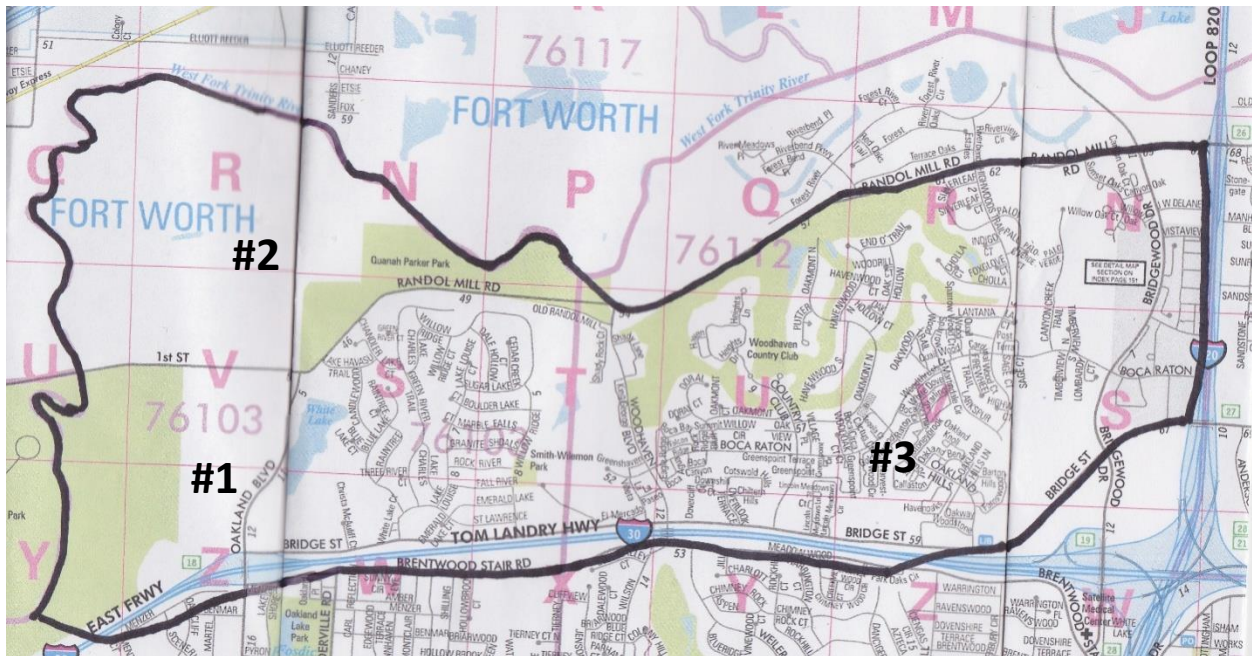


White Lake Dairy:
"You Can Whip Our Cream . . . But You Can't Beat Our Milk"

White Lake Dairy's history begins in 1914 when Mr. & Mrs. Roscoe C. (Emma) Mann founded a small dairy in Mansfield, Texas. In 1918 they moved their 20 head of cattle, 2-mule spring-board wagon, a few milk pails, and two or three hand churns to an area in East Fort Worth known as Oakland Stop. There they established the White Lake Dairy in partnership with Mr. William F. White who also owned and operated the William F. White Land Company.

Location: White Lake Dairy spread across 2500 acres in East Fort Worth. The boundaries were Trinity River and Randol Mill Road on the north, the current East Loop 820 on the east, Brentwood Stair on the south, and a part of the Trinity that crooked from south to north on the west. Operations, including milk barns, hay barns, and worker residences, were centered in three sections of the dairy, known as #1, #2, and #3. #1 was the center of all operations and the only dairy with a processing and bottling operation.



White Lake Dairy was the only local dairy in Tarrant County, running full operations, including herds, milking, and production. The other dairies, including

White Lake Dairy: *You Can Whip Our Cream, But You Can't Beat Our Milk*

their primary competitor, Vandervoorts, brought milk in from outside of the county to process and sell locally.

Between its acreage and the numbers of employees living in Meadowbrook, White Lake Dairy was not merely located in East Fort Worth. It WAS East Fort Worth!

Family Home / Main Office: The Mann's built a lovely Southern-style 2-story house located approximately 100-yards south of the silos, with huge elm trees surrounding the house. The house would have stood where the Motel 6 now stands. The house was not just a family home. The dairy offices were located on the ground floor, and a section of the second floor served as a dormitory for some of the dairy workers. The grounds also included large gardens that provided food for the family and many of their workers. The operation was self-contained, with produce harvested from the gardens, meat and dairy from the herds, and pecans from orchards located on property.



Some of the dairy trucks and workers posed in front of buildings at #1 Dairy.
Note the two gentlemen on the right holding a bottle of milk.

#1 Dairy: The main dairy operations, known as #1, were located north of the family home. Oakland Boulevard bisected #1, ending at Randol Mill Road (hence "Oakland Stop"). Originally, there were two silos built of hand-carved stones. One of the silos came down in a big storm in the 1950s, but the other remains today.

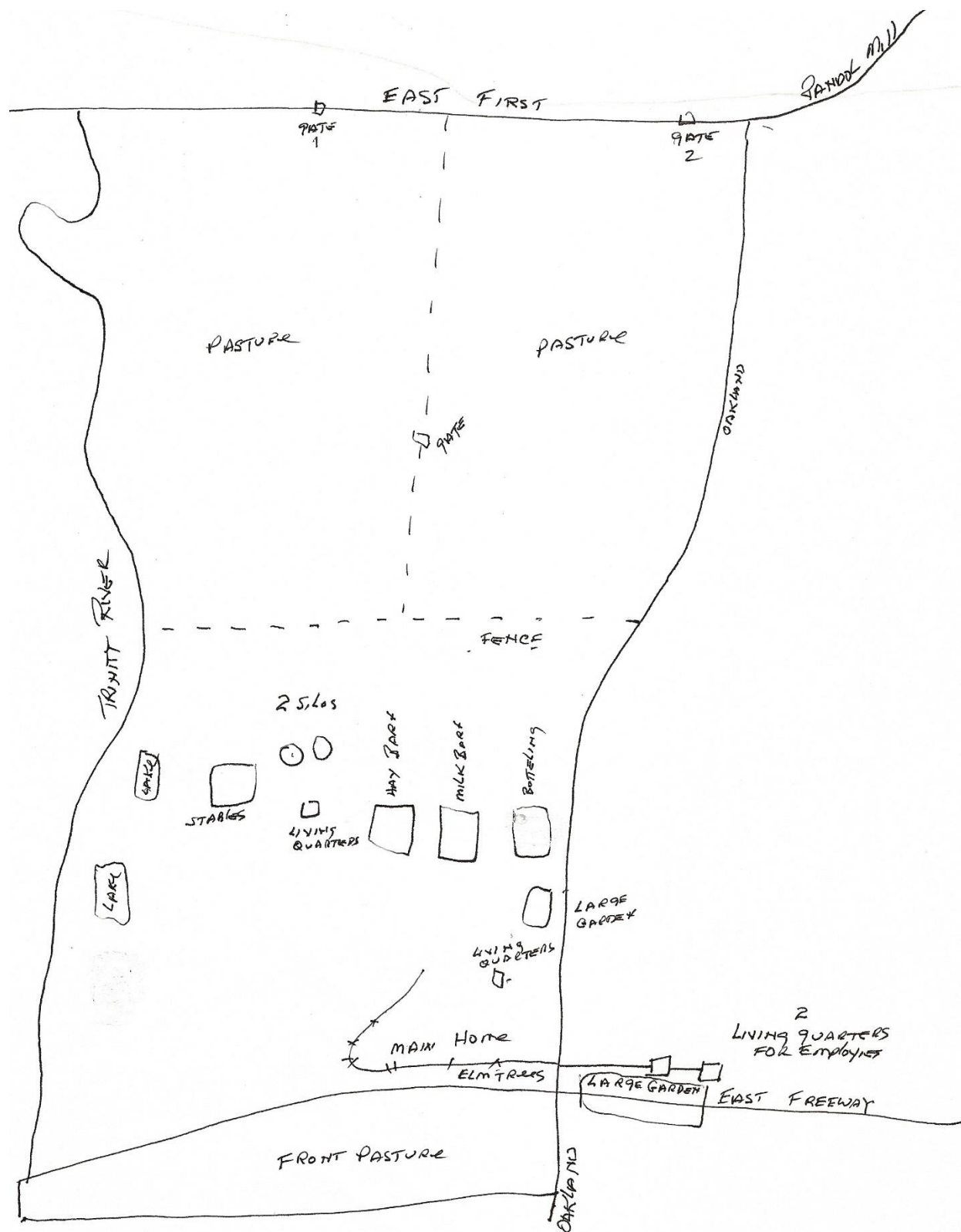
White Lake Dairy: *You Can Whip Our Cream, But You Can't Beat Our Milk*



This is the remaining silo from White Lake Dairy. It is located just west of Oakland Boulevard, north of the Motel 6.

The next two maps show the locations of the #1 dairy buildings.

White Lake Dairy: You Can Whip Our Cream, But You Can't Beat Our Milk



Credit: Robert C. Mann, July 25, 2015

The following map approximates where the dairy buildings were in relationship to today's streets and structures. The dairy's southern border extended over what is now I-30.





Delivery drivers wore patches like this on the back of their shirts.

#2 Dairy: The #2 spanned from Randol Mill and East 1st Street north to the Trinity River. A road led into #2 dairy north from East 1st Street and about 300 yards east of the bridge. About 300 yards up the road an old water tower still stands, with the remains of the original hay barn standing further northeast. The #2 also included a milk barn and worker houses.

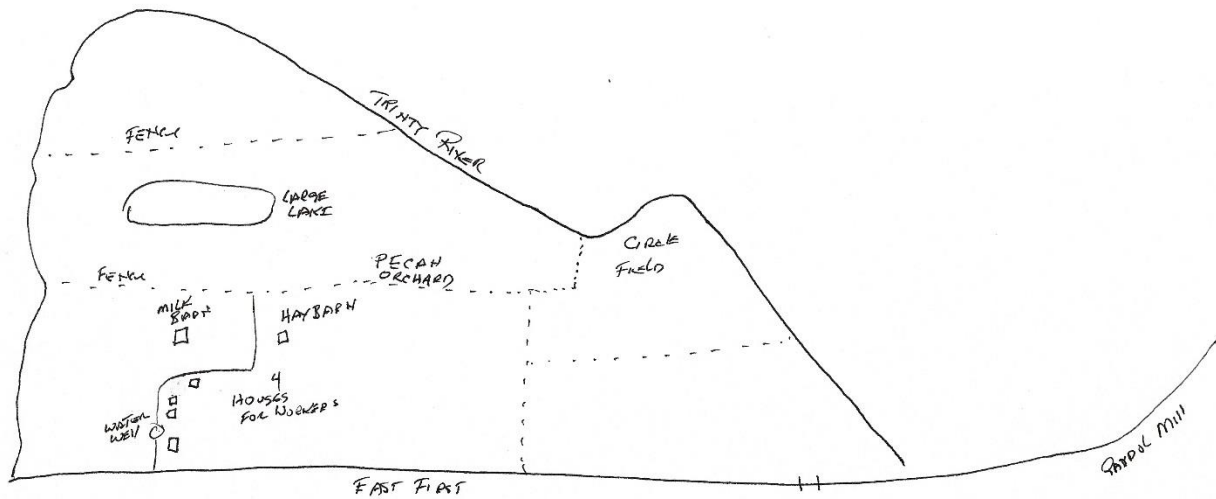


#2 Dairy Water Tower and Well

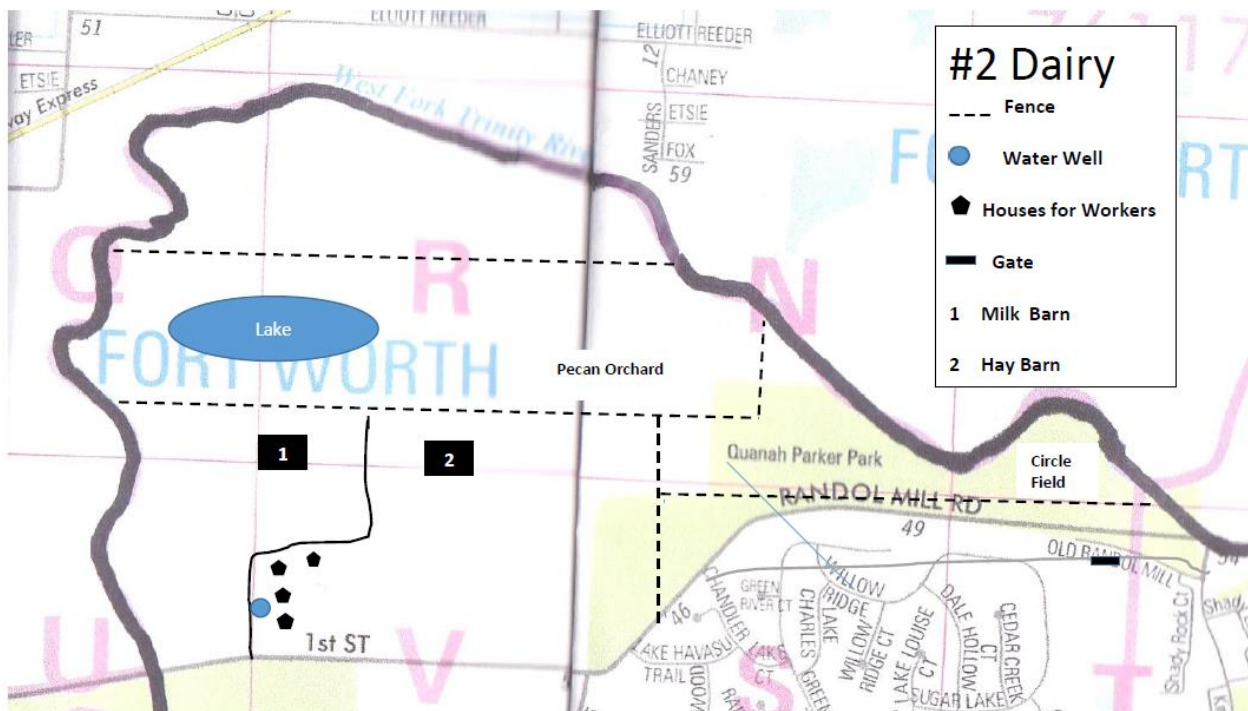
White Lake Dairy: *You Can Whip Our Cream, But You Can't Beat Our Milk*

The next two maps show the layout of the #2, with the bottom map providing perspective of the dairy in relation to today's streets and structures.

#2



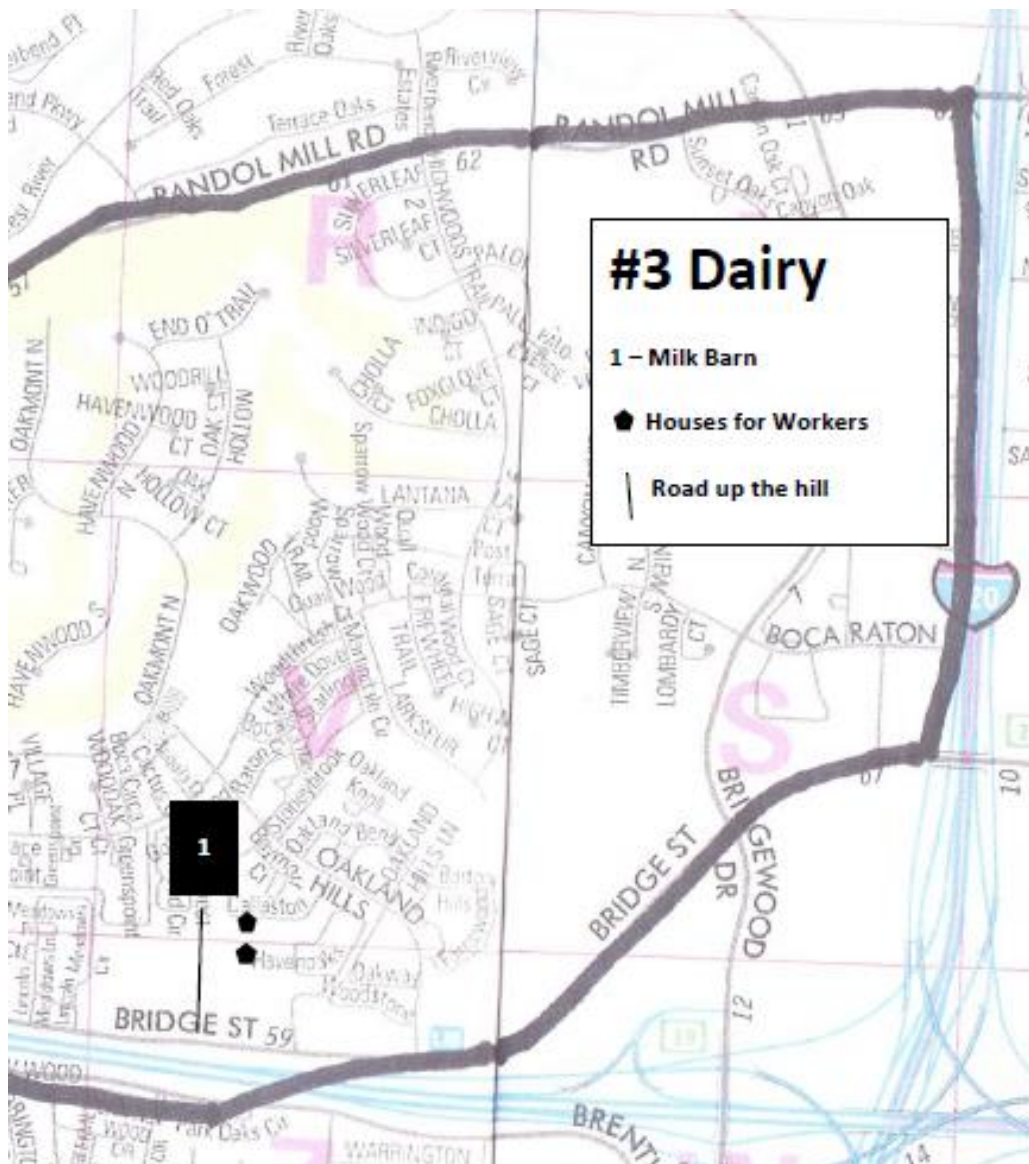
Credit: Robert C. Mann, July 25, 2015



White Lake Dairy: *You Can Whip Our Cream, But You Can't Beat Our Milk*

The cows' diet of natural prairie grasses was supplemented with alfalfa hay grown on approximately 367 acres of the dairy in an area that is now the eastern section of Gateway Park, and in Circle Field located in the northern part of #2. Circle Field is now Quanah Parker Park.

#3 Dairy: The #3 was located to the east – running generally from the National Farm Life building out to where Loop 820 is now. This dairy, on the highest hill, also had a milk barn and worker houses.



White Lake Dairy: *You Can Whip Our Cream, But You Can't Beat Our Milk*

WHITE LAKE NAME: The dairy and lake were named after Mr. Mann's early business partner, Mr. William F. White. After a few years in business together, Mr. Mann bought out Mr. White.

WHITE LAKE: The symbolic heart of the dairy was White Lake. As a show of appreciation, customers received permits or passes allowing them to fish for the highly prized White Lake catfish. Some of these fish grew very large. On occasion heavy rains would overflow the lake, and some of the catfish would wash out with the excess water, much to the delight of the people waiting to pick them up.

PRODUCT DISTRIBUTION & PROMOTION: Dairy products were distributed exclusively in Tarrant County, and for many years, distribution was strictly wholesale to schools and businesses. In later years, residential delivery service was also provided. The primary marketing slogan for the company was "*You Can Whip Our Cream . . . But You Can't Beat Our Milk*".



The milk bottle on the left includes an illustration of the dairy with both silos in the background. Below are three examples of milk bottle caps.

White Lake Dairy: *You Can Whip Our Cream, But You Can't Beat Our Milk*



Above: White Lake Dairy Grease Pen. These were used to mark product cases for delivery.
Below: White Lake Dairy Mechanical Pencil.

The dairy produced a monthly newsletter delivered to customers, *The Dairy News*. The newsletter featured a colorful illustration on the cover, along with a calendar, the back cover promoted the dairy's products, and the inside contained a number of short jokes and humor.

White Lake Dairy: *You Can Whip Our Cream, But You Can't Beat Our Milk*

The White Lake Dairy

Catering to the Dealer

We Produce All of Our Milk
Under the Strictest Rules of Cleanliness

We Specialize in

Grade "A" Raw Milk
Sweet Cream
Buttermilk

WHITE LAKE DAIRY

FORT WORTH, TEXAS

P. O. Box 255

*You Can Whip Our Cream
But You Can't Beat Our Milk*

THE DAIRY NEWS

Published Monthly by
WHITE LAKE DAIRY



GERLACH-BARKLOW CO.

1930 September 1930

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------|-----|-----|-----|--------------------|------------------|---------------------|
| Full Moon 7th | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |
| | | | | Last Quar. 18th | New Moon 22nd | First Quar. 29th |

PLEASE DO NOT LOOK ON BACK

September 1930 issue.

The White Lake Dairy

Catering to the Dealer

~

We Produce All of Our Milk
Under the Strictest Rules of Cleanliness

~

We Specialize in

Grade "A" Raw Milk
Sweet Cream
Buttermilk

~

WHITE LAKE DAIRY

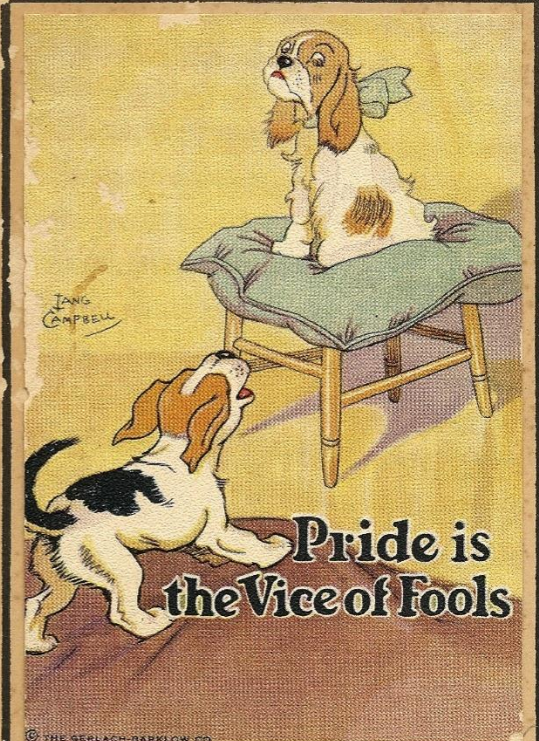
FORT WORTH, TEXAS

P. O. Box 255

*You Can Whip Our Cream
But You Can't Beat Our Milk*

THE DAIRY NEWS

Published Monthly by
WHITE LAKE DAIRY



**Pride is
the Vice of Fools**

1930 December 1930

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------|-----|-----|-----|--------------------|------------------|---------------------|
| Full Moon 5th | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | Last Quar. 12th | New Moon 19th | First Quar. 27th |

PLEASE DO NOT LOOK ON BACK

December 1930 issue

The White Lake Dairy

Catering to the Dealer

We Produce All of Our Milk
Under the Strictest Rules of Cleanliness

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WHITE LAKE DAIRY

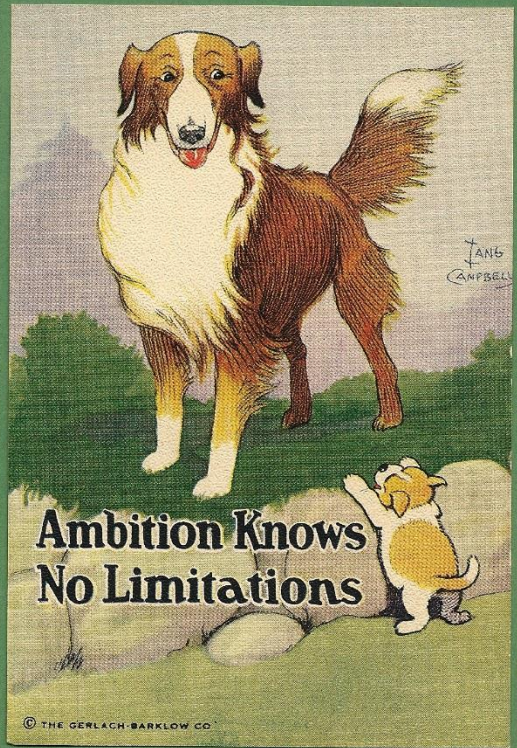
FORT WORTH, TEXAS

P. O. Box 255

*You Can Whip Our Cream
But You Can't Beat Our Milk*

THE DAIRY NEWS

Published Monthly by
WHITE LAKE DAIRY



**Ambition Knows
No Limitations**

© THE GERLACH-BARKLOW CO.

| 1931 | | February | | | | | | 1931 | |
|------|-----|------------------|-----|-------------------|-----|------------------|--|---------------------|--|
| SUN | MON | TUE | WED | THU | FRI | SAT | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | | | |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | | | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | | | |
| | | Full Moon 2nd | | Last Quar. 9th | | New Moon 17th | | First Quar. 25th | |

PLEASE DO NOT LOOK ON BACK

February 1931 issue


MANAGEMENT: Roscoe and Emma Mann ran the dairy together until the death of Mr. Mann in approximately 1941.



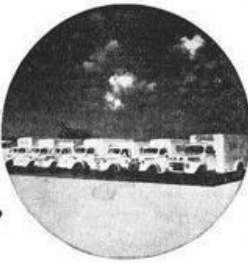
Mr. Roscoe C. Mann with a fresh White Lake fish and a White Lake Dairy delivery truck.

After Mr. Mann's death, Mrs. Mann continued to run the dairy with the assistance of her sons, Truett Mann and W.O. (Bill) Kelly, Jr. Bill was her son from a previous marriage to Mr. W. O. Kelly. Mr. Kelly died before Bill was born. Eventually, Truett and Bill took over operations fully and ran the dairy until it closed.

Sunday, October 16, 1949. Book & Farm. POST WORTH STAR-TELEGRAM. PAGE 18



Our Thirty-One Years...




FORT WORTH'S FIRST CENTURY


Thirty-one years ago Mr. & Mrs. Roscoe Mann started White Lake Dairy with twenty head of dairy cattle, a two-mule spring board wagon delivery, a few milk pails and two or three hand churns. Then, as now, our production came from our own herds which through the years has given uniform quality control. From this meager beginning, White Lake Dairy has grown with Fort Worth. Our dairies are of modern construction and fully equipped with up-to-date, all stainless steel separators, containers and pasteurizing equipment. Our herd of more than

800 head of fine dairy stock is bred and raised by our own herds-men, pastured on ample range, and housed in modern sanitary barns. The sale and distribution of White Lake Dairy products is confined to fine food stores, cafes and hotels in the City of Fort Worth. We do not operate any retail routes. Therefore, in thirty-one years, only our equipment and method of handling has changed. Raw materials and finished products remain the same.


MRS. ROSCOE MANN




Founder



"You Can Whip Our Cream . . .
But You Can't Beat Our Milk"



Bill Kelly
Production Manager



Truett Mann
Sales Manager

White Lake

DAIRY

1400 OAKLANDPHONE 5-1260

This 1949 Star-Telegram ad commemorated Fort Worth's 100th anniversary, along with the Dairy's 31st year. It includes photographs of Mrs. Roscoe (Emma) Mann and her sons, Bill Kelly and Truett Mann.

VANDERVOORTS: Vandervoorts was White Lake Dairy's primary competitor over the years, even though White Lake Dairy was larger. Eventually, Vandervoorts bought out White Lake dairy in 1960 or 1961. The family retained ownership of the dairy property (west of Oakland) for several more years, but the land was never again used for dairy herds or operations. The City of Fort Worth purchased 369 acres of the tract owned by W. O. Kelly, III in 1977 for a landfill. This land is

now being developed as the eastern section of Gateway Park. The section north of East 1st Street is currently (2016) owned by Wallace Hall, Jr.

TRINITY FLOODS: The Trinity River regularly flooded the dairy, but it did not really cause a big problem until the infamous flood of 1949. That flood lives in Fort Worth's memory as the one that reached the 2nd floor of the Montgomery Ward building on West 7th Street, and people used boats to get around in West Fort Worth.

However, the drama of the flood wasn't confined to West Fort Worth. It also flooded the #2 dairy, with the water rising so high that the cows were nose-high in the water and in danger of drowning. Risking his life and taking along wire cutters, Truett Mann swam out to the fence line and dived under the floodwaters to cut down the fence, thereby allowing the cows to escape to higher land.

HISTORIC DESIGNATION OF THE SILO: In May 2002 the West Meadowbrook Neighborhood Association applied to the City of Fort Worth's Historic and Cultural Landmarks Commission to have the remaining White Lake Dairy Silo designated as an Historic and Cultural Landmark. The City granted the request; however, in June 2002 the family owning the silo, the Sztamentis Family Limited Partnership, protested the designation, and City Council approved their request to rescind the designation

Currently (2015) the silo is owned by XTO Energy. They have secured the silo, but are not interested in pursuing historic designation for the silo, or maintaining it as an historic landmark. They may be willing to consider donating the property to a nonprofit organization willing to maintain the site as an historic landmark.

FUN FACTS:

How did the original cows get from Mansfield to White Lake? In 1918 the cows walked from Mansfield to Oakland, driven by horseback riders.

How did 487 cows go from the pastures to the milk barns every day? You've got 2500 acres, and 3 spots for milking, so how did the cows get to the milk barns every day? Workers on horseback rounded them up.

School tours: The schools used to bring whole classes of students out to the dairy every year to tour the operations. It was an annual ritual for hundreds of Tarrant County schoolchildren. Bob Ray Sanders, former columnist with the *Star-Telegram*, remembers touring the dairy with his elementary school class.

Fishing Rodeos: The Dairy sponsored annual fishing rodeos for children at White Lake, and awarded prizes for various categories, such as largest fish, smallest fish, the most fish, etc. Mike Smith, owner of the Paris Coffee Shop, remembers attending a fishing rodeo, and getting a fishing hook embedded in his elbow when another boy was casting his rod. The hook was so deeply embedded that Mike became a minor celebrity that day, riding in an ambulance to the emergency room to have the hook extracted.

School Milk: White Lake Dairy and Vandervoorts took turns supplying milk to the local schools. One year White Lake Dairy provided the milk, and the next year it would be Vandervoorts' turn. The schools arranged it that way so that both dairies had an equal share of the local school business.

Pangburn's Chocolates: The candy company used only White Lake Dairy milk, saying that it was richer than the milk from other dairies. Therefore, while the dairy distributed its products exclusively in Tarrant County, its milk made it all across the country as an ingredient in the famous *Millionaire* candy.

Pecan Poachers: The #2 dairy had large pecan orchards producing the highly desired paper shell pecans. The workers had to be on the watch out for pecan poachers, and regularly had to run them off. Carol Rains, whose family home was on King Street, remembers her family picking up pecans in the orchards.

White Lake and WWII: After the attack on Pearl Harbor, the military used White Lake for training on the use of amphibious vehicles. (Source: Bert Tandy, great grandson of Roger Tandy via email on 7 January 2020.)

Contributors

Information for this report was generously provided by Robert C. Mann and W. O. Kelly, III through phone interviews and email exchanges between July 18 – 26, 2015.

Robert C. Mann is the grandson of Roscoe C. and Emma (Kelly) Mann, the son of Truett Mann, the nephew of W. O. (Bill) Kelly, Jr., and a cousin of W. O. Kelly, III. Mr. Mann contributed all of the photographic and scanned images of White Lake Dairy artifacts, and also mapped the location of the dairy's boundaries and buildings. Mr. Mann can be contacted at 936-298-2425 or rcm@kemptech.com.

W. O. Kelly, III was the grandson of W. O. Kelly and Emma Kelly Mann, the son of W. O. (Bill) Kelly, Jr., and cousin of Robert C. Mann. Mr. Kelly died on February 17, 2020.

Linda Fulmer compiled the information and prepared this historical overview. She can be reached at 817-451-8740 or LindaFulmer@sbcglobal.net.