

Note: The following document was provided by Glen Nash. It was written, possibly in the 1980s, by Harold White, who worked as a state milk inspector for a number of years, according to Nash. He was one of three sons named in A. W. White of A. W. White & Sons Dairy near the intersection of P or Q and Harris St. The dairy was originally built by a man named Glatt, who also designed Sequoia Park. Nash said, "Whites had a dairy there when I was a kid in the 1920s."

By Harold White

Without researching, I am quoting from memory, the rise and fall of most of the dairy delivery companies, or individuals of this area of Northern California since my first recollection, beginning in the year 1909.

A Mr. Martin Mozzini, whose wife is still living here, owned the Excelsior Dairy, located on the Buhne ranch (Buhne has always been pronounced Booner around here), just south of Eureka and now known as lower Humboldt Hill and King Salmon Resort, and, upon which the PG&E Nuclear Plant is located. Mr. Buhne was an early day ship's captain, who had extensive land holdings in the area, and after his death, his two sisters owned the ranch until it was sold in the early forties. Buhne's point, which was a bluff extending into Humboldt Bay for one quarter mile or so must have been 125 to 150 feet high, slowly eroded away until today there is no sight of it, and was the western end of the ranch. It was a long sloping plateau.

I do know that Mr. Buhne milked quite a number of cows here and I believe also made butter, according to Mr. Hilfiker, now deceased, whose father was in charge of the dairy, around the turn of the century, (Nash's note: called Ocean View Dairy).

Mr. Mozzini must have started the milk route, and I believe delivered milk only in cans. I don't recall ever seeing a glass container, but there could have been some. I knew Mr. Mozzini and had a number of conversations with him, but I can't recall any details.

Also, about that time, and I'm guessing 1904, a Mr. Sweasey, whose farm was located on Ryan's slough, an estuary which begins and empties into Humboldt Bay, far north of the Eureka city limits, a part of the tide lands, on which a number of early day dairies were located, none of which produce milk today. The Eureka Airport (Murray Field) is part of it now.

In 1911, I do know that my parents had milk delivered to our home from this dairy. A Mr. Ira Turnipseed (that's right) delivered it via horse-drawn wagon.

Sometime later, I believe Mr. George Crowe and Albert Kausen took possession and delivered milk under the name of Sanitary Dairy. Their plant was located on the corner of 8th and D Streets in Eureka, now a part of Gustafson Chevrolet block. They later built a new and modern plant on the corner of 6th and D Streets, around the year 1921.

In 1912, my father bought a cow to give his three sons and two daughters an obligation to fulfill. We called the cow Buttercup, and she produced more milk than we could use, so we began selling to neighbors, delivering it in one and two-quart buckets. Before she was to be dried, he bought another cow, called Daisy, from the previously mentioned Mr. Hilfiker, the man who worked for Buhne Dairy. Dad gave us children all revenue derived from the customers we had, thus creating an incentive to work for spending money. Our father was holding a full-time job at the time as head of the Street Car Maintenance Department as an Electrical Engineer, for which he came to Eureka via steamer from San Francisco on March 21, 1904. We lived in a house, which was located about the center of Eureka at that time and the premises covered a

full block, including a sizable barn just behind the house, all of which, was enclosed by a picket fence, and affording considerable pasture. However, there were many vacant lots in the vicinity, which we also used for pasture, by staking cows with a peg and chain or rope, on our way to school, then leading them home after school. Sometimes we had the owner's permission to use their property - sometimes we just used it. At least we kept the grass from getting out of hand for them. At most, a couple of dollars would suffice for a month's use for a sizable plot.

Within a short time, we have several cows and were running out of pasture, so Dad rented a place on Harris Street, on which there was a large two-story house, a barn and several sheds, plus land, which covered some ten acres or more. Thus we increased the herd and had land to plow and grow oats and vetch on. Our little route became larger and we had begun to use glass bottles, on which we scratched our name with a scythe stone. To begin with, we purchased the bottles by the gross from Buhne Hardware Store (the same Buhne aforementioned.) Then eventually, the blown lettered ones were used.

In 1916, Dad left the Transit Company, after a dispute of some sort. Pondering as to how to make a living, the hay and grain dealer, with whom we had done business with for a long period of time, suggested he go into the milk business, since his children were doing so well with it. Saying that he did not have the capital to buy cows with, the hay dealer told him to go and pick out whatever kind and number he wanted from a herd which he owned, through barter, or unpaid bills, and then pay him for them as finances permitted.

Thus, the beginning of A.W. White and Sons dairy in earnest. We already had a horse and buggy and deliveries were made morning and evening. All raw milk and no refrigeration required such disposition (all house to house).

Before long, we had a waiting list of customers, built by good service and whipping cream, which was so heavy, it had to be spooned out of the bottle.

Within months, we had a Model T Ford and we were off and running. The entire family, myself, brothers Eldon and Carroll and our two sisters, Lorena and Margaret, all did their share of work required, including delivering the milk and washing the bottles, one at a time, on a steam-propelled brush. Dad and we boys did all the farming, feeding and milking. Mother also helped in the plant and did most of the office work, as well as all of the other motherhood responsibilities. Of course, all this without a day off or a vacation period. Many nights we had a late supper downtown, at or near what they now call Old Town, and by late, I mean anywhere from 10:30 until midnight. Quite often we were soaked to the hide from Humboldt rains, which seemed to wait until we started to deliver the night routes. Chuck holes on the graveled roads became larger; as winter lengthened, and the Model T's engines had to be revved up to induce the magneto-charged head lights to pierce the darkness well enough to find the driveable portion of the roads.

We children were all of school age, so all this work had to be scheduled to allow for schooling. I suppose, now that Dad began to realize that this was too much of a burden on us, he gave thought to selling the business. A good offer suddenly persuaded him to do just that, and we kept the cows and just became a producer for a short time. During this period, I took a job delivering milk for a Mr. Scott Shaw, morning and evenings, going to school during the afternoon sessions, as did my brother Eldon, who was fifteen months younger than I. Brother Carroll and my sisters were still in grade school and continued to help with the chores mandated by the cows we milked.

About this time, Alfred Malm, a carpenter by trade, bought a farm on the

southern outskirts of Eureka and had started to deliver milk from his herd. He needed a milk truck for his route and since Dad had kept ours, he swapped it for Mr. Malm's Maxwell touring car, on a temporary basis.

As time passed, we missed the glamor of serving the public and went back into delivery service in about mid-1917, first selling books of coupons. A coupon was good for a pint or quart of milk, which was put in the customer's bottle each delivery. Milk sold for 12 cents for a quarter and 7 cents for a pint. We sold some \$1,200 worth of coupons before ever having delivered a drop of milk, thus providing finances for a pasteurizer, bottles, caps, etc. Most all the customers were ones which we had previously served. Incidentally, it was during World War I and the first flu epidemic, which required all of us to wear muslin mouth and nose masks, and to pour milk out of the bottles and into a pan, or whatever, at homes under quarantine. I can still remember the horse-drawn hearse backed up to the curb in front of many homes where we delivered milk to and the awful thought that death was all around me. Fortunately, I did not contact the dreaded disease, but other members of my family did, and I recall having to do their work, and mine, until the others, luckily, survived the ordeal.

We did business at the Harris Street location until late 1921 and were milking about 25 cows, plus milk which was purchased from small dairies within a short distance of town, and all this required two or three trucks, still Model T's and we were still growing.

Then in 1922, we leased a large ranch near Arcata, and with it another 75 cows. Still growing in gallonage, we were to eventually milk over 200 cows, and in 1924, I recall 327 head had to be tested in the tuberculin survey, these included young stock. Even that large a herd did not produce enough for our requirements, and we purchased milk from farms in Arcata Bottom. Now, we had two or three Reo Speedwagon trucks, plus a Dodge Bros. truck or two, a Republic and two Model T's.

All the while we were growing, so was the Sanitary Dairy, and we became quite competitive. Mr. Crowe had purchased Mr. Kausen's interest in the meantime. Sanitary purchased all their milk from producers, since Mr. Crowe always considered production one thing, and merchandising another.

Sometime in late 1925, Mr. Crowe and my father seemed to agree that a merger might be best for both of them, and on Jan. 1, 1925, they incorporated as the Sanitary Dairies Co. Inc., a California Corporation.

For personal reasons, I opted to stay on the farm with Dad, while my brothers stayed to work for Sanitary. Except for a few times, when I would go to the dairy plant to relieve a brother or someone who wanted to go on vacation, I milked the cows and farmed the land, until the depression destroyed the will to work that hard for the returns involved. So in 1932, we sold some of the herd and equipment and moved to Eureka, along with a goodly number of cows and young stock, which we sold off a few at a time. We leased a parcel of marsh land, now a Commercial Park, alongside Broadway Street, now a part of 101 highway through Eureka, which provided enough feed to maintain the stock with little else until they were all sold, rather cheaply I would say, at \$35 to \$45 each.

I didn't work at anything but odd jobs, or do a little traveling for a year or so, until my father said things are tough, no company dividends forthcoming to speak of, so on May 1, 1933, I went to work as Plant Supt. for Sanitary Dairies, where I remained along with my brothers, who continued to work in distribution.

Eldon passed away in 1955, but Carroll and I continued to toil there until the

Sanitary Dairies Co., Inc. was sold to Humboldt Creamery Association on July 1, 1956.

By relating the foregoing personal relationship to your questions as to whatever happened to the various dairies and names involved, I have endeavored only, to create a prelude to encompass a period where a considerable number of individuals were involved in putting food on the table by milking a few cows and/or buying and processing it for distribution.

To begin going through names of those involved and put them in their proper place in time may include some inaccurate dates, but they will not be far off.

At one time, there were 17 so-called distributors in Eureka alone, as I recall. I can remember some of them and will try here to put them in order.

The Excelsior and Sweasy Dairies were first, followed by the Sanitary Dairies, A.W. White and Sons. These last two named, having the largest gallonage. Malm's Dairy, owned by Malm; Scott Shaw and Joe Mahan owned the Jersey Dairy, later taken in as partners by A.W. White & Sons in 1924; the Model Dairy, owned by Frank Obara, who, by applying the first cover caps on bottles using octagonal pieces of parchment paper about 4.5 inches, diagonally measured, slipped over the bottle by spreading one hand across it and slipping a rubber band around it with the other, sold what he called special milk, and thereby commanded a premium price of 18 cents per quart. He also sterilized the empty bottles by boiling them in a huge iron kettle encased with brick, under which he burned wood to accomplish heating the water. He then fished the bottles out with a mesh basket with a long wooden handle.

During the boiling process, the bottles would bump one another, causing them to become pock marked, making them highly distinguishable from any other dairy's bottles.

Most all other distributors by then were selling milk at 14 cents per quart, including the Whites, so in late 1918, Dad bought him out and we then delivered regular and special milk. Dad had a good hand in writing, so each holiday when whipping cream orders came in, he would write the customer's name (with) an indelible pencil across the parchment cover cap before delivery. This created a considerable amount of prestige, which enabled us to acquire most of the better trade, plus four cents more per quart of milk.

Among others, a Mr. Smyth had a dairy about 1915-17, who delivered his products by a horse-drawn double-end wagon, a box-like structure fore and aft of the center, wherein it was depressed and contained a seat, which was coverless, although he stood most of the time. His place was located on Myrtle Avenue adjacent to the city limits, and his home now houses a Formal Wear Rental Service, a fine two-story home in his time. I believe he had no glass bottles and used cans only. I think he just quit, eventually.

A Mrs. Wolfe had a small herd of cows, not more than 10, and she had glass bottles, one of which Carroll has in his collection. Her place was adjacent to Sequoia Park. She sold the cows and equipment to A.W. White & Sons.

Then, there was a Mr. Vickman, who also had a few cows just off Indianola Road, between Eureka and Arcata. In fact, my brother Carroll's wife's father owned and lived on this place at the time. Vickman rented from them. He also used a scythe stone to mark his bottles with a "V." One time he encountered me while both were delivering milk in the same vicinity and I recall him vehemently cursing me for making wubble yoose out of his wees, which we did on more than a few occasions. This operation was also purchased by A.W. Sons & Co.

A Mrs. Saari, an energetic lady, also of Finnish extraction, had several cows and

delivered milk with horse and buggy for a few years. She had a home at what was then the south end of H Street, and embraced a couple of acres of land. I think she just went out of business and sold the cows.

Then there were any number of families who owned several cows and delivered milk in various parts of town, until winter, when their cows went dry and their customers would call on the larger dairies for short-term service.

A Mr. Frank Shaw, who lived in the old South Park Hotel at Broadway and Wabash in Eureka, had a few cows and sold milk, and, I believe, did use some glass bottles. His pastureland was a part of the land where we, in 1932-33 kept the cows brought to Eureka, when we quit dairying.

Sometime in the late 1920s, his son, Robert Shaw, started the Claremont Dairy, in a small but neat building behind his home on Spring Street in Eureka. He build a fairly nice business and later sold it to a Mrs. Shanahan and her two sons, who moved it to their farm on Elk River, just southeast of Eureka. They operated it until a milk war at 7 cents per quart ended it for them. Later the oldest son, Harold, worked for us at Sanitary Dairies.

Also in the 1920s, Mr. Tony Sousa started milk delivery in Eureka from his place adjacent to Highway 101, just north of Eureka, now piled high with lumber owned by Arcata Redwood Co. He called his operation the Capitol Dairy. He moved from there to the aforementioned Buhne Ranch in 1936. Sometime later, he again moved his herd and business to a farm which is now a part of the Eureka Municipal Golf Course. Later, in the late 1930s, or early 1940s, he leased a nice plant built for him on F Street near Harris Street. I recall during the only milk war ever, in this area, when we sold milk for 7 cents per quart, Tony said that he made his a nickel, because he couldn't figure in odd numbers. Nevertheless, he weathered the war. He later passed away and his son, Tony, Jr. took over.

In addition, there was a Mr. Johnson, who used glass bottles, (Carroll also has one of these) and had a nice place on the southwestern part of Eureka. I believe he just went out of business.

Charles McKeon, who now owns a motel here, also delivered milk from a small herd here in late 1930s or early 1940s.

Fred Graham owned Graham's Dairy, located in the Henderson Center Shopping District and also bought the Milky Way Dairy to combine with his, sometime in the late 1930s. He still lives here in a fine home at Bayside.

Speaking of Bayside, there were also two distributors delivering milk here from that location. Bayside Dairy, owned by a Mr. McElwain and Frank Maxwell, owner of Maxwell's Dairy.

Tanner's Dairy was located in a small valley like setting just outside Eureka city limits on Union Street. Mr. and Mrs. Tanner were killed in a car accident just north of Arcata on highway 101, sometime in mid-1934. Shortly after, Sanitary Dairy bought the route and equipment and employed their driver, Ernest Reynolds. Their 16-year-old son, Einar, who was still in school, had no place to stay, so we let him move in and stay at our home until he graduated from high school. Several years later he married and left to work for Golden State on Telegraph Avenue in Berkeley. Later, he became a successful realtor in San Jose.

The Home Guernsey Dairy made its start sometime in the mid-1930s. Mr. and Mrs. Christian Neilsen started the business on the then Turner Ranch, in the Arcata Bottom on the south bank of Mad River. They were well liked Danish people, who held a picnic each summer for their customers and others. They put out a good product and

did very well. Later on, they bought a farm at Freshwater Corners, just east of Eureka city limits on the Old Arcata Road, better known now as Three Corners. They continued to do well, but sold out to Sanitary in 1944, who in turn sold it to Stanton Elliott, fresh from England and now a most successful Restauranteer, one of the owners of Fresh Freeze, Inc., who have some nine or ten eating places in this area.

North of Eureka, in the Arcata area, there were several milk distributors, whom I can recall. As previously mentioned, the White's, located on a farm at the rim of the city itself, now being dotted with apartment houses and adjacent of Highway 101.

My first acquaintance there in the Market Milk Business, was with Mr. Ed Dougherty, who I think owned the White City Dairy, and I believe it was located just outside Arcata city limits on Janes Creek, on or near the Seba Gilardone ranch. At present, the Creamline dairy is operating from this ranch, mostly as a Cash and Carry. Mr. Gilardoni's son started a drive-up some years ago, but it has changed ownership several times since. At any rate, a Mr. Chris Christensen, an ex-manager for the United Creameries took over White City Dairy and moved into a new plant in Arcata in 1933 or 1934 and operated the business from there until he sold it to Nels Jorgensen, also an ex-manager of the United Creameries in 1937-38.

Several years prior to this, Iver Iverson, a brother of Mrs. Neilsen, mentioned prior to this as owner of the Home Guernsey Dairy, built a bottling plant on his well kept dairy farm on Iverson Lane in the Arcata Bottoms and he leased it to Roy Sorensen and Ralph Bonnicksen, who operated under the name of Cottage Grove Dairy. Shortly thereafter, they sold it to Mr. Jorgensen, who combined it with the White City and operated thereafter, under the name of Cottage Grove.

Leo Nelson started the Kream Kup Dairy about 1940 on a farm near Arcata and continued to do business there, until later when he had his products custom-filled by Redwood Empire Dairies in Fortuna, and later on by the Eureka Dairies. He eventually sold his routes to Redwood Empire Dairies. He now lives in Eureka and is active in several vocations, as a hobby, one of them being the production of honey, and for which he is considered highly expert.

Sometime around 1954, the Peugh Brothers opened a Cash and Carry operation on their farm just north of the Arcata city limits, which they called Arcata Dairy. Eventually they also had some delivery service, although limited to wholesale accounts. When the 101 freeway was built, their property was split. They still continued to do business, building a Drive-In Theater on the west side of the highway. Eventually, they sold the farm and it now houses two motels, a shopping center, plus quite a number of apartment houses, this on the east side of 11.

There were several other small distributors during the same time, but the only other one I can recall is a Mr. Hixon or Hickson, who operated several years in Arcata.

However, somewhere in that time zone, 1933 to 1939, Martin (Bud) Peters began operation of his Little River Dairy, which was near or in Crannel., but I will say near, on a farm which he owed then, and is now owned and operated as a Grade A dairy by John Christie. Mr. Christie has been operating it for a long time, for I know that the Sanitary Dairies purchased Grade A Milk from him sometime in the 1940s. Evidently, Mr. Peters sold the ranch to him and then purchased the Cottage Grove Dairy. (More on him later.)

Further north and east, the Northern Redwood Lumber Co. dairy was owned by that company. In the early days, the mill was originally Korbel Bros., if I'm not mistaken. Usually these lumber companies maintained a dairy herd as well as a beef herd, to supply their own cook houses, since the lumber jacks all ate there and their pay was

so much per month, or day, plus board and room. Evidently, they did bottle some milk, and could possibly have made deliveries around Korbek or Blue Lake, or had some arrangement with some one to do so. Some research would probably clarify the question, probably 1916 or earlier.

In Crescent City in Del Norte County, I am not familiar with any date prior to 1935. Mr. Geo Tryon, now deceased, furnished milk for a distributor for quite a long time. He was also a County Supervisor for some 16 years. In a conversation one day with him, he offered the business to me for a reasonable figure, but upon looking it over, I told him the bottling plant, which was in town, was totally inadequate. So, with my blueprint, he built a new one, across from the Ball Park, and I helped him move into it on Fourth of July, 1943. He then offered me a good buy on the whole plant, building and business, but we could not reach an agreement on his milk supply. Otherwise, I probably would have taken it. When I turned the offer down, he asked me what to do and I told him to keep it and then advised him on what I would have done. He did this and it became profitable for him, far beyond expectations. He named it Parkside Dairy and he kept it until the Smith River Co-op took it over and it was subsequently purchased by the Westbrook family, who built a new plant on their Reservation Ranch and still operate under the name of Country Maid.

At Orick, south of Crescent City, there was a dairy owned by a Mr. Davidson, a fine gentleman, who had a Jersey herd. The farm is at or near the intersection of 101 and the famed Fern Canyon road and I think the name Davidson road appears on a sign board there. I'm quite sure the Davidsons have not delivered milk for a good number of years now.

That just about covers the territory north of Eureka, so now I'll try to cover the area south of Eureka.

In Ferndale, I don't know of any market milk distributors other than Mr. Alex Aggeler, a fine gentleman, small in stature. I believe he had the first Grade A operation in Ferndale and I don't know what year he started, but I did have some business relations with him, sometime in the late 1930s. He had a small but very well kept plant, and I don't know just when or how he terminated doing business. He died several years ago, as I recall.

In Fortuna, there were several small farm operations. McLeod's Dairy was located on the eastern rim of the city limits, for one. There was another just a little further east on the road to Rohnerville. This was during and probably before and for sometime after 1930.

About 1959, Mr. Joe Giacomini, one of the sons of a prominent dairy family, started the Gypsy Guernsey Dairy, located at Metropolitan, just southeast of Fortuna, a mile or so off 101 highway. Fortune did not smile on this venture and he gave it up, and I believe he is now an attorney in the San Francisco Bay area.

Jim Hunt also instituted a drive-in dairy a short distance out of Fortuna on his farm bordering highway 101, about 1960. Eventually, he began a distribution service to grocery stores and tried, also a vending machine, located near Fortuna. Hunt's Dairy, as he named it, also stopped delivery service after a few years, but still produces Grade A Milk at the same location.

In Rio Dell, south of Fortuna, a Mrs. Lewis was a producer distributor for a number of years and I think that she just went out of business sometime around 1955.

In Scotia, a town owned by the Pacific Lumber Company, Noah Peterson operated Peterson's Dairy for quite a number of years. He had a guaranteed payment of milk bills incurred by his customer's through the Company. A benefit which no other

dairy enjoyed, and a big plus for good will, in the sale of the business.

Sometime in the late 1930s or early 1940s he did sell it to Homer and Fred Breshears and their brother-in-law, a Mr. Thom and they expanded their routes to Fortuna.

A short time before this, in the early 1940s, a Mr. Hare, who had worked for McLeods, built a plant in Fortuna, but his visions of becoming a dominant distributor in that area failed to become a reality and the Breshear boys, along with Wm. Francis, who was the Plant Supt. for the Golden State at Loleta, as another partner, took over the plant from Hare and renamed it Redwood Empire Dairies. It is possible, although I can't recall, that Mr. Hare had called his dairy just Redwood Dairy.

In Garberville, the most southerly dairy in Humboldt County, Mr. and Mrs. Geo Yeary milked some 12 to 15 cows on their Riverside Farm and distributed milk in that area under the name of Riverside Dairy. I almost bought that operation also, but decided the territory was too limited. This came about through talking with them about three times a week when they came to Eureka to supplement their needs at Sanitary. They eventually sold it to the Pancoast Brothers, who supplemented their supply at Redwood Empire.

Also, at Weott, there was a Mr. DeBardleben who had a small plant there and who also purchased a good portion from Sanitary. This he did for several years, but I can't recall just how he terminated his enterprise, which I think he called Weott Dairy.

Coming back to Eureka and vicinity, I forgot to mention John Pedro, who owned a farm across Humboldt Bay on the peninsula near Samoa. He milked about 25 cows and supplied that area for quite a number of years, under the name of Pedro Dairy. A large, affable man, he was a pleasure to talk to, and I think he quit business somewhere around the mid-1950s, or he could have sold to some other distributor, I can't recall.

In the early or mid-1960s, Granville Christian built a drive-in and processing plant on Myrtle Avenue in Eureka, with three of his sons. They subsequently also built up a retail delivery service under the name of Farm Fresh. Around 1971, they added the Challenge retail customers to their routes, and Farm Fresh still delivers milk home to home here, buying their products from Challenge but recently under new ownership.

Within the next few paragraphs, I am going to bring all the foregoing into a perspective culmination, starting in 1939.

Still with Sanitary Dairies, in 1939, I purchased Malm's Dairy by this time owned by the aforementioned Mr. Jorgensen. Mr. Malm had built a sizable structure at 16th or Randall and F Streets in Eureka about 1933 and it housed a grocery store and two other small businesses, with a milk processing plant on the intersection corner. I believe he sold his routes to Jorgensen about 1936.

After I took over, he, Jorgensen, still owned Cottage Grove in Arcata.

In 1941, I along with Fred Graham and his business, merged with Sanitary Dairies, on a partnership basis, based upon gallonage being processed by each of us at the time. This then became the largest of all market milk distributors in the county. We renamed it Eureka Cooperative Dairies, but after a couple of years elapsed, we decided that it was not legally a Co-op, so we deleted that portion, and it became the Eureka Dairies. Sometime around 1944, we bought Mr. Graham's interest but still called it Eureka Dairies Co., even though we reactivated the business as Sanitary Dairies, Inc., DBA Eureka Dairies.

About 1950, or perhaps a year or so earlier, Stanton Elliott's brother, Arthur, an

accountant who was also our auditor, became adventurous and wanted to enhance his brother's status in the industry, so using the Fortuna plant of Redwood Dairies, he formed a kind of conglomerate. This included the outright purchase of the Capitol Dairy, and then as a partnership, the Home Guernsey, Cottage Grove, and Redwood and operated as Redwood Empire Dairies, until they sold the business to Golden State in 1954 or 1955.

Eureka Dairies got a good grip on its trade and remained that way until we sold it to the Humboldt Creamery Ass'n on July 1, 1956. Mr. Don Crowe, who was general manager of Eureka Dairies, retired, but my brother Carroll and I worked for Challenge for a number of years before we retired in late 1969.

Unless I eventually add a footnote or two, I am calling it thirty and putting it to bed, in spite of, undoubtedly, some omissions.

Signed: Harold B. White Sr.

If I needed a footnote, it would have to be this. In the late teens and early twenties, the milk inspection service in this area consisted on one local M.D., and a bacteriologist, who was a young woman. The bacteria plate counts were then published in our local paper and, in those days, without refrigeration, a count anywhere between 50,000 and 5 million was not uncommon. The oddity of it all was puzzling to some people, who believed the higher the count, the better the product. Most often our White and Sons count would be higher than some of the other dairy's counts. Since I knew little more bacteriology than most of our customers, I made the best of the situation by leading them to believe the higher the number, the better the product. Amazingly enough, a good number of our customers came to the same conclusion, and once in a while when our count was unaccountably lower, I would have customers greet me with, "Well, I see that your milk was below par last week." I would have to make an awkward excuse of some sort. Usually, by lowering the cream line a half inch down the neck of the bottle would cover a multitude of sins. Cholesterol, wasn't even listed in the dictionary at that time, as having anything to do with saturated fat or classified as an enemy. All went well, until an article was published in one edition of the paper explaining the reasons for bacteria counts and how they were incubated and tabulated through the use of a colony counter. Well, we knew we couldn't make customers believe that a colony counter was an African census taker, so espionage seemed to fit. It paid off.

One of us, I believe it was my father, got the information that one of our biggest competitors was sending the bacteriologist a box of candy not less than once a month and after a confrontation with the lady, our accounts improved, chiefly because she informed us that the samples were being improperly picked up by the M.D. and no hanky panky was involved. Then we had to retrain all the customers, who had been brainwashed. We really had an intimate relationship with our trade back in those good old days, figuratively speaking.

My brother, Carroll, had a collection of some 50 or so milk bottles, all of which are in excellent condition, and pertain only to this northern area, some of them representing several different designs and shapes and/or applied color and blown lettering from the same companies. These, plus a hand-held capper, a single bottle filler, and some other old items. However, family members wish them to remain here.