dairies of Otero County, New Mexico, 1889 to 1977* in 2001]

© Bill Lockhart 2011

This book is dedicated to my beloved wife, Wanda Wakkinen,  
who listens to my endless speculations about bottles  
and those who filled them.

## Table of Contents

Figures. . . . .	ix
Tables. . . . .	xvii
2011 Foreword. . . . .	xix
Original Foreword. . . . .	xxi
Acknowledgments. . . . .	xxiii
Chapter 1 – Overview of Milk Delivery and Otero County Dairies. . . . .	1
Ice & Packing. . . . .	2
Sanitation. . . . .	2
Other Milk Alternatives. . . . .	4
Delivery Vehicles. . . . .	4
Dairy Size and the Use of Creameries. . . . .	5
Ice Boxes and Refrigeration. . . . .	6
Advertising. . . . .	7
The Development of Larger Dairies. . . . .	8
Sources. . . . .	9
Chapter 2a – Dating Milk Bottles. . . . .	11
Milk Bottle Design Changes. . . . .	12
Early Milk Jars. . . . .	12
Fruit Jars Used for Milk. . . . .	13
Common Sense Milk Bottles. . . . .	14
Universal Store Bottles. . . . .	15
Cream-Top Milk Bottles. . . . .	15
Baby Top Variation. . . . .	16
Cop the Cream. . . . .	17
Modern Top. . . . .	17
“Toothache” Bottle. . . . .	18
Token Milk Bottles. . . . .	19
Henry Kart’s Patent. . . . .	19
Cream Separator. . . . .	20
Arden “Easy Grip” or “Long Neck” Milk Bottles. . . . .	20

Square Milk Bottles. . . . .	20
Nightingale. . . . .	20
Blake-Hart. . . . .	21
Roy Blunt and the Buck Glass Co.. . . . .	21
Handi-Square. . . . .	22
The Teunisz Patent. . . . .	23
Cottage Cheese Jars. . . . .	24
Orange Juice and Other Specialty Bottles. . . . .	25
Color. . . . .	25
Amber. . . . .	26
Green. . . . .	26
Ruby Red and Cobalt Blue. . . . .	26
Container Size. . . . .	27
Very Small Sizes. . . . .	28
Six-Ounce Bottles. . . . .	28
One-Third Quart and Ten-Ounce Bottles. . . . .	28
Half Pints and Pints. . . . .	28
Quarts. . . . .	29
Larger Sizes. . . . .	29
Standardization. . . . .	29
Creamers. . . . .	30
Manufacturing Techniques. . . . .	31
Mouth Blown in Mold. . . . .	31
Press-and-Blow Machines. . . . .	32
Owens Automatic Machines. . . . .	34
Labeling. . . . .	36
Paper. . . . .	36
Embossing. . . . .	36
Plates. . . . .	36
Pyroglazing. . . . .	37
Etching. . . . .	38
Labeling Laws. . . . .	39
Reproductions. . . . .	39
Sources. . . . .	40

Chapter 2b – Dating Milk Bottles, Part II. . . . .	45
Paper Milk Cartons. . . . .	45
Early Paper Cartons – 1896-1915. . . . .	45
Cone-Shaped Cartons – 1914.. . . .	46
Square Cartons – ca. 1938. . . . .	49
Pure-Pak Milk Cartons.. . . .	49
American Can Co.. . . . .	50
Later Use. . . . .	51
Plastic Milk Cartons.. . . . .	51
Picks and Accessories. . . . .	51
Crates. . . . .	53
Receiving Boxes and Customer Ordering Devices. . . . .	58
Receiving Boxes. . . . .	58
Order Signals. . . . .	60
Bottle Life/Deposition Lag. . . . .	61
The Return Trip Process. . . . .	61
Date Codes.. . . . .	61
Round Trips. . . . .	62
Problems with Returnable Dairy Bottles. . . . .	64
Deposits on Milk Bottles and Tickets. . . . .	67
Washing Damage.. . . . .	68
Deposition Lag.. . . . .	68
National Companies.. . . . .	69
The Borden Co.. . . . .	69
Lucern, the Safeway Brand. . . . .	70
Acknowledgments. . . . .	70
Sources.. . . . .	71
 Chapter 3 – Finishes and Closures.. . . . .	 75
Finishes. . . . .	75
Types of Finishes.. . . . .	75
Tin-Top Finish. . . . .	75
Common Sense Finish. . . . .	76
Slogan Rolls.. . . . .	76

Standard Syrup Finish. . . . .	77
Duplex Finish. . . . .	78
Holdfast Grip Finish. . . . .	78
A Holdfast Spinoff. . . . .	79
Standard Alseco Finish. . . . .	79
Econopour Finish. . . . .	80
Dacro Finish. . . . .	82
Milticap Finish. . . . .	83
Later Variations. . . . .	83
Necks. . . . .	85
Non-Slip Grips. . . . .	85
Closures. . . . .	87
Early Closures. . . . .	87
Ligneous Disks. . . . .	88
Wilbur L. Wright. . . . .	90
Dacro Closures. . . . .	91
Seal-Kap. . . . .	94
Hoods. . . . .	94
Wilbur L. Wright. . . . .	94
Seal Hood. . . . .	95
Sealon Hood. . . . .	96
Cellophane Hood. . . . .	96
Standard Seal Hood. . . . .	96
Aluminum Hood. . . . .	96
Alseco Hood. . . . .	97
After Market Closures. . . . .	97
Sources. . . . .	98
Chapter 4 – Milk Bottle Terminology, Descriptions, and Photographs. . . . .	101
Descriptions. . . . .	101
Descriptions Within the Text. . . . .	102
Photographs. . . . .	106
Sources. . . . .	106

Chapter 5 – Early Otero County Dairies. . . . .	107
Mrs. C.F. Barrett and Barrett’s Jersey Dairy (1889-ca. 1915).. . . . .	107
Hillside Dairy (ca. 1899-1904). . . . .	108
Alamogordo Dairy (1899-ca. 1904).. . . . .	109
George G. Wofford & Wofford and Parrett (1899-1900). . . . .	110
Backues Dairy (1903-1904).. . . . .	111
A.J. Messer and J.R. Watson (ca. 1900-ca. 1904).. . . . .	112
Cloudcroft Dairy (1904-1905).. . . . .	113
City Dairy (poss. 1903-ca. 1907?).. . . .	114
L.L. Lawrence (ca. 1908).. . . . .	114
Thomason’s Dairy (ca. 1915-ca. mid-1920s).. . . . .	115
Smith Bros. Dairy (ca. 1917-ca. 1922). . . . .	115
Bottles. . . . .	116
E.E. Cooperall (1921) and M.G. Barber (1923).. . . . .	118
Old City Dairy (1922). . . . .	119
South Side Dairy (1922-1923).. . . . .	119
Richard’s Dairy , Richards Dairy, and McNatt Dairy. . . . .	119
Disk Closures.. . . . .	121
Richards Dairy. . . . .	121
McNatt Dairy. . . . .	121
A. Green.. . . . .	122
F.M. Bonnell. . . . .	122
Sources.. . . . .	123
 Chapter 6 – Later Otero County Dairies. . . . .	 125
Johnson & Danley. . . . .	125
Tularosa Dairy and Sanders’ Dairy. . . . .	125
Disk Closure.. . . . .	125
Sanders’ Dairy. . . . .	126
Bass Dairy and Riffe’s Dairy. . . . .	126
Disk Closure.. . . . .	128
Bottles. . . . .	128
Alamo Dairy.. . . . .	128
Haynes Dairy. . . . .	129

City Dairy.....	130
Life Saver Goat Dairy. ....	130
Hunt & Agnew.....	131
J.G. Johnson.....	132
Erastus Lacy.....	133
T.R. Drennon. ....	133
Mrs. W. Hitchcock.....	133
J.H. Sowell.....	133
F.M. Jones. ....	134
J.R. Means. ....	134
Mrs. C. Bremme.....	134
Green Dairy. ....	134
Bottles. ....	135
T.B. Clark.....	136
Wyatt Griffin Dairy. ....	136
Trammel Dairy.....	136
Price’s Dairy. ....	137
Wholesome Dairy. ....	140
The Borden Co.. ....	140
Farmers Dairies. ....	141
Sources.....	143
Chapter 7a – City Dairy: Alamogordo’s Largest and Most Successful.....	145
History. ....	145
The Early Dairy. ....	145
Herb H. Riffe. ....	146
The McMurry Family.....	147
After World War II.....	149
The Younger Brothers Join. ....	151
The Rise of the Supermarkets. ....	156
Sources.....	159



Chapter 7b – Containers and Accessories used by City Dairy.....	161
Containers. ....	161
Bottles. ....	161
The 1946 Pyroglazed Quart. ....	162
Creamers. ....	163
All Jersey Half Gallons. ....	164
Paper Cartons.....	165
Ice Cream Cartons. ....	165
Closures. ....	167
Deposits and Cleaning. ....	167
Advertising Gimicks. ....	168
Crates and Receiving Boxes. ....	169
Receiving Boxes. ....	169
Sources.....	170
 Appendix A – Otero County Dairies and Known Dates of Operation.....	 171



## Figures

### Chapter 1

Figure 1-1.....	2
-----------------	---

### Chapter 2a

Figure 2-1 – Warren Milk Jar. ....	12
Figure 2-2 – Thatcher Milk Protector. ....	12
Figure 2-3 – Banhart brothers patent for the Common Sense Milk Bottle. ....	13
Figure 2-4 – Cohansey jar. ....	14
Figure 2-5 – Common Sense milk bottle.....	14
Figure 2-6 – “Store” milk bottle. ....	15
Figure 2-7 – Cream-top milk bottle patent.....	15
Figure 2-8 – Patent of the spoon for the cream-top bottle.....	15
Figure 2-9 – Babytop milk bottle patent. ....	16
Figure 2-10 – Cop-the-cream milk bottle patent. ....	17
Figure 2-11 – Teunisz Modern Top patents.....	18
Figure 2-12 – “Toothache” milk bottle patent.....	18
Figure 2-13 – “Token” milk bottle patent. ....	19
Figure 2-14 – Henry Kart’s patent. ....	19
Figure 2-15 – Cream separator “dent” bottle.....	20
Figure 2-16 – Arden “Easy Grip” milk bottle. ....	20
Figure 2-17 – Blake-Hart square milk bottle.....	21
Figure 2-18 – Blunt square milk bottle. ....	22
Figure 2-19 – Owens-Illinois 1946 drawing, Handi-Square milk bottle.....	22
Figure 2-17 – Teunisz 1944 square milk bottle.....	23
Figure 2-21 – Ad for Liberty Glass Co. Econotainer milk bottle. ....	24
Figure 2-22 – Cottage cheese jar. ....	24
Figure 2-23 – Cottage cheese tumblers, Price’s Dairy, El Paso.....	25
Figure 2-24 – Lid for Price’s cottage cheese tumbler. ....	25
Figure 2-25 – Orange juice bottle. ....	25
Figure 2-26 – Round creamer. ....	30

Figure 2-27 – Square creamer. . . . .	30
Figure 2-28 – Finish created by mouth-blown process. . . . .	31
Figure 2-29 – Base created by mouth-blown process. . . . .	32
Figure 2-30 – Parison created by the press-and-blow machine process.. . . .	33
Figure 2-31 – Finish created by the press-and-blow machine process.. . . .	33
Figure 2-32 – Washboards on neck created by the press-and-blow machine process.. . . .	34
Figure 2-33 – Base created by the press-and-blow machine process.. . . .	34
Figure 2-34 – Finish created by the Owens blow-and-blow machine process.. . . .	35
Figure 2-35 – Ghost seams.. . . . .	35
Figure 2-36 – Base showing Owens machine scar.. . . . .	35
Figure 2-37 – Base showing later machine scar.. . . . .	35
Figure 2-38 – Embossed milk bottle from Farmers Dairy, El Paso.. . . .	36
Figure 2-39 – Typical embossed plate.. . . . .	36
Figure 2-40 – Pyroglazed bottle.. . . . .	37
Figure 2-41 – Acid etching. . . . .	38
Figure 2-52 – Hand etching. . . . .	38

## Chapter 2b

Figure 2-39 – Thatcher “Parafinned Pail”. . . . .	45
Figure 2-40 – Maxwell paper carton. . . . .	46
Figure 2-41 – Van Wormer’s 1911 paper carton.. . . .	46
Figure 2-42 – Van Wormer’s 1915 improvement – the pour spout.. . . .	46
Figure 2-43 – Wilbur L. Wright’s 1916 cone-shaped carton.. . . .	47
Figure 2-44 – Wright’s 1933 cone-shaped carton. . . . .	47
Figure 2-45 – Wright’s 1917 patent of an ice cream carton. . . . .	47
Figure 2-46 – Wright’s 1923 “Brick Ice Cream Box.”. . . . .	47
Figure 2-47 – Van Wormer’s one-piece paper carton, 1932. . . . .	49
Figure 2-48 – Paper carton used by T&M Dairy, Hanover, New Mexico.. . . .	50
Figure 2-49 – Spout (partially unfolded). . . . .	50
Figure 2-50 – Spout (open). . . . .	50
Figure 2-51 – Hothersall’s 1937 patent – an alternative paper carton.. . . .	50
Figure 2-52 – Guitar-handle milk cap pick. . . . .	52
Figure 2-53 – Combination cap pick and bottle opener.. . . . .	52

Figure 2-54 – Double pick. . . . .	52
Figure 2-55 – Dacro opener. . . . .	52
Figure 2-56 – Plastic holder for paper milk carton. . . . .	53
Figure 2-57 – Woolsey’s 1926 patent for a milk crate (based on his own 1921 design). . . . .	54
Figure 2-58 – Fordon’s all-wire crate. . . . .	54
Figure 2-59 – Burce’s all-wire crate. . . . .	55
Figure 2-60 – Ericson’s crate. . . . .	55
Figure 2-61 – Swingle’s case for paper cartons. . . . .	56
Figure 2-62 – Folst’s patent for a plastic case. . . . .	56
Figure 2-63 – The plastic “tote box” by Theodor Box. . . . .	57
Figure 2-64 – Rehrig’s patent – the industry standard. . . . .	57
Figure 2-65 – Rehrig & Gildart’s improved design. . . . .	57
Figure 2-66 – Eastwood’s receiving box – 1870. . . . .	58
Figure 2-67 – Carpenter’s insulated receiving box – 1926. . . . .	58
Figure 2-68 – Vanderwall’s Thermobox. . . . .	59
Figure 2-69 – Aluminum receiving box. . . . .	59
Figure 2-70 – Receiving box in place on porch. . . . .	59
Figure 2-71 – Cronenwett’s Dairy Order Indicator – 1941. . . . .	60
Figure 2-72 – Dairy Order Indicator used by Price’s Dairy, El Paso. . . . .	60

### Chapter 3

Figure 3-1 – Whiteman’s 1883 finish and closure patent. . . . .	75
Figure 3-2 – Early Common Sense (cap-seat) finish. . . . .	<b>76</b>
Figure 3-3 – Later cap-seat finish. . . . .	76
Figure 3-4 – Slogan Roll. . . . .	77
Figure 3-5 – Syrup Finish. . . . .	77
Figure 3-6 – Duplex Seal. . . . .	78
Figure 3-7 – Glacken’s 1927 patent for the Holdfast Grip finish. . . . .	78
Figure 3-8 – Greenwood’s 1935 patent for a “grip” type of finish. . . . .	79
Figure 3-9 – Sharp & Niver 1931 Patent for the Alseco finish. . . . .	79
Figure 3-10 – Alseco finish. . . . .	80
Figure 3-11 – Econopour finish. . . . .	81
Figure 3-12 – Variations in Econopour finishes. . . . .	81

Figure 3-13 – Econopour finish with bumper roll. . . . .	81
Figure 3-14 – Early Dacro finish. . . . .	82
Figure 3-15 – Later Dacro finish. . . . .	82
Figure 3-16 – Multicap finish. . . . .	83
Figure 3-17 – Variations in finishes, ca. 1940s. . . . .	83
Figure 3-18 – Variations in finishes by 1958. . . . .	84
Figure 3-19 – Cream Line Neck – Warren jar. . . . .	85
Figure 3-20 – Various neck grip embossing. . . . .	86
Figure 3-21 – Smalley jar with Lightning-style tin-top. . . . .	87
Figure 3-22 – Tin-top patented by Thatcher & Barnhart in 1886. . . . .	88
Figure 3-23 – Tatum’s 1888 patent glass-top stopper patent. . . . .	88
Figure 3-24 – Wright’s 1922 disk closure patent. . . . .	91
Figure 3-25 – Wright’s 1930 disk closure patent. . . . .	91
Figure 3-26 – Coale’s patent for what would become the Dacro finish and seal. . . . .	92
Figure 3-27 – Lloyd’s patent for a modified Dacro finish. . . . .	93
Figure 3-28 – Dacro ad. . . . .	93
Figure 3-29 – Seal-Kap closure. . . . .	94
Figure 3-30 – Seal-Kap ad. . . . .	94
Figure 3-31 – Wright’s 1929 hood patent. . . . .	95
Figure 3-32 – Wright’s 1934 hood patent. . . . .	95
Figure 3-33 – Seal Hood. . . . .	95
Figure 3-34 – Sealon Hood. . . . .	96
Figure 3-35 – Cellophane Hood. . . . .	96
Figure 3-36 – Standard Seal Hood. . . . .	96
Figure 3-37 – Aluminum Hood. . . . .	97
Figure 3-38 – Alseco ad. . . . .	97
Figure 3-39 – Clip-on metal cover. . . . .	97

#### Chapter 4

Figure 4-1 – Terminology. . . . .	101
-----------------------------------	-----

## Chapter 5

Figure 5-1 – Ad for Hillside Dairy, Milton G. Phillips. . . . .	109
Figure 5-2 – Ad for Alamogordo Dairy, Frasier & Gordon. . . . .	109
Figure 5-3 – Ad for George Wofford’s Sacramento Mountain Dairy. . . . .	110
Figure 5-4 – Ad for City Dairy. . . . .	114
Figure 5-5 – Smith Bros. milk bottle. . . . .	116
Figure 5-6 – Base of Smith Bros. milk bottle. . . . .	117
Figure 5-7 – Front heel of Smith Bros. milk bottle. . . . .	118
Figure 5-8 – Ad for Richards Dairy. . . . .	120
Figure 5-9 – Disk used by the Richards Dairy. . . . .	121
Figure 5-10 – Disk used by the McNatt Dairy. . . . .	121

## Chapter 6

Figure 6-1 – Disk closure from the Tularosa Dairy. . . . .	126
Figure 6-2 - Elonzo “Lon” Bass at far right. . . . .	126
Figure 6-3 – Bass Dairy ad. . . . .	127
Figure 6-4 – Bass Dairy ad. . . . .	127
Figure 6-5 – Riffe Dairy ad. . . . .	127
Figure 6-6 – Disk closure from Riffe’s Dairy. . . . .	128
Figure 6-7 – Ad for Alamo Dairy. . . . .	128
Figure 6-8 – Ad for Life Saver Goat Dairy, 1930. . . . .	130
Figure 6-9 – Life Saver Goat Dairy’s 1932 ad. . . . .	131
Figure 6-10 – Ad for five Alamogordo dairies – including Hunt & Agnew. . . . .	132
Figure 6-11 – Price’s Dairy – first announcement. . . . .	137
Figure 6-12 – Price’s goat’s ad. . . . .	138
Figure 6-13 – Price’s cottage cheese promotion. . . . .	139
Figure 6-14 – Another cottage cheese promotion. . . . .	139
Figure 6-15 – Price’s new Pure-Pak carton. . . . .	139
Figure 6-16 – Price’s 1954 ad. . . . .	140
Figure 6-17 – Wholesome Dairy ad. . . . .	140
Figure 6-18 – Borden’s ad. . . . .	141
Figure 6-19 – Farmer’s Dairy ad. . . . .	142

## Chapter 7a

Figure 7-1 – Snooky Ad.. . . . .	146
Figure 7-2 – City Dairy ad with prices.. . . . .	146
Figure 7-3 – Willie McMurry in 1998.. . . . .	148
Figure 7-4 – The abandoned milk shed in 1998.. . . . .	149
Figure 7-5 – Remnants of the milking apparatus in 1998. . . . .	149
Figure 7-6 – City Dairy Ice Cream ad. . . . .	149
Figure 7-7 – City Dairy trucks, probably ca. 1950 . . . . .	150
Figure 7-8 – 1949 Christmas ad.. . . . .	150
Figure 7-9 – Arial photo of the dairy property.. . . . .	151
Figure 7-10 – Cover of Warrenty Deed for City Dairy. . . . .	152
Figure 7-11 – Warranty Deed for City Dairy.. . . . .	153
Figure 7-12 – Ad including home delivery area. . . . .	154
Figure 7-13 – Delivery truck, probably 1950s.. . . . .	154
Figure 7-14 – Ad for S&H Green Stamps. . . . .	154
Figure 7-15 – Ad Plate for 1958 Anniversary spread. . . . .	154
Figure 7-16 – 33 <sup>rd</sup> Anniversary ad. . . . .	155
Figure 7-17 – Champion Milk ad.. . . . .	156
Figure 7-18 – Pyroglazed front of the half-gallon bottle with All-Jersey milk. . . . .	157
Figure 7-19 – City Dairy brand card. . . . .	157
Figure 7-20 – 1972 ad. . . . .	157
Figure 7-21 – Former City Dairy office area. . . . .	158
Figure 7-22 – Hay or storage shed, still used in 2011. . . . .	158

## Chapter 7b

Figure 7-23 – Bi-color, round quart bottle, 1943.. . . . .	162
Figure 7-24 – Green pyroglazed creamer.. . . . .	163
Figure 7-25 – Bi-color half-gallon bottle, 1962.. . . . .	164
Figure 7-26 – Crates of half-gallon and quart bottles at the former city dairy warehouse.. . . . .	164
Figure 7-27 – Ad showing corner-pour wax-paper carton.. . . . .	165
Figure 7-28 – Round ice cream carton.. . . . .	166
Figure 7-29 – Ice cream decal. . . . .	166



Figure 7-30 – Wax-paper carton for Humboldt Strawberry Marble ice cream. . . . .	166
Figure 7-31 – Wax-paper carton for City Dairy Bulk Pak ice cream.. . . .	166
Figure 7-32 – City Dairy milk and cream caps. . . . .	167
Figure 7-33 – Sealon Hood used by City Dairy.. . . .	167
Figure 7-34 – Advertising pen. . . . .	168
Figure 7-35 – Advertising ruler. . . . .	168
Figure 7-36 – Advertising tape measure. . . . .	168
Figure 7-37 – Sponge business card. . . . .	168
Figure 7-38 – End panel of City Dairy wooden crate. . . . .	169
Figure 7-39 – Above view of City Dairy wooden crate.. . . .	169
Figure 7-40 – Steel-wire crate used by City Dairy.. . . .	169



Tables

Chapter 2a

Table 2-1 - Sizes, Capacities, and Weights of Thatcher Milk Bottles - 1902. . . . . 27  
Table 2-2 – Characteristics Created by Milk Bottle Manufacturing Processes. . . . . 32

Chapter 3

Table 3-1 – Slogan Rolls. . . . . 77  
Table 3-2 – Thatcher Cap Diameters. . . . . 90

Appendix A

Table A-1 - Otero County Dairies and Known Dates of Operation. . . . . 171  
Table A-2 - Undocumented Dairies. . . . . 173



## 2011 Foreword

In 2010, I realized that my book on the El Paso soda bottling industry was a decade old and woefully out of date. I had amassed numerous ads, information, and sources during that period as well as discovering a significant number of previously unrecorded El Paso bottles (Lockhart 2010). The revision took more than a year.

Once that was completed, I recognized that virtually all of the same things applied to my Alamogordo soda bottle book, so I revised that one next – in 2011. One of the major reasons that led me to the revisions was publication on the internet. Not only did I receive a great deal of feedback from internet readers (some of whom were descendants of the bottlers), the e-books were used by large numbers of people. Since my purpose was to make information available to the largest number of researchers or just curious folks, I wanted that information to be the best I could create.

Having revised the other two works, I could hardly leave this one fallow. Because I was granted a sabbatical during the fall semester of 2011, I was able to complete all three revisions by December. As always, however, I will probably discover new sources the day after this e-book is published.

I was saddened to learn that W.J. “Willie” McMurry, who had given me such wonderful information, died on January 12, 2008.



## **Original Foreword**

© Bill Lockhart 2001

Life never stands still. After I completed my work on the Alamogordo soda bottling industry, I intended to return to El Paso for its dairy industry. Then I realized that 1999 was the Otero County, New Mexico, centennial year, so I changed my aim to Otero County dairies and discovered that I had to learn a whole new method for researching rural and small town dairies. Neither city nor state directories were much help, and newspaper stories were few.

No history is ever complete, and any history of local dairies will remain notably incomplete due to lack of documentation of early businesses, and the transitory nature of small dairies. A lone farmer with a single cow could list himself in a newspaper or city directory as a dairy. Similarly, a medium or large concern may remain totally undocumented in the historic record. The following history of Otero County dairies is pieced together from newspaper ads, city directory listings, New Mexico Business Directory listings, and a long interview with Willie McMurry, former partner in Alamogordo's City Dairy. A great deal of information is missing, but the data I have gathered presents a reasonable look at the progression of Otero County dairies from the first recorded dairy in 1889 (Barrett's Jersey Dairy, Cloudcroft) to the closing of City Dairy (Alamogordo) in 1977.

This brings up a problem with historiography. Because records of early businesses in Otero County (as in most of the US) were poorly kept, much of the information on the dairy

business must be gleaned from early newspapers. While these advertisements provide an excellent source of information, we gain only a few small pieces of an otherwise large puzzle. A single example will illustrate. Mrs. C.F. Barrett first advertised in the *Cloudcroft Silver Lining* of June 4, 1904. It was not until 1915, however, that the Barretts informed us in an ad that Barrett's Jersey Dairy was established in 1889! With typical advertisements as the only source, Barrett's would have been listed as starting in 1904 – fifteen years after the actual inception of the business. The reader should be aware that the dates given in this history may be somewhat inaccurate due to similar discrepancies between known dates of advertisements and unknown dates when specific dairies actually began to conduct business.



## Acknowledgments

With the exception of City Dairy, most of the information in this publication came from the Alamogordo Public Library. The staff was always courteous and helpful. My thanks also to the personnel at the Townsend Library, New Mexico State University at Alamogordo, especially Lois Knowles, for their help in securing secondary source materials. El Paso information mostly came from the special collections department of the University of Texas at El Paso Library, a group of people who have been helpful in my research for the past decade.

In addition, I am very grateful to W. J. “Willie” McMurry for sharing his memories and reading over my manuscript about City Dairy until all historical inconsistencies were eliminated. Thanks also to June Harwell for sharing her memories of Borden’s and Farmers Dairy operations in Alamogordo.

On the national front, I owe a great deal to Russ Hoening and Phil Perry from Owens-Illinois. Russ and Phil have been a huge help in sending information from the Owens-Illinois working and historical documents to the Bottle Research Group. Thanks also to the Owens-Illinois Glass Co. for allowing us to publish the information. As always, a bouquet of gratitude to my wife, Wanda Wakkinen, for listening to my endless speculation about bottles, bottlers, and history and for sharing her insights with me.

