

Chapter 5 Early Otero County Dairies

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The earliest record I have found for a dairy in what is now Otero County was 1889, a decade earlier than the separation of Otero County from Doña Ana County. There definitely were settlers in the mountains much earlier, almost certainly by the 1860s. Many of them had their own milk cows, and some certainly set up in the dairy business – at least on a very local basis. Unless some of these very early milk producers surface in casual letters from the period or traditions from local families, we will probably never know about them.

Most of the dairies from the “early” phase advertised in the Otero newspapers or were mentioned by the editors. The dairies discussed below opened and mostly operated during the period from 1889 to 1925. With a few exceptions, these were short lived – or at least I have found references to them for only short periods. With current methods, it is impossible to determine how long most of these dairies were actually in operation. The most reliable means for locating dairies is their newspaper advertisements. The shortcoming of this method is that the extant newspapers only show when the dairies advertised – not their actual span in business. Dates in parentheses at the beginning of each dairy show either documented dates or “best estimates” based on available evidence.

Mrs. C.F. Barrett and Barrett’s Jersey Dairy (1889-ca. 1915)

According to her ads, the dairy run by Mrs. C.F. Barrett had been in the dairy business since 1889. However, the first deed recorded to Margaret E. Barrett was for 160 acres that she bought from “George M. Pendleton and Laurah M. Pendleton of Eddy County” for \$600.00 on March 17, 1895. At that time, the area around Cloudcroft was part of Lincoln County, and Ms. Barrett was listed as a resident of Lincoln Co. (Otero County Deed Records, Book A, p. 98). Margaret may have been the mother-in-law of Mrs. Conrad F. Barrett, whose given name was Ola (Ola M. Barrett).

Mrs. C.F. Barrett first advertised in Cloudcroft in 1904. She offered “Pure Jersey Milk[,] Cream and Butter” and boasted that she held “first prize for pure butter from Farmers Institute” (*Cloudcroft Silver Lining*, June 4, 1904). Although her ads only ran from June 4 through August

13, 1904, she was almost certainly the Jersey Dairy that was listed in Cloudfcroft in the 1903-04 New Mexico Business Directory. The Barretts were undocumented throughout the next decade but began advertising again in May 1914.¹

The May 15, 1914, *Weekly Cloudfcrofter* advertised C.F. Barrett's Jersey Dairy which claimed to be "Modern[,] sanitary and up to date." The dairy offered "Fresh Milk and cream twice a day" and catered to "Wholesale and family trade[,] Satisfaction Guaranteed" (*Weekly Cloudfcrofter* May 15, 1914). Thus began a series of ads that ran from May 1914 to November 1915. The Barretts ceased advertising in the winter when cold weather may have interfered with milking and delivery or may have reduced sales. From February until late April of 1915, the Jersey Dairy expressed its limits: "We deliver Milk three times a week in Cloudfcroft until April 15th, then daily" and added, "We also deliver wood anywhere in Cloudfcroft" (*Weekly Cloudfcrofter* February 26, 1915).

From June to September, the ad included the dairy's establishment date of 1889 and touted the dairy as "The Home of Blue Ribbon Dairy Products[,] The best by every test—Guaranteed pure and sanitary[,] Everything Strictly Modern and Up-to-date." They offered "Free delivery to all parts of town" (*Weekly Cloudfcrofter* June 25, 1915). The ads became progressively smaller until the final ad ran in late November, possibly signaling the end of the business (*Weekly Cloudfcrofter* September 17, 1915; November 26, 1915). The Barretts remained in the dairy business from 1889 until at least 1915, a total of 26 years, a record in Otero County, only exceeded by City Dairy.

Hillside Dairy (ca. 1899-1904)

The most successfully advertised of the early non-montane Otero County dairies probably began shortly after the town of Alamogordo was laid out. By April 15, 1899 (the earliest extant issue of an area newspaper), Milton V. Phillips, manager of Hillside Dairy, advertised, "First-class dairy products furnished to Alamogordo residents at reasonable prices" (*Sacramento Chief*, April 15, 1899). He continued to run his ad until April 3, 1903 (Figure 5-1). This four-year

¹ This may not have been strictly true. Issues of the *Cloudfcroft Silver Lining* exist for parts of 1908 and 1909, but no issues survive again until the *Weekly Cloudfcrofter* of 1914. Intervening issues may have held more ads.

series of continuous advertisements proved to be the longest span of dairy ads in an Alamogordo newspaper until Bass Dairy began its long but inconsistent series of ads on May 12, 1927.

Phillips moved from California to Alamogordo when the town was only a year old, in 1899, and his wife bought the eastern half of lot 3, block 4 for \$34.50 from H.S. Lisle (Otero County Deed Records, Book 1, p. 322). This was far too small for a dairy operation and was probably his residence. Almost a year after his ads stopped (March 1, 1904), he filed for an Otero County homestead of 160 acres. He may have given up the dairy business in order to devote his full time to patenting (i.e. gaining title to the property by demonstrating that he had made significant improvements) the acreage. At that point, Phillips vanished from Alamogordo records, and he may have moved out to his homestead and remained historically invisible for the rest of his life.

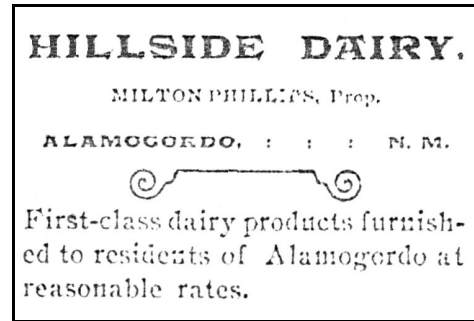


Figure 5-1 – Ad for Hillside Dairy, Milton G. Phillips (*Sacramento Chief* May 20, 1899)

Alamogordo Dairy (1899-ca. 1904)

By May 5, 1899, Frasier & Gordon, proprietors of Alamogordo Dairy, provided Phillips some competition, although their business seems to have been short-lived (*Sacramento Chief* May 5, 1899). Their last ad appeared on August 17 of that year (Figure 5-2). Thomas A. Frasier came to New Mexico in 1885 and went to work at the Hilton Ranch in the Sacramento Mountains. He was married to Emma Wayland in Tularosa on March 14, 1892, and moved from Mountain Park to La Luz in 1897. Frasier bought the first lot sold in the new town of Alamogordo (909 New York Ave.) and built a large, two-story house at Texas Ave. and 10th St. He founded a grain company in the city in 1914. Frasier homesteaded and raised cattle west of town and eventually retired in 1921 (Lovell 1963:20; Tularosa Basin Historical Society 1981:199).

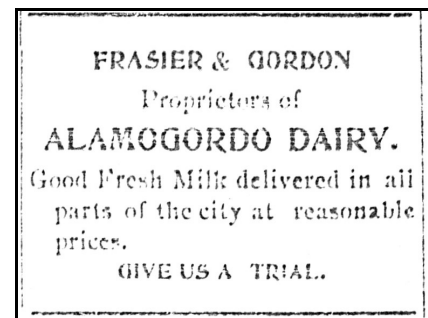


Figure 5-2 – Ad for Alamogordo Dairy, Frasier & Gordon (*Sacramento Chief* May 20, 1899)

In addition to his dairy and cattle businesses, Frasier dabbled in land speculation. On May 22, 1901, he purchased lots 9, 10, and 11 in block 22 of the College addition to Alamogordo for \$1.00 from A. P. Jackson. Almost a year later, he sold one of the lots (lot 9) to another dairy owner, J.T. Backues. He acquired at least one more lot (lot 25, block 15) in Alamogordo for \$750 on July 21, 1903 from the Alamogordo Improvement Co. (Otero County Deed Records Book 4, p. 37; Book 4, p. 181; Book 2, p. 269). His land deals also brought him in contact with local legend, Oliver M. Lee. Lee bought a lot from Frasier on November 6 (probably 1902) for \$3,250.00 (Otero County Deed Records, Book 5, p. 176). Judging by the respective prices, Frasier must have been a good salesman.

Frasier's partner in the dairy, J.M. Gordon, also owned land in Otero County that he bought for \$750 from W.J. Karr on February 28, 1903. Like his partner, Frasier, on October 9, 1903, Gordon sold the land (for a \$200 profit) to J.T. Backues (Otero County Deed Records, Book 5, p. 190; Book 5, p. 239). Since this date is very close to the date of the Frasier/Backues sale, this land may well be the location of Backues Dairy advertised in 1904. This may also indicate that Alamogordo Dairy survived until the sale to Backues.

George G. Wofford & Wofford and Parrett (1899-1900)

A final competitor appeared at a higher altitude. George G. Wofford began advertising the Sacramento Mountain Dairy on June 1, 1899 (Figure 5-3). Located in Fresnal, New Mexico, he offered "Fresh Milk, Butter and Eggs. Delivered daily in the vicinity of Cloudcroft[,] Fresnal and Tobaggan" (*Sacramento Chief* June 1, 1899). In May 1900, Wofford took on J.M. Parrett as a partner. The partnership may not have worked out as well as Wofford hoped, for just three months later, on August 9, 1900, the Sacramento Mountain Dairy ceased advertising (*Alamogordo News* May 31, August 9, 1900).

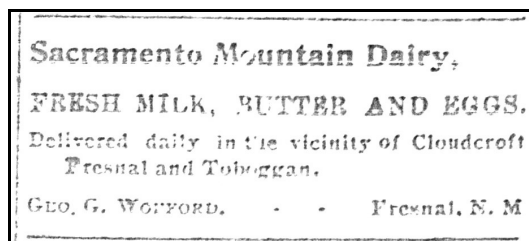


Figure 5-3 – Ad for George Wofford's Sacramento Mountain Dairy (*Alamogordo News* July 27, 1889)

George G. Wofford was born in Nashville, Tennessee, and lived his early life in Benbrook, Texas. In 1882, he married Ida Rippetoe, and the couple moved to Black River, New Mexico, in 1886. After moving around New Mexico for a few years, the family settled at Fresnal

(now High Rolls) in the early 1890s. The Woffords owned milk cows, hogs, and chickens and made their own soap and butter (Tularosa Basin Historical Society 1981:462-463). The wandering Woffords may have moved on again in 1902.

J.M. and Julia A. Parrett may have been long-time residents of Cloudcroft. The couple sold a lot (presumably bought at an earlier time when the area was part of Lincoln County) on January 28, 1901. J.M. Parrett also paid \$300 for “Four (4) acres of land in Lot Number Eighteen (18) in Section No. five (5) of Township No sixteen (16) South of Range No. Eleven (11)” to Abraham Parrett and Lucinda Parrett (possibly his mother and father) on January 13, 1904. Interestingly, Abraham Parrett had bought the property from George and Ida Wofford for the same price on April 19, 1902 (Otero County Deed Records, Book 1, p. 568; Book 5, p. 330; Book 6, p. 501). This may have been the location of the dairy.

Backues Dairy (1903-1904)

In July and August of 1904, Backues Dairy advertised “Fresh Milk. . . Guaranteed” (*Alamogordo Journal* July 1, 1904). J.T. Backues had been in the area for at least five years when he advertised his dairy. Along with his wife, Ollie T., he bought property from J.C. and Matilda Tucker on January 6, 1899 for \$1.00 (Otero County Deed Records, Book 1, p. 228). We can assume that there was more to the deal that was left unstated in the deed.

On February 11, 1902, Backues bought lot 9 in block 22 of the College addition to Alamogordo from Thomas A. Frasier for \$125.00 (Otero County Deed Records (Book 4, p. 181). Frasier was co-owner of Alamogordo Dairy (see above), although the property Frasier sold Backues was not the dairy property and was more likely connected to Frasier’s other role as a real estate speculator. Lot 9, block 22, probably became Backues’s home or may have been a sales office in Alamogordo.

Backues also bought land from J.N. Gordon and Mattie E. Gordon on October 9, 1903, for \$900, and this was likely the location of his dairy (see Alamogordo Dairy above). Oddly, Backues sold the property (“121.02 acres . . . more or less”) back to William J. Karr on June 16, 1904 for \$2,500 (Book 5, p. 239; Book 5, p. 312). Karr was the original owner who had sold the property to Gordon. This timing means that Backues sold the property prior to his advertisements for his dairy, suggesting that he had other interests in the area.

A.J. Messer and J.R. Watson (ca. 1900-ca. 1904)

J.R. Watson advertised himself as the successor to A.J. Messer in Alamogordo in February 1904. He offered “Pure Milk and Cream” and “Patronage Solicited.” His ads only ran for the month of February (*Alamogordo Journal* February 5, 1904). With Hillside and Bacues Dairies, at least four dairies operated in Alamogordo during 1904.

Andrew Jackson Messer (born February 17, 1843) married Matilda Jane Smith on May 21, 1865, and the family moved from Kentucky to Albany, Texas, around 1880. A second migration placed the family in Alamogordo about 1899. One of the sons, Andrew J., Jr. (always called Jack), “was at one time in the dairy business out west of Alamogordo” (Tularosa Basin Historical Society 1981:369).

On October 18, 1900, A.J. Messer bought two adjoining lots (lots 5 and 6, block 30) in Alamogordo for \$1,100 from Thomas M. Gray and sold them both to W.A. Coe for \$100 less on June 11, 1901 (Otero County Deed Records, Book 1, p. 455; Book 4, p. 44). Although this record establishes one of the A.J. Messers as an Alamogordo property owner (whether junior or senior was not recorded), these lots cannot have been the home of Messer’s dairy. He may have rented the dairy property.

Messer (probably A.J., Sr.) filed a homestead claim for 160 acres in Otero County on October 21, 1915. Andrew J. Messer, Jr., filed on a different homestead on October 2, 1919, for an adjacent, 160-acre plot (BLM GLO Records). Both of these were too late to have been the home of Messer’s 1904 dairy.

Jack Messer may have opened his dairy ca. 1900, fairly soon after the family moved to Alamogordo. It is fairly certain that he continued to operate the firm until he sold out to John R. Watson in late 1903 or early 1904. Watson apparently dropped out of the dairy business (and possibly out of Alamogordo) before the end of 1904.

John Watson may have only been a short-time resident of Otero County. On May 16, 1903, he bought “one house and lot situate in the townsite of Tularosa.” (Lot “D” in block 36) from Anthony V. and Mary H. Goodman of Roswell for \$600. Just over a month later, he sold the property for the same price to J.C. Craven (Otero Deed Records, Bk 5, p. 214; Bk 5, p. 215).

Cloudcroft Dairy (1904-1905)

The Otero County dairy industry continued to operate at a higher elevation. On May 28, 1904, the Cloudcroft Dairy announced it sold “Pure Milk and Butter” under the proprietorship of B.B. Smith (*Cloudcroft Silver Lining* May 28, 1904). Although its advertisement ceased on June 11, it resumed almost exactly a year later (June 3, 1905), this time with J.R. Smith at the helm. Smith boasted he had “PURE MILK[,] BUTTER AND EGGS” and promised to “deliver to any part of the City daily” along with “VEGETABLES IN SEASON” (*Cloudcroft Silver Lining* June 3, 1905). Like those of many of his predecessors, this ad, too, vanished in less than a month.

Benjamin B. Smith “proved up” or patented his 160 acre homestead with the U.S. government on January 25, 1904. Smith located his property at “the north half of the north east quarter of section eighteen, and the south east quarter of the southwest quarter and the southwest quarter of the south east quarter of section seven, in township sixteen, south of range twelve east” (Otero County Deed Records, Patent Records Book 7, p. 208, Homestead Certificate No. 1066). The property was located along the Alamogordo and Scaramento Mountain Railway, and Smith, along with his wife, Lucretia, granted a right of way to the railway on November 1, 1902. In an interesting slight-of-hand, Smith sold the 160 acres to Benjamin M. Hadman for \$1,200 on June 15, 1903, a full seven months before he had patented it with the U.S. government (Book 6, p. 261; Book 5, p. 272). If Smith ran his dairy on this same land in 1904, he must have rented it back from Hadman.

Benjamin and Lucretia bought and sold other property in the town of Cloudcroft between 1901 and 1905, but the only transaction of interest was the sale of lots 12 and 13 in block 1 to J.F. Haynes for \$250 on January 25, 1905 (Book 31, p. 185). Haynes was to enter the dairy business in the future. He began advertising his dairy twenty-five years later in 1930.

The only J.R. Smith listed in the Otero County Deed Records was James R. Smith who patented his homestead with the U.S. government on January 20, 1910. Smith’s 160 acres were located in the “Southwest quarter of Section eleven in Township 14, South of Range 9 East” (Otero County Deed Records, Book 34, p.163). Although that date is well after his ads in the *Silver Lining*, the dairy still may have been located on the above-described land.

In order to patent a title to government land under the Homestead Act of 1862, a person had to make “improvements” to the land such as building a house, locating water, cultivating the land, and building a fence. The homesteader had to prove by witnesses that he or she had actually lived on the land during the five-year period of claimed occupation. Aside from filing fees, the homesteader would then have title to the land at no cost. Smith could have used his dairy herd as an “improvement.”

I have not discovered the relationship between Benjamin B. Smith and James R. Smith. These may have been the same Smith Brothers who advertised a dairy at Alamogordo in 1919-1921 (see below).

City Dairy (poss. 1903-ca. 1907?)

City Dairy advertised briefly (just over a month) in 1905 that it offered “Pure Milk and Cheese[,] Butter Milk[, and] Cottage Cheese” (Figure 5-4). According to the ad, E.N. Fisher was manager (*Alamogordo Daily Journal* February 27, 1905). An E.H. Fisher Dairy was listed under Alamogordo in the 1905 edition of the New Mexico Business Directory. Because “N” and “H” in cursive could easily be mistaken, these two references almost certainly indicate the same man.

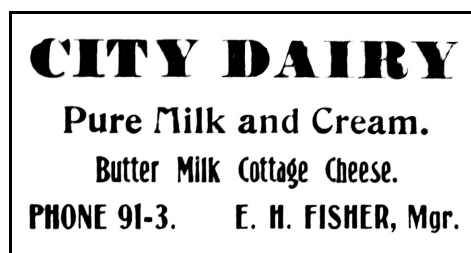


Figure 5-4 – Ad for City Dairy (*Alamogordo Daily Journal* February 18, 1905)

Ernest H. Fisher was in Alamogordo by at least September 1, 1903, when he bought 160 acres from J.W. and Lucy Turner for \$1,500. This may have been the beginning of City Dairy. He bought another 160 acre plot for a much better price on August 16, 1907. This time, he paid Ralph W. Alpers \$264 for the land. By at least December 10, 1908, Fisher then opened up lots for sale in the Fisher addition (Otero County Deed Records, Book 5, p. 351; Book 31, p. 5; Book 31, p. 205). Fisher was now in the real estate business and apparently had no more time for cattle and dairies.

L.L. Lawrence (ca. 1908)

Although I have found no other references to this dairy, L.L. Lawrence was listed with a phone (51 - - 2) at his “Res and Dairy” in the 1908 Alamogordo Telephone Directory.

Thomason's Dairy (ca. 1915-1930)

Thomason's Dairy (Alamogordo) placed a single ad on April 30, 1929, and bragged that the company had "Installed a New Electric Refrigerating Cooling Machine" with "Milk kept always at a cool temperature" (*Alamogordo Advertiser* April 30, 1929). If you did not read the paper on the 30th, you never received another chance to find out about Thomason's.

James Turner Thomason (always known as Turner) was born on November 12, 1860, at Fulton, Kentucky. He eventually settled in Bronte, Texas, and married Emma Hazeltine Scott there in 1886. The couple had a total of eight children and migrated in a covered wagon to what is now Cloudcroft in 1892 (Tularosa Basin Historical Society 1981:441-442).

The Thomasons moved to Alamogordo in 1915. Turner "did alot [*sic*] of trading and had a dairy on the north side of Alamogordo" (Tularosa Basin Historical Society 1981:442). One of their sons, Eddie Roy (always called Roy) was born in 1894. On September 4, 1922, Roy married Sallie Green, and the couple worked at Thomason's Dairy "for awhile" about 1923. Roy and Sallie also ran their own "dairy in the summer for Cloudcroft summer people" in the mid-1920s (Tularosa Basin Historical Society 1981:443; 1985:168). Thomason sold the dairy to John Richards in late January or early February of 1930 (*Alamogordo News* February 6, 1930).

Although the date was not included in the source, Turner homesteaded 160 acres in Otero County. His mother, Elizabeth J. Thomason, also filed a homestead claim for 160 acres in Otero County on January 13, 1908 (BLM GLO Records). Both tracts of land may have been used for the later dairy. The date (1908), however, questions the 1915 entry date for the Thomason family in Otero County. Although the Tularosa Basin Historical Society publications do not include citations, most of the data were furnished by descendants, and family traditions are frequently inaccurate as to specific dates.

Smith Bros. Dairy (ca. 1917-ca. 1922)

Although the *Otero County News* bragged that Alamogordo had two dairies in 1917 (*Otero County News*, August 23, 1917), neither one of them advertised in the paper that year. One of the two dairies may have been the Smith Bros. Dairy which advertised in the *Alamogordo News* on October 2, 1919 that it was "Clean and Sanitary" and "All Dairy Cows [are] Tubercular

Inspected. We have opened a Sanitary Dairy in Alamogordo and will appreciate your orders for Milk, Cream, Butter Milk, and Butter. We make deliveries both morning and evening. Give orders for whipping cream 12 hours in advance.” They added a drawing of a cow on November 6 and ceased advertising on April 1, 1920. They also advertised in the *Alamogordo Cloudcrofter* during that same time period.

In October 1921, Smith Bros. Dairy embarked on what the *Alamogordo News* called “an enterprise that may develop into some importance for the community, and that is the collecting and shipping of milk to El Paso” (*Alamogordo News* October 6, 1921). Unfortunately, I have found no further word on the result of the experiment.

The timing, however, is instructive. About 1914 (possibly a year earlier), two creameries opened at El Paso. The El Paso Creamery opened that year and eventually invited New Mexico dairies to ship milk to El Paso, probably by rail. The firm was engulfed by the Mistletoe Creamery in 1930, when Mistletoe expanded. The second creamery was a cooperative, the Rio Grande Valley Dairy Assoc. It, too, lasted until 1930. Both encouraged southern New Mexico to ship milk to El Paso. The Smith Bros. may have prospered so well under this system that they ceased advertising in the newspaper – or they may have failed, a common occurrence with small operations. I have not discovered whether this group of Smiths was related to the ones who advertised Cloudcroft Dairy from 1904 to 1905.

Bottles

Unlike most Otero County dairies, there is at least one embossed Smith Brothers container that has survived (Figure 5-5).

Method of Manufacture: Machine

Color: Colorless

Size (in cm.): unknown

Primary Labeling Style: Embossed

Finish: Cap Seat

Capacity: 1 pt.

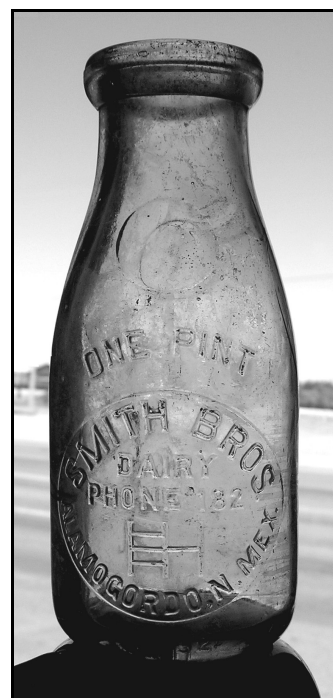


Figure 5-5 – Smith Bros. milk bottle (Scott Given collection)

Overall Bottle Design: Cylindrical

Front Description

Shoulder: Embossed - ONE PINT (arch) under a small, circular plate mold with no embossing inside it

Body: Embossed (circular plate) - SMITH BROS. (arch) / DAIRY / PHONE 182 / Ladder-H logo (all horizontal) / ALAMOGORDO, N. MEX (inverted arch) [Note: The logo was composed of a three-rung ladder (on the left) connected to a letter “H.” It could also be described as three evenly-spaced, vertical lines with a horizontal line extending from the left vertical line across the center line to the right vertical and two other horizontal lines extending between the left vertical line and the center, vertical line, one above the center, horizontal vertical line and one below it.]

Heel: Embossed - L-52

Back Description

Shoulder: Small round plate with no embossing

Body: Bare

Heel: Embossed - 4

Base: Embossed - BLANKE (inverted arch); ejection (valve) scar near center

Manufacturer: Lamb Glass Co. (from 1921) (Giarde 1980:64-65).

Dating: (ca. 1921) Since Lamb began business in 1921, and that date is the last trace I can find of the Smith Brothers, 1921 is the best date we can currently use. Blanke Mfg. Sup. Co. (Giarde 1980:18) was a jobber or wholesaler, not a manufacturer. It was found on “early milk bottles,” unfortunately a very ambiguous term.

Collection(s): Scott Gavin collection.

The Blanke Mfg. & Supply Co. was a jobber based in St. Louis, Missouri. The firm grew out of Blanke & Hauk in 1911 and remained in business until ca. 1923, when it became the Meyer-Blanke Co., a firm still operating in 2011. All three companies sold dairy supplies including milk bottles. The “BLANKE” logo in an inverted arch was used by the Blanke Mfg. & Supply Co. during its last few years in business, ca. 1921-ca. 1923 (Figure 5-6).



Figure 5-6 – Base of Smith Bros. milk bottle (Scott Given collection)



Figure 5-7 – Front heel of Smith Bros. milk bottle (Scott Given collection)

The Lamb Glass Co. was in business from 1921 to 1963, when it sold to the Dorsey Corp. Lamb retained its identity and used a Lamb logo until ca. 1971. Lamb’s first manufacturer’s mark was “L-52” (Figure 5-7) – used from the inception of the firm in 1921 to ca. 1925, when Lamb adopted the “L.G.CO.52” logo. Lamb marks were generally embossed on the heels of milk bottles.²

Both the Lamb dates and those for the use of the “BLANKE” logo by the Blanke Mfg. & Supply Co. fit the last known date of 1921 for the Smith Brothers. The brothers probably only ordered embossed bottles once. If they were successful in selling milk to one of the El Paso creameries – probably the El Paso Creamery Co. (1914-1930), the Rio Grande Valley Dairy Association (1916-ca. 1929), the Midwest Creamery Co. (1919-1923), or the Mistletoe Creamery (1922-1932) – then the Smith Brothers would no longer have needed their own embossed bottle.

E.E. Cooperall (1921) and M.G. Barber (1923)

Instead of column ads, some small dairymen placed brief notices in the personal section. The *Alamogordo Cloudcrofter* noted in 1921 that:

Mr. & Mrs. E.E. Cooperall of Valmount [an Otero County town no longer in existence], have established a milk and butter depot in this city on Tenth Street, and will supply the local trade with milk, butter, eggs, and cream. They own a splendid herd of dairy cattle, and have heretofore shipped their products to El Paso. They will maintain a delivery service to any part of town (*Alamogordo Cloudcrofter* May 27, 1921).

The Cooperalls, however, did not advertise in the newspaper. Two years later (1923), M.G. Barber informed the public: “Having resumed the dairy business I am delivering good Jersey milk at 12½ cents a quart. A share of your patronage solicited” (*Alamogordo News* May 17,

² The information in the last two paragraphs come from the latest files of the Bottle Research Group (BRG). Articles on the Blanke companies and the Lamb Glass Co. will be published by the BRG in the future.

1923). Like the Cooperalls, Barber never placed an ad. Dairy advertisements and notices were scarce and of short duration until Bass Dairy began its long but inconsistent series of ads on May 12, 1927.

Old City Dairy (1922)

From February until June of 1922, C.H. Pennington advertised his Old City Dairy (no relation to the City Dairy of the 1930s and later). His motto was “Don’t Forget the Old City Dairy,” and he offered “Jersey Cows’ Milk” at ten-cents a quart.

South Side Dairy (1922-1923)

Later in 1922, the South Side Dairy offered dairy products such as “Pure Sweet Milk, Butter Milk, Butter and Cream delivered to all parts of the city twice daily” under the proprietorship of C.A. Edwards (*Alamogordo News* December 28, 1922). However, by March 8, 1923, just four months after his first ad, Edwards withdrew from the *News*.

Richard’s Dairy (1925-1926), Richards Dairy (1930-1942?), and McNatt Dairy (1942-1945)

Richard’s Dairy³ advertised in the *News* beginning July 28, 1925, “Since milk is such an important item in the diet of growing children, you should use every precaution to see that it is pure. We guarantee the purity of our milk” (*Alamogordo News* August 13, 1925). Richard’s ads continued until September 30, 1926. It is possible that Richard’s Dairy continued in operation after it ceased advertising.

In one of the many unexplained contradictions connected with my dairy research, John Richards advertised in the *Alamogordo News* on February 6, 1930, that he had “purchased the Thomason dairy herd and the H.D. Franklin property northeast of Alamogordo.” He was “now ready to serve the people of Alamogordo with the highest quality milk.” He also noted his “former dairy experience” and that he was the proprietor of Richards Dairy (Figure 5-8).

³ There is some confusion about the name. The ads used “Richard’s” – but the only sealing disk I have found leaves out the apostrophe: Richards.

It is notable that the earlier Richard's Dairy always advertised with an apostrophe in the name, while the later one lacked the punctuation. This may merely indicate that the original ad plate had a typographic error that would have been expensive to change. In that case, the similarity between the names would indicate a continuity between the two dairies (possibly father to son?). This idea is supported by John Richards' assertion that he had "former dairy experience" – although that experience could have come from work at another dairy.

The alternative explanation would be that the dairies were unrelated, with "Richard's" possibly indicating a given name or a family with Richard as a surname. I favor the former explanation. In any event, John Richards announced that his dairy fully complied with the requirements set by the July 1, 1930, Alamogordo City Milk Ordinance (*Alamogordo News* July 18, 1930).

Richards was also one of five dairies that advertised jointly in 1932 (*Alamogordo News* April 14, August 1, 1932), although those ads are the last historical reference I have found for the dairy. Richards may have left the dairy business shortly thereafter or may have remained in business until the McNatt purchase in 1942. The term "old Richards dairy" seems to support the former explanation.

Otto Douglas "Doug" McNatt and his wife, Susie, bought "the old Richards dairy on North Cuba Avenue" on June 1, 1942 and sold it again in 1945 (*Tularosa Basin Historical Society* 1985:289). They renamed the business the McNatt Dairy. It is possible that the McNatt's sold their property to someone outside of the dairy industry. Aside from the Riffe family, who bought the Bass Dairy in 1946, I have found no indication of any other dairies starting up at that time.

**Announcing the Opening
of
RICHARDS
DAIRY**

Having purchased the Thomason Dairy herd and the H. D. Franklin property northeast of Alamogordo, we are now ready to serve the people of Alamogordo with the highest quality milk. Our former dairying experience guarantees you the highest class products and most efficient service.

**John Richards, Prop.
PHONE 164-F 11
Always Open for Inspection**

Figure 5-8 – Ad for the Richards Dairy (*Alamogordo News* February 6, 1930)

Disk Closures

I have found very few of the cardboard disks used to seal milk bottles in Otero County. It is possible that most of the local dairies, especially the older ones, used only generic disks on generic bottles. However, disks from both the Richard's and McNatt Dairies have survived.

Richards Dairy

The disk in Figure 5-8 is virtually certainly from the later (1930-1940s?) Richards Dairy as shown by the lack of the apostrophe in the name. In addition, Richards' June 18, 1930, ad in the *Alamogordo News* states that the dairy would henceforth use a large "A" in the word "GRADE" to demonstrate that it complied with the new Alamogordo ordinance. The disks I have found used red ink on a white background to proclaim: "BUTTER MILK (arch) / GRADE (with an enlarged A) / PHONE / 215-J2 (all horizontal) / RICHARDS DAIRY (inverted arch)."

The disk had a tab in the lower center to facilitate opening.

McNatt Dairy

The McNatt disk followed the same pattern as the earlier one from Richards Dairy but the ink was black: "PURE RAW MILK (arch) / GRADE (with an enlarged A) / PHONE / 214-J1 (all horizontal) / M^CNATT DAIRY (inverted arch)." This disk, too, had a thumb tab in the lower center to aid in opening (Figure 5-9)

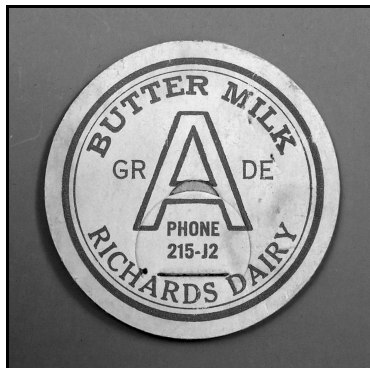


Figure 5-8 – Disk used by the Richards Dairy

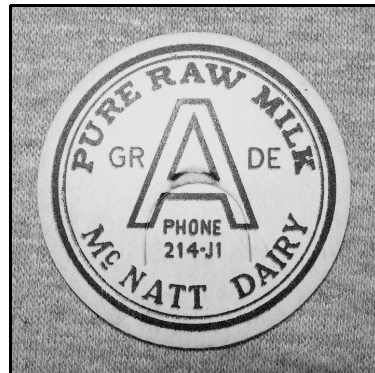


Figure 5-9 – Disk used by the McNatt Dairy

A. Green (ca. 1925)

A. Green was listed under the dairy heading in the 1925 New Mexico State Business Directory. Since this was the first issue to include Cloudcroft in the listing, Green could easily have been in operation at an earlier date. This was probably Ananias Green, Jr. His father, Ananias Green, was born on October 11, 1824, and moved to Seven Rivers, New Mexico, in 1887. If still alive, the elder Green would have been 101 years old in 1925. Ananias, Jr., however, settled at Fairview [later Winston – in the Black Range], New Mexico (Tularosa Basin Historical Society 1981:232). I have found no other information on the younger Ananias Green.

F.M. Bonnell (ca. 1925-1932)

The 1925 New Mexico State Business Directory listed F.M. Bonnell under the dairy heading from 1925 to 1932. Neither of these dates should be taken as absolute, however. Cloudcroft was first listed in the directory in 1929, so Bonnell could have been in business earlier. There is also a gap between 1932 and 1936, where I have been unable to locate any directories, so he may have been operating later. Although this is pure speculation, Bonnell disappeared from the record just about the time the Phillip and Callie Green began their dairy at Cox Canyon, just south of Cloudcroft. They may have taken over Bonnell's operation.

Sources

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