

The Swengel Dairy Company, Seymour Indiana

By: Cody Wayt

The Swengel Dairy Company in Seymour Indiana was owned by Claude Swengel and was founded in 1912 by the purchase of the Newby Dairy, owned by Arthur Newby, on Second St. Road. During the first year of operation the Swengel Dairy was only distributing 70 gallons of milk a day throughout Seymour and they only had a few employees.



Three Employees at Swengel Dairy 1923



All Our Parents
Feed Us

Swengel's Pasteurized Milk

See How We Thrive
We Always Smile When the
Milkman Comes

Swengel's Pasteurized Milk
Brings

Health and Vigor

To Our Rosy Cheeks—
Our Parents Like It Too

Buy it by the Quart for Economy

Quarts -- 12c
Pints -- -- 7c

Swengel's Dairy, Phone 258

Swengel Dairy Ad from the Seymour Tribune
Feb.. 08, 1919

To Milk Consumers.

Milk bottles cost $2\frac{1}{2}$ times pre-war prices. Use of them as catsup and fruit containers works a hardship on dairymen and grocers. Please return surplus bottles. It is necessary that your grocer demand empty bottle in exchange for full one.

sl4d Swengel Dairy Company.

Swengel Dairy Ad asking for the milk bottles back

Milk Is Nature's Tonic

The natural vitamine food. It builds health, increases disease resistance and lengthens life.

BUY IT IN QUARTS FOR ECONOMY

Quart 10c. Pint 6c.

You can rely on milk you get from us.

SWENGEL DAIRY CO.

Swengel Dairy Advertising as Natures Tonic

Over the years, Swengel Dairy began to gain popularity throughout the city and began to grow rapidly. By the year 1925, they were distributing more than 400 gallons of milk per day from the farm on West Second St. Road, and about 3,000 pounds of Dairy Maid butter were sold each week.

By that time, they had hired nine employees, and more than 125 local dairy farmers sold milk and cream to the dairy for distribution. On September 14, 1925 Arthur Newby, who had been a silent



Set of Swengel Dairy Milk Bottles



Set of Newby Dairy Milk Bottles, These bottles are from Arthur Newby's Dairy



Half Pint Newby Dairy Bottle From Roy Newby's Dairy



Quart and Pint Newby's Dairy Bottle From Roy's Dairy (Front)



Up close of Newby Dairy Barn Scene, This has the year that Roy started the dairy, 1928



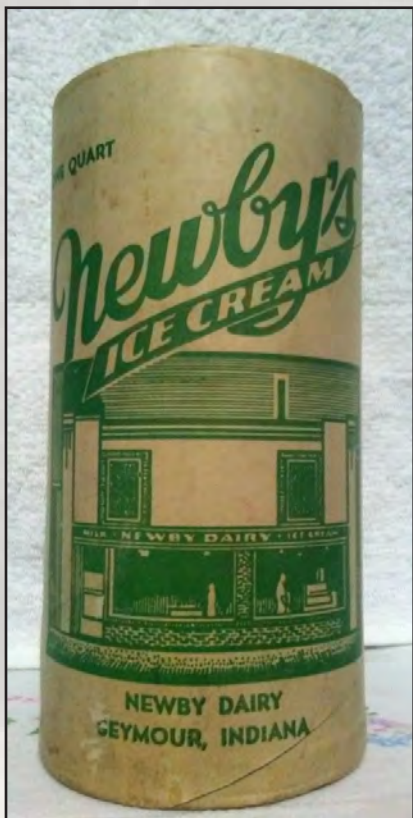
Quart and Pint Newby's Dairy Bottle From Roy's Dairy (Back)



Square Quart Newby's Dairy Bottle (front)



Square Quart Newby's Dairy Bottle (back)



Front and Back of Newby's Dairy Ice Cream Container, The picture on the container is their store front in Downtown Seymour

business partner with Claude Swengel since 1912, purchased the dairy back for \$15,000 and with this purchase had full ownership of the dairy. Mr. Newby continued to operate the business with his sons, Roy and Samuel Newby, while Claude moved to Franklin Indiana and purchased the Franklin Pure Milk Co. Roy Newby left his father and started his own dairy in 1928. The Swengel Dairy is one of many family owned dairies that started small but continued to grow and be very successful and prominent in their city.

On a personal note, the bottles mentioned above are fairly rare. One of my very first pyro Newby bottles came from a friend of ours that owned the old flour mill in Vernon Indiana.

I was just a about 14 or 15 at the time. He had a high price on the bottle, or at least what I thought was a high price. I finally talked him down to take \$25 for it.

He has since passed, but I will always think of him when I see anything from the Newby Dairy. These bottles make me also think of another family friend that has passed away recently. Funny story, he went to the Newby Ice cream parlor in Crothersville as a kid and got polio there.

He would never sell any of the containers or bottles for that reason. I did manage to buy some at his estate sale. I will probably never sell the items due to the sentimental attachment.

I have added other bottles and go-withs as time has went on and I'm always looking for something I don't have. Please feel free to contact me.