

Historic Galveston Dairy Industry Star and Gallagher Dairies

STAR DAIRY

Older Galvestonians will recall a simpler time when the milkman made his early morning rounds, delivering whole milk in glass bottles to the doors of residences. Dairies decades ago advertised wholesome products and cleanliness. In order to operate, they required a supply of milk (provided by dairy cattle on Galveston Island and the Mainland of Galveston County), and the means to sterilize, bottle, and deliver milk by trucks.



*Galveston Star Dairy milk bottle
Rosenberg Library Museum collection*



*Star Dairy Galveston Daily News
advertisement May 5, 1927*

An association was organized in August 1906 to promote the interests of Galveston County dairy farmers and dairymen, as well as to coordinate with health inspectors. Local dairies took great pride in

rigid adherence to cleanliness standards established by the City of Galveston. During the early twentieth century, dairies were subject to the City of Galveston's Milk Ordinance, which required

each dairy to secure a permit from the city Health Officer. Section 5 provided for the inspection of dairy farms and dairy establishments, including the testing of samples of milk for the presence of bacteria. Section 7 provided for the testing of dairy cattle for tuberculosis.

In the context of these sanitary measures, Galveston Star Dairy opened at 2212 Strand in 1927. It superseded the Galveston Milk Company, which had operated for several years previously at that address. Star's first proprietor, James E. Carlson, was a Swedish immigrant who came to Houston in 1892 and moved to Galveston eleven years later. He remained with the firm until his death in December 1943. His wife, Frieda Carlson, was from the Schaper family, which was also involved in dairying on Galveston Island. Galveston Star Dairy perpetuated the name of an older firm. Star Dairy had operated at 4702 Avenue S from 1901 until 1917. Walter J. Jones, an immigrant from England, was its proprietor.

Galveston Star Dairy was a wholesale and retail establishment, producing pasteurized milk and milk products, such a butter, buttermilk, and ice cream, and distributing them to local grocery stores and residences. In keeping with the prevailing view of the healthfulness of whole milk, the firm advertised that “Star Milk makes Better Babies.” In fact, milk was believed to benefit persons of all ages: “Drink milk every day...at every meal...it saves doctor bills.” During World War II, Star Dairy advertised that mothers could do their part to help the war effort by purchasing milk to maintain their families’ health.

During its early years, Galveston Star Dairy utilized various avenues to advertise its products and seek customers. Along with other local businesses, the firm sponsored free cooking lessons held by the News-Tribune Free Cooking School in 1931.

**A Gift From Galveston Dairies
to the Children and Mothers of Galveston**

Beach Dairy
Galveston Model Dairy
Galveston Star Dairy
Grace A. Dairy
Gersten's Dairy
Sanitary Creamery

"How can I get my child to drink enough milk?" This question that mothers most often ask this October. Now a new way has been found to prepare it in a way that makes three glasses of milk a day as "easy as pie" for a child.

**We Want You to Know This New Way
To Make Milk Drinking a Game**



Children who wouldn't touch milk, now take three glasses a day—and love it!

How children are enjoying milk as much as they do a soda fountain drink. The shaker and the love food in the world is now prepared for them in a way they can't resist.

Children shake up a Thompson's Chocolate Malted Milk for themselves in real soda fountain style. It is agree to them, but it means more for their health than any game they ever played.

You will find it with your bottle of milk! The free sample of Thompson's Chocolate Malted Milk. Changes milk into chocolate malted milk at home. Just empty the contents of the package that comes with your milk bottle, into a shaker or mason jar, add a glass of milk... and shake! Like magic plain milk is changed into a rich, creamy, "real professional", chocolate malted milk. Children love to make it for themselves. They play soda-fountain at home. And like magic, down go quarts of milk they would never take before.

This new chocolate "DOUBLE MALTED" Malted Milk made by Thompson's is so fine that it will dissolve without lumping in cold milk merely by shaking. No electric stirring rod is necessary. That's why it's so easily made at home. One pound makes 30 glasses and costs 60 cents. It is so easy to make! It costs so little.

You can buy Thompson's Chocolate Malted Milk at any grocery or drug store.

FREE
Solid Aluminum
SHAKER
25¢ VALUE—with Purchase of One-pound 60¢ Package of Thompson's Sweet Chocolate Flavored "DOUBLE MALTED" Malted Milk

The free shaker is just large enough to hold the malted milk. It is made of heavy aluminum, and will not leak or splatter. Ask any Druggist or Grocer.

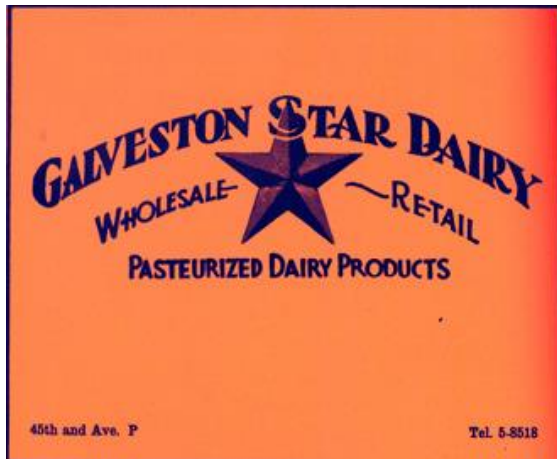
At the Soda Fountain
Your soda fountain man deserves special credit for doing a bit more for Thompson's "DOUBLE MALTED" Malted Milk so you enjoy the highest quality Malted Milk. Look for the Thompson's serving jar at the soda fountain.

**Thompson's
"DOUBLE MALTED"
Sweet Chocolate Flavored
Malted Milk**

IF IT'S THOMPSON'S IT'S "DOUBLE MALTED"

Galveston Daily News advertisement Nov. 1, 1927.

It also sponsored with other businesses an amateur advertisement writing contest. The dairy gave tours of its facilities to school students and medical students.



City directory advertisement 1954.

In January 1929, Star Dairy moved to a new building at 21st Street and Avenue H. The dairy operated on the first floor. The second floor featured six apartments. According to the 1943 - 44 Galveston city directory, Edward A. Stenzel of Houston was president of the company and James Carlson was vice-president. Stenzel was owner of the Houston - Galveston Breweries, Southern Select, and Triple XXX. He was the uncle of Ralph Stenzel, who is the current mayor of Santa Fe and himself an authority on breweries

Galveston Star Dairy moved to 1816 45th Street in March 1949. In 1952, it operated eight delivery routes and served 3,200 local residences. It joined several other local dairies in 1953 in supporting an unsuccessful effort by the Galveston City Commission to deny a business permit to Carnation Company of Houston.

Star Dairy, together with Kobarg Dairy and Model Dairy, was one of Galveston’s leading dairies during the 1950s. Prompted by his impending retirement, Carl Kobarg merged his firm with Galveston Star Dairy in July 1958 and died a month later. In 1959, Star advertised whole milk with 4 percent butterfat, as well as chocolate milk, whipping cream, buttermilk, and cottage cheese.

Star was offered for lease in May 1962. Under different owners, in November 1964, Galveston Star Dairy was reportedly up for sale. Later that month, the Internal Revenue Service seized the

property of Star Dairy for non-payment of federal taxes. The store's furnishings were sold at public auction. An established name in Galveston business had come to a sad end.

The Rosenberg Library seeks photographs of Galveston Star Dairy's buildings, operations, and delivery trucks, as well as historical materials on Galveston dairies.

Please contact Peggy Dillard, Special Collections Manager, at pdillard@rosenberg-library.org.

GALLAGHER'S DAIRY

A painting in the Rosenberg Library Museum has an interesting story behind it. The noted Galveston artist Julius Stockfleth (1857 - 1935), a German immigrant, painted T.J. Gallagher's Dairy in 1904. Thomas Joseph Gallagher (ca. 1861 - 1905), a native of New Orleans, Louisiana, came to Galveston about 1872. He worked as a drayman, as well as a piano mover for the local music firm Thos. Goggan & Bro. He conducted business from his residence at 105 15th Street, at the corner of Avenue A.



In 1891 and again in 1893, Gallagher served as an alderman from the Second Ward. The Board of Aldermen appointed him to a committee of several persons which received the body of Henry Rosenberg (1824-1893), the Rosenberg Library's benefactor and namesake, at the Galveston train station before it was transported to Baltimore, Maryland, for burial.

TOM J. GALLAGHER
DRAYMAN, CONTRACTOR LIVERY AND DAIRY

DEALER IN
HORSES, MULES, MILCH COWS
ALSO
SOIL, SAND, SHELL AND
BALLAST.

Dray Teams Always on Hand to Hire. Mules, Horses and Cows Bought and Sold.
LIVERY AND BOARDING HORSES A SPECIALTY.

OFFICE AND STABLES, 1506 STRAND. PHONE 764
FRESH MILK FOR SALE.

In February 1893, Gallagher married Mary E. Williams at St. Mary's Cathedral. He ran unsuccessfully for alderman once more in 1895. Gallagher helped organize the Galveston Cattleman's Protective Association in 1904 and became its president. He evidently developed an interest in dairying towards the end of his life. An advertisement in the local city directory for 1903 - 04 highlighted his services as a drayman and dairy operator. His dairy, depicted by Julius Stockfleth, stood at 68th and beach, well outside the city.

The Rosenberg Library purchased the painting from a "junk shop" for \$15 in 1960. In 1976, a professional restored the painting, which has a strong pastoral theme, with cattle and small trees. A carriage and a

1903 - 1904 city directory advertisement

wagon add motion.

Gallagher died September 9, 1905, at the age of 44 years at his residence on Fifteenth Street. He is buried in Calvary Cemetery.

The Rosenberg Library, would like to acquire a portrait photograph of Thomas J. Gallagher, as well as printed matter and photographs concerning dairies and dairying on Galveston Island. Please contact Peggy Dillard, Special Collections Manager, at pdillard@rosenberg-library.org.