

# Penn State Creamery Milk Bottles

(Continued from Page B21)

this was the last embossed milk bottle used by the Creamery, and it probably was discontinued about 1943.

Five known embossed Penn State Creamery milk bottle logos cover the following years. Years indicated are from bottles in the author's collection.

1. State College Dairy — 1904.
2. State College Creamery. a) ribbed necks — 1918-1927. b) smooth necks — 1929-1931.
3. P.S.C. Dairy Barn — 1922-1923.
4. State College Creamery (Olde English) — 1932-1936.
5. P.S.C. Dairy Dept. State College, Pa. — 1933-1943. a) with Dacro Top — 1940-1943.

### Pyroglazing

The process of putting colored lettering and pictures on glass milk bottles is called pyroglazing. The process is actually a form of silk screening. It came into widespread commercial use in the U.S. during the mid-1930s.

The first use of pyroglazed (pyro) bottles by the Creamery occurred in 1937. This began the use of red color for all Creamery bottle logos until they were discontinued about 1960. The logo of "State College Creamery" above the Keystone with the college seal inside and "State College, Pa." at the bottom of the Keystone became the standard label on all Creamery milk bottles.

On the opposite side (panel) was the slogan "Use College Ice Cream For All Occasions." A picture of Old Main with the

pre-1929 tower appears in the center of the above phrase, and Old Main appeared on Penn State milk bottles for the rest of their existence. However, this was the only bottle that ever carried the pre-1929 "old" Old Main bell tower. These bottles (quart, pint, and half-pint) in the author's collection are the only ones known to exist and the only Creamery milk bottles that ever carried advertising.

The second pyro design showed Old Main on the panel with the "new" bell tower after Old Main was rebuilt and reopened in October 1930. These bottles were "tall rounds" in shape and used from 1938 to 1941.

The third pyro design featured war slogans during World War II. The bottle shape had also changed from "tall round" to "squat round," which resembled a bowling pin. These bottles, used from 1943 to 1945 said, "Buy War Bonds and Stamps" and "Drink Milk For Health." The earliest War Bond bottles were not dated before 1942.

Following the end of World War II, the squat round bottles continued in use through the late 1940s. The by-now standard label and the "new" Old Main continued on the panel.

Square bottles replaced rounds in the U.S. dairy industry in the late 1940s and early 1950s. The change resulted largely from consumers' complaints that the round bottle took too much space in the refrigerator. The change was quick, so much so that few round bottles remained in use

by the late 1950s.

The first square Creamery milk bottles appeared around 1949. The only label was "Store State College Creamery" on both the front and back shoulder area. These were used until at least 1954. They were the only Penn State pyro bottles that did not exhibit the image of Old Main.

An unsolved mystery surrounds the square Creamery bottles used in the early 1950s. Some have the college seal inside the Keystone, while on others the college seal is missing from an empty Keystone.

It is not known when or why the college seal and Keystone parted company. One source suggests state government in Harrisburg initiated the disappearance of the Keystone, reasoning, so this theory goes, that the Keystone was the property of the Commonwealth of Pennsylvania, not that of the Pennsylvania State College Creamery. Whether this is the true reason or not, the Keystone disappeared from the milk bottles of the Creamery.

Many things changed on November 14, 1953. On that date, The Pennsylvania State College ceased to exist in name and became The Pennsylvania State University. Thus the State College Creamery needed to become the University Creamery. It was time to change the milk bottle label again.

The label wasn't the only thing that changed. A two-quart (half-gallon) size was

(Turn to Page B23)

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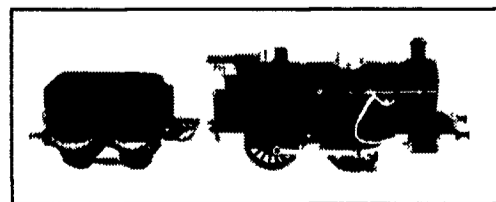
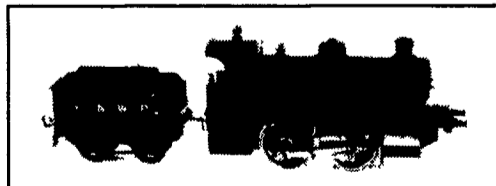
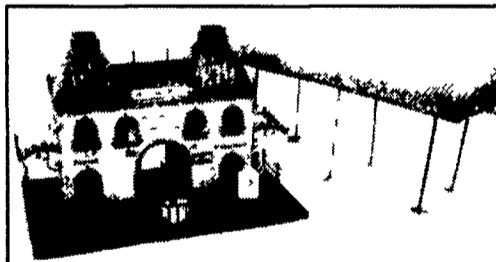
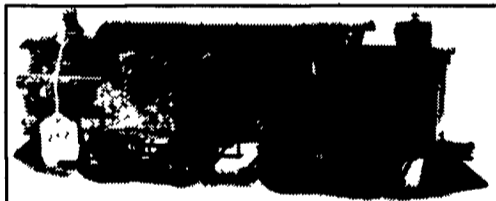
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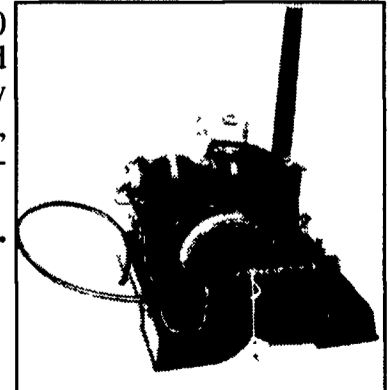
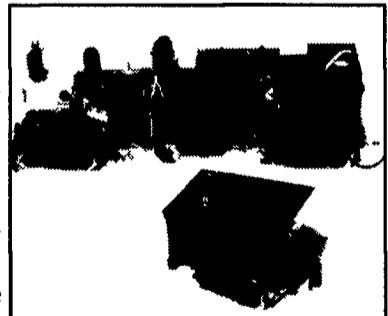


**Starting With Antiques In The Pavilion:** Oak china closet with bowed front; Mirrored back and carved legs; Paint decorated Victorian cottage bed and chairs; Rope beds; One with rolling pin headboard; Boston rocker; Plank seat chairs; Dovetailed blank chest; Oak wall phones; Collection of pendulum and shelf clocks; Antique quilts; Spreads & linens; Sewing tapes and trinkets; Nautical and rail lanterns; Pilot radio among other vintage radios; Good Year outboard motor; Brass bells; Cutlery and gadgets; Antique band boxes; Victorian frames; Some with early prints; Victorian photos; CDVs and scrap albums; Pre-WWII home movies; a selection of cameras; 25 post card albums - loaded! Turn of the century to present day: Trains/RR; Trolleys; Ships; Hotels; Restaurants; Shore

towns; Amusement parks; Comics and novelty cards; Postage stamps; Toys and games from the 1940s and 50s; Large steam engine; Toy boats and model autos; Large library of cocktail table books: Antiques, Trains, Ships military, Hollywood, Celebrities; Harper's bound editions; Antique pressed pattern glass; Turn of the century bisque & china; Ironstone; Iridescent glass; Simplicity 5-speed snow blower and mower deck; Yard and garden tools.

**About 1 P.M. in the pavilion:** We will begin selling two collections of antique trains which include Lionel Standard gauge.

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