

The University of Connecticut

Dairy Club

In Recognition of Outstanding Service in the Field of
Dairy Manufacturing and in Collegiate Training in the

State of Connecticut

presents to

Arthur G. Weigold

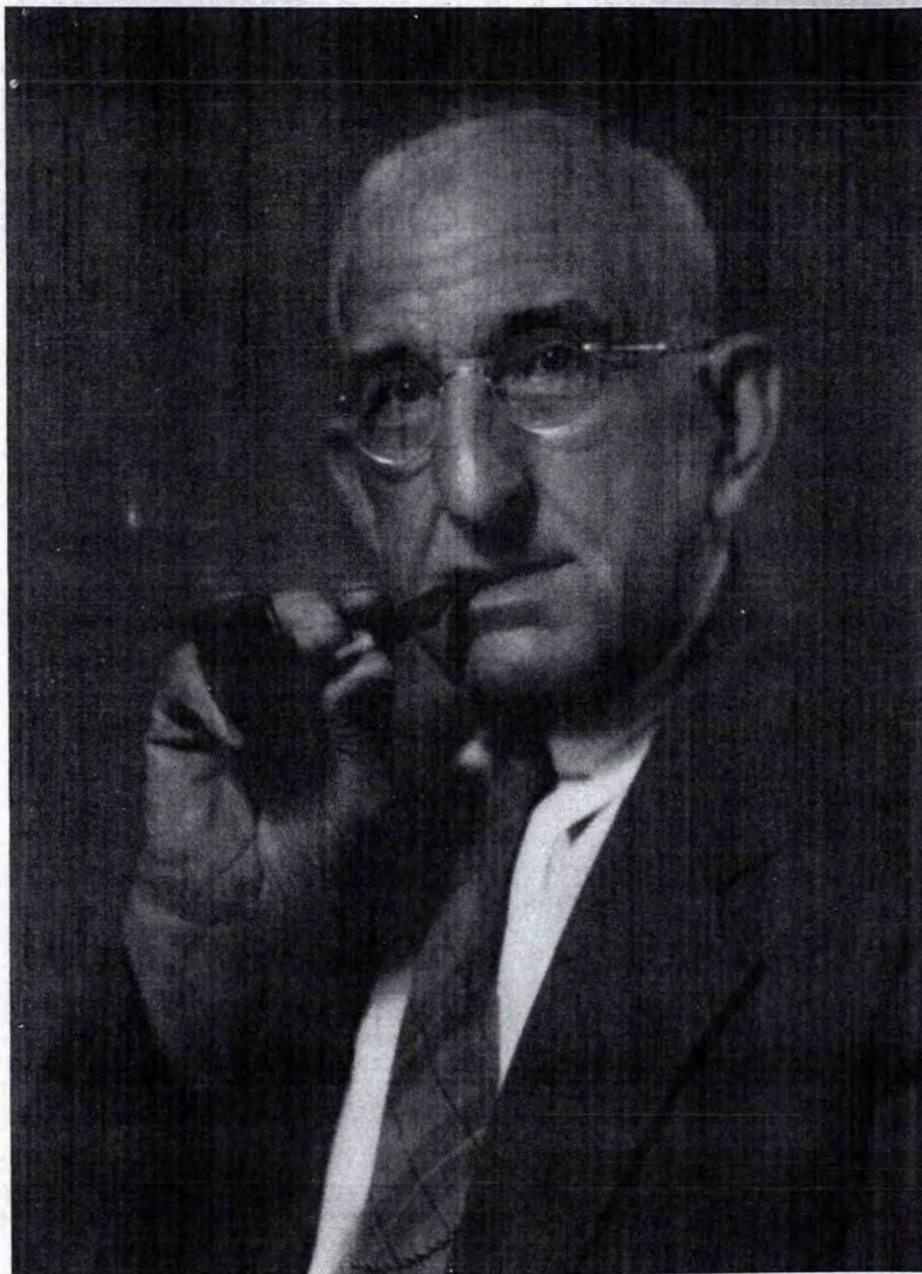
This Evidence of Appreciation on this, the 7th day of April, 1951

Robert J. Christie

President of the Dairy Club

Richard E. Washburn

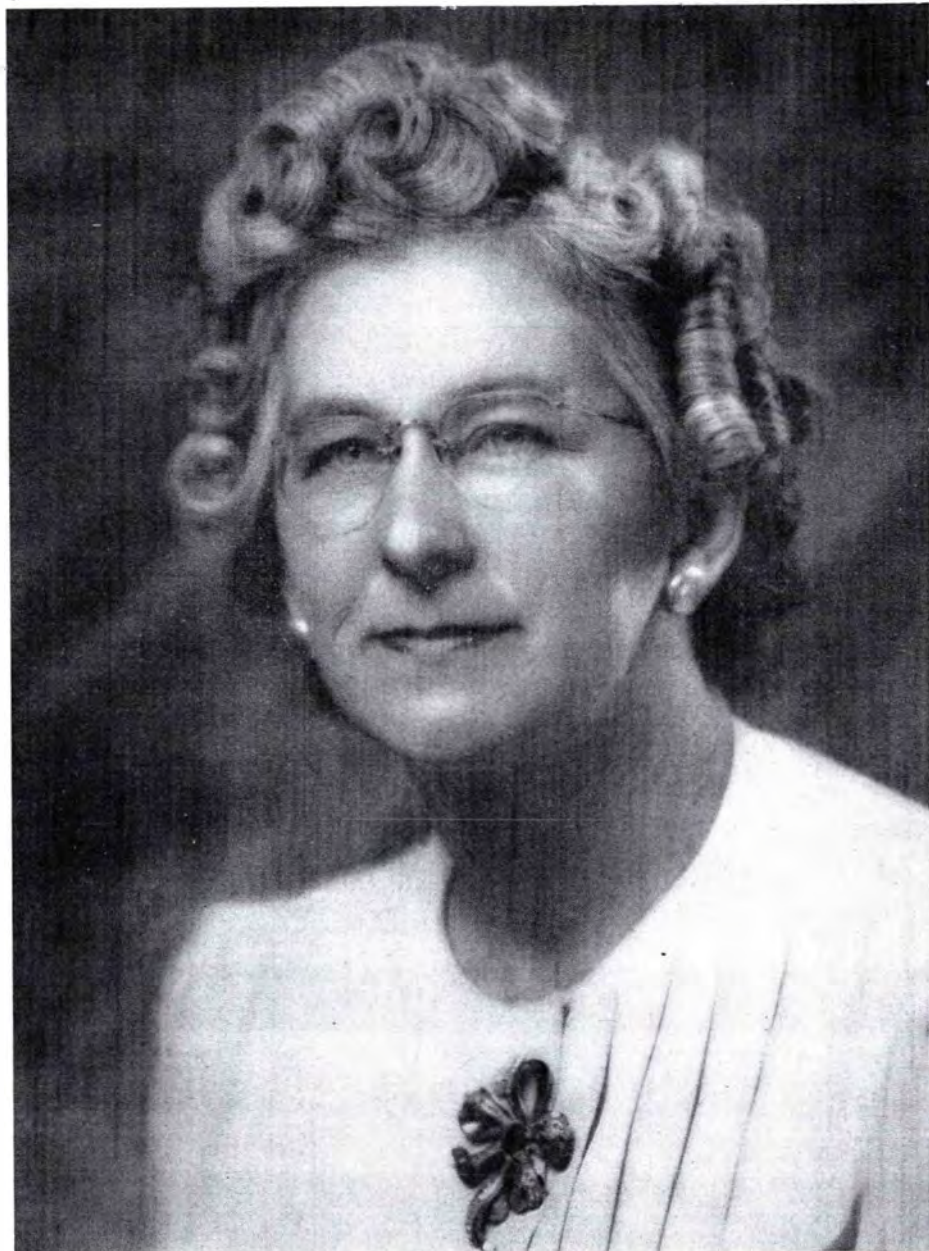
Faculty Advisor



GEORGE WEIGOLD
President and Founder of Torrington Creamery
May 7, 1871 - August 14, 1951



ARTHUR G. WEIGOLD
Manager and Treasurer of Torrington Creamery
Since 1923



KATHERINE M. REBILLARD
Secretary Since 1923



EXHIBIT OF DAIRY PRODUCTS
AT GOSHEN FAIR 1950

Products Of Torrington Creamery

VARIOUS TYPES OF MILK

Grade A. Vitamin D. milk, Homogenized Vitamin D. milk, Golden Guernsey, Vitamin D., Family Pasteurized milk, cans of milk – 10 qts. and 40 qts. wholesale, buttermilk, skim milk, heavy cream, light cream.

Cottage Cheese, Bosco, Chocolate Syrup, Eggs, Tomato Juice, Salt Butter, Sweet Butter, Venetian Quality Ice Cream – twenty flavors, Individual Molds, Sherbets and Ices, Stenciled Cups, Stenciled Slices for all types of occasions, Cakes, Pies, Eskimo Pies, Full to Top Cones at plant, Individual Boxes, Chocolate Bars, Dietetic Ice Cream in vanilla and coffee, Chocolate Fudge Bars, Twin Delights, Decorated Brick Slices for all seasons, names, trademarks and anniversary, Small and Large Cups decorated for all kinds of parties and weddings, Melon Molds, Special Bricks for Weddings, etc., Sultano Roll, Spumoni, Log Rolls, Sandwiches, Pint Bulk, Bulk (2½ gal.).

Famous For Firsts

FIRST IN TORRINGTON

- 1912 Pasteurization of milk.
- 1919 First in U.S.A. to process and sell commercially Homogenized Milk for babies, restaurants, and hospitals – or soft curd pre-digested milk.
- 1923 First refrigerated truck in ice cream distribution.
- 1932 Second in Conn. to produce and sell irradiated vitamin D milk.
- 1934 Soaker type washer.
- 1938 Vogt continuous quick freezing process of Ice Cream.
- 1945 Installed automatic high pressure steam 4 pass generator boiler.
- 1950 First in Connecticut to get License No. 1 to manufacture and process diabetic ice cream.

ICE CREAM CENTENNIAL

One hundred years ago, Jacob Fussell opened the world's first ice cream plant in Baltimore, Md. This year, more than 14,000 manufacturers across the country, whose yearly volume in ice cream sales exceeds one billion dollars, are paying homage to the ingenious dairy pioneer with industry-wide celebration of the Ice Cream centennial.

Although the industry is just 100 years old, ice cream itself is an ancient food; products resembling modern ice cream have been traced back as far as the fourth century, B. C. But until Jacob Fussell put commercial manufacture on a wholesale basis, the cost and labor involved in making ice cream had limited its market to the very wealthy.

The ever-increasing popularity of ice cream has moved it from its former status as a rare delicacy to the present position of a food available to Americans of every income level. Per capita consumption in the last 50 years has increased from one-third of a quart to over 14 quarts per year, and ice cream manufacturers expect that increasing awareness of nutritional standards by the American public will mean a steady upward trend in future ice cream sales.

Modern manufacturing, packaging and freezing methods have contributed greatly to the growth of the ice cream industry, and that growth has provided substantial markets to the other major industries, among them fruit and nut growers, packaging concerns, equipment manufacturers, producers of dairy and egg products.

The ice cream industry plays an important economic role as a stabilizer of the nation's dairy industry. It gives employment to thousands of people. It continually seeks ways in which to give a better product to its customers.

Ice cream producers, in honoring Jacob Fussell, this year dedicate themselves to the task of devoting their energies to manufacturing a product that will continue to be more appetizing, more nutritious, and more popular with people in all walks of life.



SITE WHERE GEORGE WEIGOLD
FIRST STARTED THE MILK INDUSTRY

Left to Right — Edwin B. Hill (President Woonsocket Commercial School), Lena Elmore, Grandma Andrew Weigold, Arthur G. Weigold. In carriage — George Weigold and May C. Weigold. Leading Horse — Andrew Peck. Leading cow — Jacob Weigold. The horse's name was Ned and was sold to George Weigold by William Bowman, Grandma Northrup's brother, who purchased him from the Waterbury Trolley Company when they discontinued using horses to pull trolleys.

The First Fifty Years . . .

This is the story of the development and growth of the Torrington Creamery, one of the important industries of Torrington — important, not alone because of its expansion or the amount of business involved, but because it deals in products which come close to every family and every resident of the community which it has served for half a century.

When George Weigold in the 1890's was laying the foundation of what is the Torrington Creamery as we know it today, Torrington was a town of little over 6,000 population, just beginning to outstrip Winsted, which up to that time had been the metropolis of Litchfield County.

A borough form of government had been adopted only a few years previously, and old-timers were still referring to the central area as "the village", while many outsiders still spoke of it as Wolcottville.

There was talk of a trolley line between here and Winsted, but the line had not yet been put through. The trolley, everybody was saying, was

the coming mode of transportation; and in the ensuing years there was even talk of putting lines through to Litchfield and Thomaston.

Town meetings were still being held in an antiquated frame building which once had been the Methodist church. This stood on the site of the present City Hall.

Bicycling was the popular pastime, and there was considerable grumbling about the condition of the roads which were clogged with mud in the spring, thick with dust in the summer, and filled with frozen ruts in the fall. Illustrative of the condition of the roads was this item which appeared in *The Register* about that time: Three horses had become mired in the mud on the main road at West Torrington. "One," said *The Register* item, "was in so deep that eight or ten men with timbers could not get it out until a second and third team were added. A practical illustration of the need of road reform." At the point where this happened there is now a cement road over which cars hum on pneumatic tires.

In a few years rumors were to come from beyond the hills that a horseless carriage had been perfected, but this contraption would be looked upon as a dangerous mechanical device which, shooting along the highways at the ungodly speed of ten miles an hour, would be a menace to teams and could never be of any practical use.

In the meantime, the horse was still king. Torrington, like every other town of any size, had its "boarding and livery stables" and the clang of the blacksmith's hammer on anvil could be heard on the main street of every village. Hitching posts were in front of many residences, hitching rails lined the roadway in the business section, and watering troughs occupied conspicuous spots along all the highways. One of them, made of wood — later replaced by an unsightly cylinder which previously was a vat in the world's first condensed milk factory — stood in the middle of Center Square, flanked by a bandstand.

The G. A. R. Post was flourishing, and the veterans who fought for the preservation of the union, figured prominently in all parades, wearing their blue uniforms and campaign hats; and were a strong force to be reckoned with in political campaigns. They were still far from being "the thin blue line."

The Allen House was the chief hostelry; stock companies were playing occasional one-night stands at the old Opera House, though most respectable folks still looked upon the theater as a more or less disreputable profession; women advocating equal franchise had not yet started the activities which would lead them to be referred to contemptuously as "suffragettes" — women's place was still considered definitely as being in the home; the question of "license" or "no license" had the town in a furore biennially; the workday in the shops was from 7 a. m. to 6 p. m.; and the unskilled worker who could land a job at a dollar a day considered himself fortunate.

Electricity was beginning to come in, but most towns preferred to continue lighting their streets with naphtha lamps, on the ground that such lamps were more reliable. Torrington and most other towns had their lamp



EARLY DELIVERY WAGON

lighters, who made their appointed rounds in the early evenings and again after dawn. Gas lighting in the homes was much in favor, but those outside the immediate central area still relied on kerosene lamps.

A few telephone lines had been strung up here and there, but they were looked upon somewhat as toys rather than anything which would prove very practical.

The Register, edited by Henry M. White, had just started issuing daily editions; merchants for the most part considered themselves up-to-date if they changed their window displays four times a year, and in most of the stores there were stools or chairs for the accommodation of customers who wanted to sit around and chat for a while.

Milk was "peddled" in cans from which it was dipped with a ladle to pails or pitchers on the veranda; a roller towel and a common glass were the accepted accessories for a public wash room; and "germs" were something which, so far as public knowledge was concerned, had not advanced beyond the feature pages of the more sensational journals.

Those were the highlights of community life when George Weigold was called home from Storrs, where he had started a course in agriculture, to take charge of the family farm near Marshall Lake, because of the illness of his father, Andrew. The father died on July 25, 1889 — on the farm on which he had settled in 1864, after coming from Winsted.

Only a few years before assuming responsibility for the management of the farm, George Weigold had been riding horseback from there to Wolcottville to attend high school.

The nearest neighbors were half a mile away, and it would have been a lonely life for the young man had he not been saddled with the task of operating the farm — a task which left him little time to be lonely.

It was on that farm that, later, Arthur G. Weigold, present head of the creamery, and his sister, Katharine, now Mrs. Emil J. Rebillard, secretary of the company, were born, as was their father before them.

In a letter written to his father by Arthur G. on his 55th birthday in 1945, he recalled some of his boyhood experiences there. We quote from that letter:

"These are some of my memories of the farm: The first ice cream was made in a hand freezer. Once, when I was given the contents of the bottom of a can for myself, I buried it in sawdust in the ice house, on the outside walls of which there was a six-inch air space. It was a windy day, and when I went for my ice cream it was nothing but soggy sawdust, which had blown into the top of the can.

"Another time, when the men were cutting ice on the lake, they chose a new spot for cutting. The old one had frozen and was covered with a light snow. On my way to watch the men I fell through and, without anyone knowing, climbed out and ran home, dripping wet, to change my clothing. I might have drowned, without anyone knowing.

"Being a pioneer, I took an axe and went to the pasture to cut some wood. I saw an interesting root just above the ground and decided to chop it, cutting my ankle as well. I went home, washed the wound in spring water until it stopped bleeding, not telling anyone until about midnight, when a severe pain in my leg made me call for help.

"One Sunday afternoon, after we had ridden home from church and you folks were napping, though I had been warned about playing with matches, I went and built a fire beside the south side of the barn, which had a manure pile against it. I put the fire out and went to play in the other barn, feeding the cows, etc. When I came out, I saw great clouds of smoke coming up over the other barn, and discovered one side of the building was on fire. I awakened you, and with the help of the hired man, we carried water from the giant hogshead where the spring always ran, and, fortunately, put the fire out."

Such was the life of a boy on a farm in those days.

When Andrew Weigold first started operations, he shipped considerable quantities of cheese to Germany, an enterprise which brought more return than milk shipped to New York. That was in the 1880's and early 1890's, when milk was selling for only 1 1-2 to 2 cents a quart on the farm. Such were the conditions in 1892, when George Weigold took charge.

It was the custom in those days, in shipping milk, to fill the can about



PICTURE TAKEN ABOUT 1887

Left to Right — Grace Jorden (later Mrs. Leonard Andrew), Mrs. Warren Wilcox, Samuel D. Reid, William W. Wilcox, manager at the time, Mrs. Frank Jorden, Anna Jorden (now Mrs. Geo. Weigold), Frank Jorden, then butter maker, Addie Jorden (later Mrs. Elford Doolittle), and Joseph Burgeson with the horses. The pump at the left is for pumping buttermilk from a cistern under the road.

three quarters with milk and then fill the balance with ice for refrigeration. The result was that by the time the milk got to New York about one quarter of it was water. However, such things as refrigerator trucks and cars were not known in those days — and nobody seemed to know the difference, anyhow.

Another venture of those early days at the Weigold farm was that of making maple syrup and sugar. This was always a rather uncertain enterprise, however, as there was no way of knowing how the sap was going to run in any one season, being dependent upon weather vagaries.

In connection with this venture a new evaporator was purchased, and this was operated day and night while the sap was running. After the sap had been partly evaporated, the process was completed in the home kitchen. The Weigold sugar was noted for its whiteness, which was achieved by beating.

The demand for the product always exceeded the supply, so there never was any surplus of either syrup or sugar.

Items which appeared in *The Register* in those days tell about Mr. Weigold's early activities. One of the first was this, which was in the West Torrington correspondence in March, 1891:

"George Weigold is milking cows that average one pound of butter for each cow per day, or 25 inches of cream per day, which goes to the Torrington Creamery Company. He has also one of the best sap works in this part of the state — over 200 trees that can be set, but he doesn't expect to do much at it this season, as he says it does not pay."

The maple syrup venture was abandoned in 1896, after a record-breaking February ice-storm wrought havoc with the trees, ruining most of them. The storm was so severe that ice an inch thick formed on the trees and the sides of houses. On such things does Fate turn. Had it not been for that ice storm, George Weigold might have devoted his entire attention to operating a maple syrup and sugar plant. Certainly the opportunities for profit seemed greater than those afforded by a milk market in which milk brought not more than two cents a quart.

It was in 1894 that Mr. Weigold started peddling milk from the farm, having bought the equipment and customers from the Starks family. The largest dairies in these parts at that time were Patterson, Cowles and Weed, the latter two of whom were later bought out by Mr. Weigold.

The original Torrington Creamery on Riverside Avenue had been established in 1887 by William W. Wilcox, who later sold that business and started the Wilcox Creamery, which lasted only a few years. Competition in those days was extremely keen in the limited market afforded by a small town.

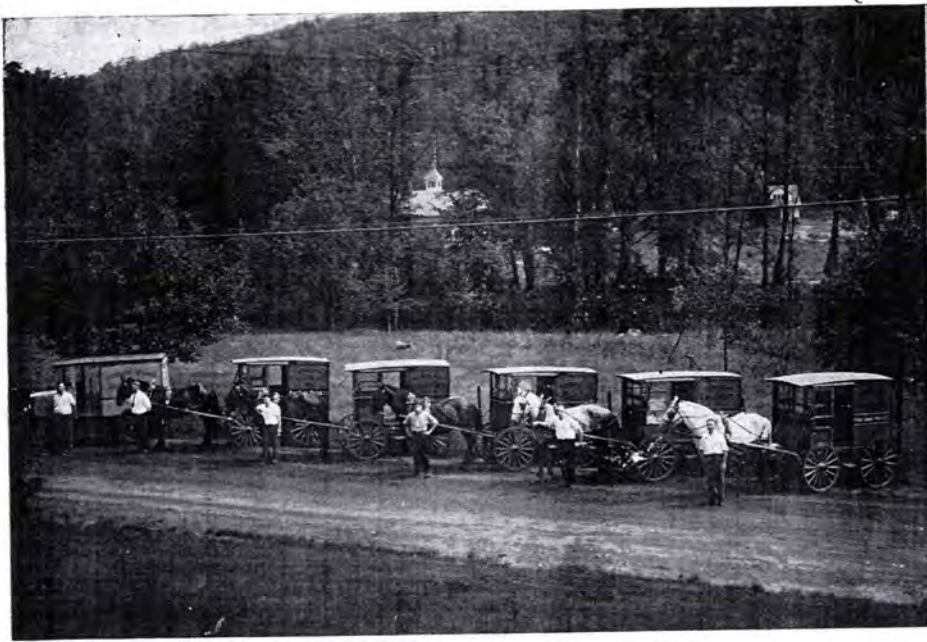
Now and then, when Mr. Weigold was short of milk, he would send over to East Street, Goshen, to Ed Johnson's farm, to replenish the supply. This section at that time was sending milk to the pineapple cheese factory in Goshen — the first pineapple cheese factory in the world.

Ed Hill was the first milk salesman employed by Mr. Weigold. He peddled by horse and wagon over a route averaging about 20 miles a day. Some of the other early employes were John Harris, Harry Bowman, Harry Peck and Mary Peck, the latter being one of Mr. Weigold's sisters.

Returning again to Arthur G. Weigold's anniversary letter to his father:

"While we lived on the farm I went to Brandy Hill school. The teacher was Agnes Alldis, who later married William Latimer. The school was about a mile from Drakeville. After a couple of years I was transferred to the Newfield school (now a private home) and there continued my schooling until one icy day, while riding down hill with Lee North on a sleigh guided with skates between the shafts, we turned over and all the load fell on me. My leg was broken at the hip. Uncle Will Bowman carried me home on a sleigh, and over the bare spots, where the snow had blown off the road, I nearly died with pain. Dr. Frank A. Pulver had just graduated from college and begun practicing medicine. You knew him, so he, with the advice of Dr. Hudson Pulver, set my leg, and I lay for six weeks with weights pulling the end of my leg — not too comfortable, but a job well done.

"Then, as I got up and around, you moved to Torrington, where you had already started to peddle milk, and you were enlarging the business and were going to take charge of the distributing end.



PIONEER HORSE DRAWN VEHICLES

Left to right — W. Burdick, W. Wellnitz, E. Soja, W. Richard, J. Catty, and D. Maskowsky.

"You first located in the old electric light building on Franklin street, or East Branch street, as it was then known, later moving to quarters on South Main Street, behind Alfred Wall's three houses, which are still standing between the state trade school and the armory. We lived on South Main Street in the house of Mr. Jackson, father-in-law of Frederick L. Braman (very nice people) with W. H. Morrison on the north in the house now occupied by James H. Graham, with Sage's laboratory in the rear on Clarence Street, and with George F. Austin on the other side, and Jesse Rose across the street.

"These acquaintances brought new beginnings and ideas to me and I used to go with you, peddling milk before school, and on Saturdays. Then you bought a horse owned by Isabelle Coe, later Mrs. George Vogel, and a house on South Main Street, where the armory now stands, through F. F. Fuessenich, who had worked on your father's farm when he came from Germany. He later was president of the Hendey Machine company and became a prominent citizen."

In March, 1898, this item appeared in The Register:

"George Weigold's milk business is growing so that he has put on another delivery wagon, making three. Sherman Patterson, who has been with C. E. Tanner, is the new route man, others being B. W. Crissey and Frank Estey. Mr. Weigold is outgrowing his quarters in the electric light building."



TORRINGTON ICE CREAM PARTY PHOTOGRAPHS





YEARLY CONTRIBUTION TO CHILDREN

Mr. Weigold later went into partnership with Messrs. Patterson and Crissey, and was soon selling 1,500 quarts of milk daily.

A few months later this item appeared:

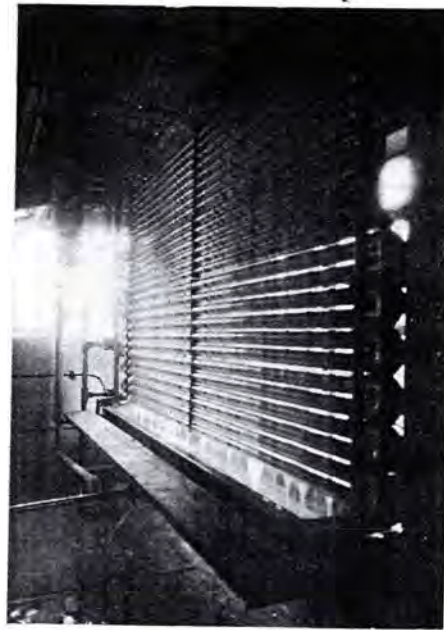
“George Weigold, popular milk dealer, has moved his business from his East Branch station to the larger quarters on South Main Street, recently vacated by C. E. Tanner – Patterson’s building – where, with new and improved facilities, he will serve his increasing trade.”

And, just to illustrate the changes which have taken place, an item in The Register of that period told about an auction up at the Richard Hennessy farm at which cows were sold at \$35 each. Incidentally, the best price bid for a ton of hay was \$7. However, that was considered a bit too low, even for those days.

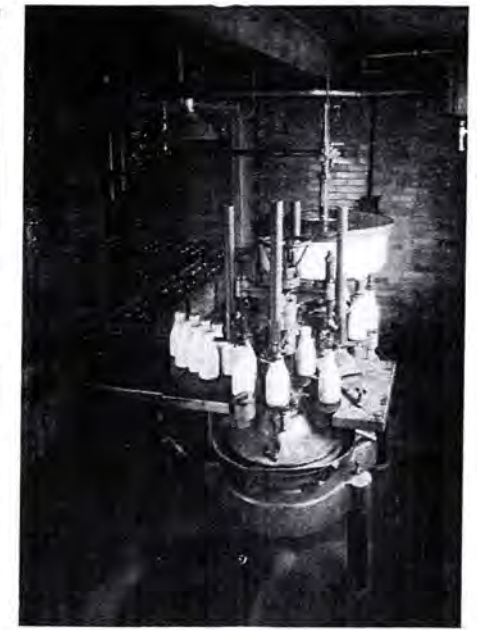
In 1899 Mr. Weigold sold the business to his partners and went to Amherst Agricultural college for a course in butter-making. His heart was in the work and, being an apt student, he won first honors in his class, together with a prize of \$25 in gold.

Rejecting an offer to go out to Iowa to manage a butter plant, he returned to Torrington. Learning that the Torrington Creamery was for sale, he purchased it from George C. Ives. That was in 1900.

The creamery then, as now, was on Riverside Avenue. Mr. Weigold



MILK COOLER



MILK BOTTLER

and his family lived upstairs. Downstairs were the boiler room and shed, creamery, butter-making apparatus, etc.

In those days Riverside Avenue, a typical country road, passed to the south and west of the creamery, instead of on the east side, as at present. The highway had been laid out by Jesse B. Rose and was known at first as Rose Street. It crossed land owned by Mr. Rose, John Workman, Levi Hodges, Angeline K. Abbott, Elizabeth H. Cowles, Wilcox & Gamwell, the First Ecclesiastical society and Achille F. Migeon.

Arthur G. was attending school in West Torrington, where his teacher was Carrie Allen – now Mrs. H. B. Hanchett – and occasionally her sister, Esther.

“They were examples of good dress, politeness and fine personalities, which helped me considerably in later years,” Mr. Weigold recalled in the anniversary letter to his father.

From West Torrington school he went to Wetmore and thence to the high school.

His business acumen was evidenced early. As an example of this he recalled recently that on one occasion his father offered him \$5 to clean the ice house, whereupon he hired five boys at 25 cents each and the job was finished in such short order that “Dad” felt he had been a little too liberal in his offer, and the young contractor had some difficulty in collecting.

Arthur G. recalls that when his dad bought the creamery he had a brick tank in the middle of the road into which he used to run buttermilk, from which it was pumped out and sold to farmers for ten cents a 40-quart can. Later a large pigpen was built across the road and this extra milk was fed to the pigs, along with grain. One day, he recalls, there was a sudden heavy rainfall, and the west branch of the Naugatuck overflowed and nearly washed the pigs away. However, fast work, wading out into the water, resulted in most of them being saved. A few years later when the old buttermilk tank was not used, the road caved in. While town workers were repairing the damage, a pair of horses went over the bank but were recovered without loss. There wasn't a dull minute in the dairy business in those days.

It is interesting to note that F. F. Jordan, who was butter-maker at the creamery, served at the same time as pastor of the First Congregational church. After taking over the business, Mr. Weigold did all the buttermaking himself, utilizing the knowledge which he gained at Amherst. On Saturdays the product was distributed to private families by Arthur G. Rivalry was keen in those days, there being over 40 retail butter distributors here.

The butter, being of the high quality which has always characterized the products of the Torrington Creamery under Weigold management, the demand for the butter grew steadily, and it became necessary for Mr. Weigold to go out further and further into the country to gather the raw product.

With the development of butter came a growing cream business, with shipments extending as far as Bridgeport. At one time Mr. Weigold was shipping 70 cans of cream daily during the summer months in addition to the butter.

Along about that time, Mr. Weigold wished to buy the land next door from Hugh McLaughlin, but couldn't get together with him, so he arranged to have a neighbor buy it. First the land was deeded to the neighbor, who in turn deeded it to Mr. Weigold. The latter did not bother reading the deed, but, after a few years, when he started to build on the property, he was erecting a retaining wall, and the neighbor came along and warned him that he had better check the deed. This was done and he discovered that the neighbor had inserted clauses providing for three rights of way, one 60 feet wide and the other two, 40 feet. This made Mr. Weigold pretty mad and he told his good neighbor what he thought of him. It wasn't until 15 years later that he finally got his title clear. The moral of this, of course, is that it pays to look over the papers carefully whenever any transaction is made.

One of the big handicaps in the creamery business in those days was the cooling and storing of products. "Modern refrigeration methods were undreamed of, and everything was dependent upon natural ice, necessitating processes which were slow and cumbersome."

As side-lines to the milk business, cheese and eggs were handled, and ere long Arthur G. Weigold was on the road most of the time, either peddling or collecting. Many old-timers, no doubt, still recall the old horse-drawn covered delivery wagons which were then in vogue. Covering a route in those days was considerably more tedious and uncomfortable than in these

days, when a driver is able to speed along in an easy-riding, conveniently equipped motor truck. In the winter, snow runners replaced the wheels and the difficulties in getting about were trebled. Frequently the "milk team" was depended upon to break open the roads after a heavy snow, especially in the outside areas. Many times it was necessary to drive "across lots" in order to get around heavy drifts; and many times the driver had to alight and give the horse a hand. However, like the postman, neither rain, nor snow nor ice, was expected to stay the milkman in making his appointed rounds. This applies today also, of course, but the task is considerably easier, though routes naturally are longer.

Arthur G. continued covering routes until 1906 when he left to enter Storrs college for a course in dairy processing. Many of the things which he learned in that course were put to good effect in the business upon his return.

It was about that time — in 1908 to be exact — that a new venture was undertaken — the establishment of an ice business. Ice was provided not only for the creamery, which, by this time, was using a tremendous amount, but was also supplied to customers along a route through the north end of town.

In order to supply his own ice needs, as well as the needs of his customers, Mr. Weigold had to cut his pond over three times a year, right close to the edge each time. Even this soon proved inadequate, so a larger pond, 2 1-2 times the size of the original pond, was built on Riverside Avenue, opposite the creamery. This necessitated removing the old dam and also erecting a larger ice house.

The land adjoining was so sandy that there was difficulty in holding the water. The banks were sodded with turf, but this did not help much. That fall they had to pump water from the Union Hardware dam day and night to fill the pond, and, as the weather grew colder, it became more difficult to keep it filled sufficiently. In fact, before the crop had been harvested, most of the water had disappeared, and by the time the last crop was cut the harvesters had to go out in hip boots and drag the cakes of ice over the humps on the bottom. It was a cold and difficult job filling the ice house under such conditions.

The next season, in an effort to solve the problem, still another dam was built and this worked successfully until there was a bad freezing year, when, in order to get sufficient ice, a temporary ice house was built at B. C. Patterson's pond on Highland Avenue, and with this the Creamery was able to struggle through.

In the fall of 1911 the Creamery suffered a serious setback when an epidemic of typhoid fever broke out in Torrington. At that time heavy shipments were being made to Waterbury, Bridgeport, and other cities down the line. All food products from Torrington were immediately shunned and on September 18 the company was ordered not to ship any more of its products out of town. The farmers' cream had to be diverted to the West Goshen Creamery, conducted by Harrison H. Ives, and be shipped from East Litchfield until the scare died down. As a result of this embargo, the creamery lost thousands of dollars in business, and a tremendous volume of products had to be turned into surplus.



HOMOGENIZER

After the damage had been done, the health department officials gave the Torrington Creamery a clean bill of health, and the embargo was lifted. Once again the Creamery had to start rebuilding, by hard and honest toil, the business and prestige which it had unjustly lost.

A natural outgrowth of the milk and cream business was the making of ice cream. This business started in 1906 with an old style 20-quart hand freezer. Bricks were made and then hardened by submerging them in a tank and covering them with salt and ice. Later came a 10-gallon power freezer, and this in turn gave place to a continuous brine freezer, then a direct ammonia freezer. The latter was used until 1935 when a Vogt quick process freezer, the last word in ice cream manufacturing, was introduced.

Concerning those early days of ice cream making, an article written by Arthur G. Weigold for the Ice Cream Field Magazine in 1943, said:

"Those were the days we had to turn the crank by hand until the ice cream was frozen — always a different texture and flavor. Oh, what a time! Then the store problem was very difficult. It seemed a day-to-day problem, for many storekeepers were not ambitious enough to repack the ice cream in the tub with salt and ice each night and morning, so it would be difficult to hold it over until the next day. Invariably the storekeeper was the loser unless he sold it all the same day.

"I believe the first ice cream we made was sold and delivered for fifty cents a gallon for one kind, and seventy-five cents a gallon for another, twenty cents a quart retail."



PASTEURIZER

In connection with the subject of ice cream it is interesting to note that, although many people suppose that the healthful frozen delicacy is a comparatively new product, its history actually goes back to the time of Nero — 62 A. D. — it being recorded that for one of the sumptuous Roman feasts, fast runners were dispatched to the mountains to bring baskets of snow which was flavored with honey, juices and pulpy fruits, and placed before the emperor with great pomp and ceremony. Ice cream was on its way. One of the first records of its being served in America is contained in a letter written in 1700 by a guest of Governor Bladen of Maryland, who said:

"We had a dessert no less curious; among the rarities of which it was compos'd was some fine ice cream which, with the strawberries and milk, eat most deliciously."

President Washington was an ice cream fan, and at his home at Mount Vernon always kept "two pewter ice cream pots."

It was not until 1851 however, that the first ice cream plant — still in operation today — was established — in Washington, D. C. After that, plants quickly spread to other cities. Ice cream definitely had arrived!

Cones were first used at the world's fair in St. Louis, and Eskimo pies came along in 1922.

Today the consumption of ice cream in America is 790,000,000 gallons annually — and Torrington eats its full proportionate share.

Leaving this brief historical digression, we return to the Torrington Creamery.

The first really big order which it received was for 200 gallons in individual boxes, 28 boxes to a gallon, with a spoon in each, for a huge, one-day state field day event here. Here's how Arthur G. described that transaction in his magazine article, as follows:

"We borrowed all the tubs and cans in the Naugatuck Valley, bought barrels and even used milk cans, to pack the ice cream in, freezing and accumulating ice cream for about ten days. Of course, it all had to be repacked twice daily with salt and ice. Came the big field day and it turned cold. We tried every way possible to sell this to the best advantage but the end of the day found 143 gallons in individual boxes on our hands. You may imagine how much of this we could sell in a rural area. Remember, too, those were horse-and-buggy days. When the wagon wheels ran out of grease, we poured cream on the axle to get home."

Much of those 143 gallons had to be charged up to profit and loss.

It's fun to talk about it now, but it was not much fun at the time for the hard-pressed, hard-working dairymen.

To quote further from the article:

"In those early days money was so scarce that we used to buy run-down horses for our delivery equipment. When we had fattened them, we would swap, faring pretty well usually, though a horse trader usually runs up against strong competition sooner or later."

The creamery has been selling ice cream at the Harwinton Fair for 40 years. When it first started selling there, the old method of packing the cans in tubs with salt and ice made it necessary to start making the ice cream nearly a week before the fair. When fair day came, these tubs were transported to Harwinton in horse-drawn trucks — and if the day happened to be cold, with consequent falling off in demand for ice cream, much of it had to be brought back by the same means.

The creamery also has sold its product at Riverton and Goshen fairs for many years.

Today over 160,000 gallons of ice cream, sold under the familiar trade mark of Venetian Quality, are manufactured annually at the plant, and shipped to every corner of Litchfield county.

During the period of development of the ice cream phase of the business, Arthur G. was gradually relieving his father of many of the details of management. At this period also — Arthur G. took upon himself additional responsibilities, being married on May 14, 1912, to Miss Heppie M. Miles of Goshen, who, down through the years, has been of incalculable assistance to him in his work.

It was in 1916 that George Weigold finally turned the entire management of the business over to Arthur G. At that time buttermilk was selling for two cents a quart retail; 10 to 20 cents for 40 quarts wholesale; ice cream, penny and nickel for cones; 50 and 75 cents a gallon for bulk cream, or 25 cents a quart retail; milk, five to six cents a quart retail.



ARTHUR G. WEIGOLD WITH DISPLAY AT ARMORY 1950

Upon assuming management, Arthur G. bought new machinery, altered and enlarged the plant, bought trucks and went into debt to the tune of \$40,000. On top of that there were outstanding notes of \$9,000. It was a terrific burden, fraught with nerve-racking worry, but as time went on the investment began paying dividends and the creamery was able to meet the growing demands of a growing town, which had become a city.

The equipment added in 1916 included refrigerating and pasteurizing machinery. In that year Mr. Weigold further increased his growing business by purchasing the wholesale milk and ice cream business of Harrison H. Ives, and leasing his plant and equipment, which was located on Norfolk Street. Mr. Ives conducted the business for 20 years, and was formerly president of the old Goshen Creamery company, of which his father, Henry H., was one of the organizers. He finally gained full control of the company. In 1915 the plant in Goshen was closed and the business moved to the Norfolk Street plant.

The notice of the sale of the business was given in The Register on Nov. 1, 1916 as follows:

"Having disposed of my milk and ice cream business to George Weigold I wish to state to my customers that the change will include my plant and equipment on Norfolk Street. Mr. Wetmore, the ice cream maker, will continue with Mr. Weigold, which will guarantee the same quality of goods as before. The supply of milk from my farms will be handled by Mr. Weigold."



TORRINGTON CREAMERY AS IT LOOKS TODAY

This was the nucleus of the business which Mr. Weigold had sold when he went to Amherst. In every way, the Torrington Creamery was on the up and up. Its success has been due largely to a reputation built up through the years. The basis of this reputation can be found in a historical address made by Arthur G. Weigold in which he said:

"My advice to anyone who has additional burdens to meet is to look yourself squarely in the face, get up every morning with a clean conscience, play the game squarely, give the people what they want when they want it, keep the quality of your product high, and you are bound to surmount any difficulties."

Following that precept has proved a firm cornerstone on which to build a business which holds the confidence and friendship of the public. The steady growth of the Torrington Creamery is proof of this — if proof is needed.

One of the many handicaps which the company had to meet was a "price war" in 1919 during which milk, which had been selling at a narrow margin of profit at 16 cents a quart, dropped to around 10 cents. The competitor responsible for this, who had made the avowed threat that he would put the Torrington Creamery out of business, succeeded only in wrecking his own business, and ending with debts of over \$35,000.

Within six months, the lesson not having been learned, another price war developed, and again the price dropped to 10 cents. It was a bitter struggle for existence but once again the Torrington Creamery succeeded in weathering the storm.



ANOTHER VIEW OF PRESENT TORRINGTON CREAMERY

Every spare dollar that was available was put back into the business in order that the quality of the products might be improved, and the service to the public bettered. The results of this policy are evidenced, not only in quality and service, but in the success of the business.

The Torrington Creamery pioneered in many things. It was one of the first creameries in the state to put a refrigeration truck on the road — built, incidentally, by John Baeder, who had a carriage-making plant on East Main Street. Among the creamery's "firsts" in Torrington were: first to sell tuberculin-tested milk, first to pasteurize milk and cream, first to homogenize milk — not only in Torrington, but in the United States — first to use continuous quick freezing low temperature freezer and sub-zero temperature cooler; first to use soaker type washer and first to irradiate milk for fortification of vitamin D milk.

To quote again from Arthur G. Weigold's letter:

"With the help of engineers, salesmen and loyal employees I have inspired, arranged, worried, planned, conceived every move, whether pertaining to machinery, buildings, policies, advertising — and of course, have made some mistakes, since starting in my 40 years of service with the company. There is no other medium-sized plant that has the up-to-the-minute mechanisms and supplies for doing business and selling more products than some of the larger plants in New England."



THE NEW GARAGE

"All of this," he wrote to his father, "could not have been done without the groundwork and hard work, planning and initiative of you and Mother Weigold, for she inspired you and stuck by that business when it was young and growing, most always on her nerve, working day and night to do her share — a very loyal, sacrificial and religious personality of the highest type."

In 1923 the Torrington Creamery was incorporated with George Weigold as president; Arthur G. Weigold, manager and treasurer, and Mrs. Emile J. Rebillard, the former Miss Katharine Weigold, as secretary.

It was in 1919 that they began to homogenize or emulsify milk, being the first to do this in the United States, and in 1923 they were the first to use covered caps on milk bottles. In 1934 they installed the vitamin D equipment for irradiating milk, giving each quart a vitamin equivalent of three teaspoonsful of cod liver oil.

In the spring of 1928-1929, the plant on Riverside Avenue was extensively enlarged with a brick addition. One day while this work was in progress, a fire broke out in the older section of the plant. While the firemen were fighting the blaze at that end, workmen of the Torrington Building Company continued uninterruptedly at the task of building at the other end. That incident, in a way, typified the spirit of the Torrington Creamery, a spirit which has kept it moving progressively forward despite every obstacle and handicap, always ahead of every competitor.

Since 1916 the volume of business has increased seven times.



TORRINGTON CREAMERY AGAIN

Arthur G. Weigold does not hesitate to give due credit for the growth and expansion to the loyal co-operation of all the employes over the long period of years. "Without this co-operation we would have gotten nowhere," he concedes.

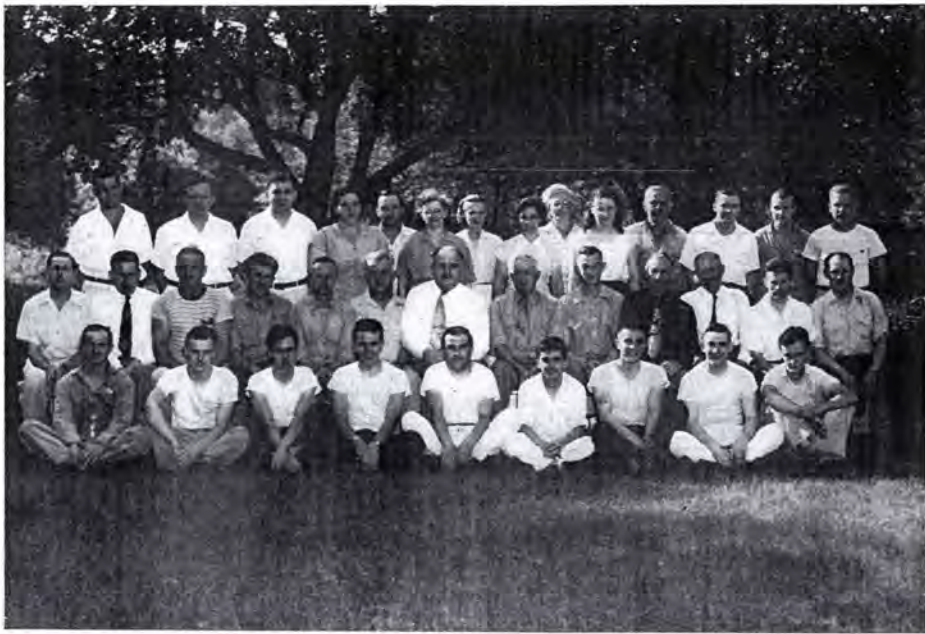
To quote again from his magazine article:

"To what do I attribute our success? First of all, to the loyalty and cooperation of our employees. We strive to solve our employees' personal problems each day and build a happy family 'spirit.' There isn't a worker in our organization who won't go out of his way to promote the company's interests and lend a helping hand to a fellow worker.

"Careful planning, too, is of prime importance. In my thirty-six years in the dairy business, I find that our organization runs so smoothly primarily because most of the thinking, planning and trouble fixing is done outside the plant.

"Keep your credit standing high, discount your bills if possible and when borrowing from your bank, plan far ahead so that you can meet your obligations on the due date.

"Another policy we have followed closely is to maintain close contact with customers. I make it a point to call on them regularly and talk over their daily problems. Also to insure greater loyalty and cooperation by giving conscientious, courteous, man-to-man service.



GROUP OF ALL EMPLOYEES

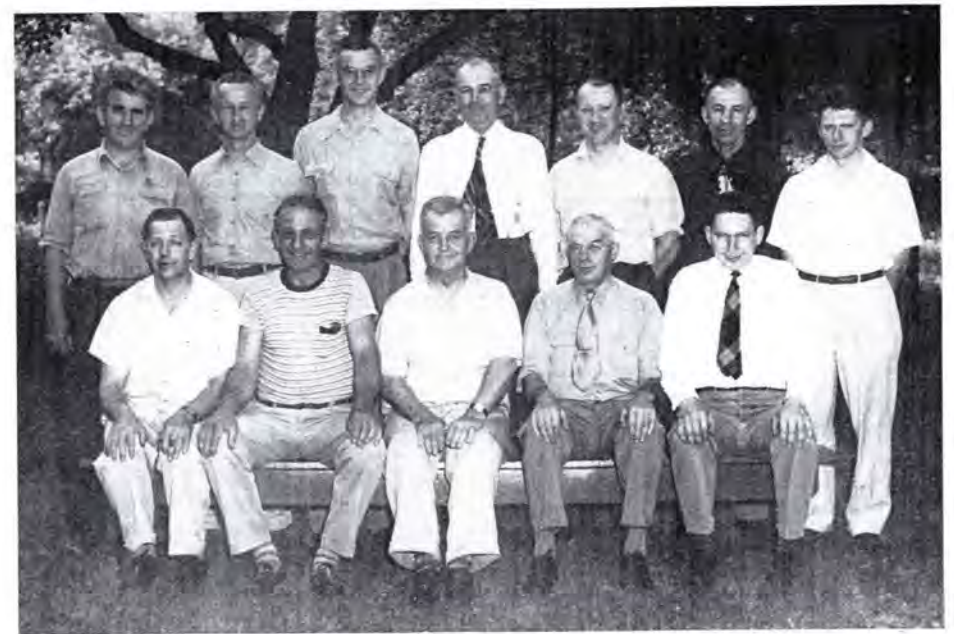
Top Row, Left to Right—Moore, Dreger, Repas, Mrs. DeFaité, Doolittle, Mrs. Meyer, Miss Wheeler, Mrs. Bernard, Mrs. Rebillard, Miss Weigold, Michelet, Bartley, Aeschliman, Rebillard.
 Middle — Baltuskonis, Weigold, Wellnitz, Higgins, Fador, Burdick, Weigold, Forrest, Grady, Merati, Sanford (deceased), Weingart, Peloquin.
 Bottom — Horvath, Shugrue, Hanrahan, Abraham, Lascko, Danaher, Murphy, Lemire, Boldt.

“We strive to watch inventory closely, keeping ahead as much as possible on available supplies so that we will have ample stock at all times.

“Make repairs daily as required and by watching minor details escape major troubles — youll soon learn, as I have from many years’ experience, the cause of these petty troubles and how to avoid them.

“Yes, we have our troubles, too. Returning from a convention once, I asked my son, George, who had been left in charge, how everything was. He said, ‘Everything was under control, but while you were away a horse died, we had an exceptionally hot spell and ran out of cream, and a 500-gallon storage tank blew up, but outside of that everything is fine.’”

During all these years both Mr. Weigold and his son were taking an active part in community life — in the Grange, the church, and in civic and fraternal organizations — generously supporting every movement for the welfare of the town in which they lived and worked. For many years Arthur G. has been prominent in the Y.M.C.A. of which he was a director; the Boy Scout movement of which he was Tunxis Council president; former chairman of the



SALESMEN

Top Row, Left to Right — Higgins, Fador, Grady, Sanford (deceased), Peloquin, Merati, Weingart.
 Bottom — Baltuskonis, Wellnitz, Burdick, Forrest, Weigold.

Red Cross drive; the Rotary club, of which he is a past president; the Masons, Eagles, Elks, Odd Fellows, Shrine, Past Chancellor Commander of Knights of Pythias; trustee of 4-H Club Foundation, president of John Brown association; and other groups.

Neither he nor his father ever sought public office, but in 1916 George Weigold was nominated as Republican candidate for representative from Torrington, and 14 years later, Arthur G. was elected as a representative. Arthur G. was elected in 1950 as a Connecticut State Senator from the 30th District for a two-year term. He served on the City Board of Finance for six years, as general chairman of 25th Anniversary City of Torrington, as general chairman Sphinx Temple Shrine Ceremonial in 1948; Past President Chamber of Commerce for two years; member and Director of Torrington Club. In 1946 he served as Torrington chairman of the Litchfield County Food Conservation. He served many years as Director, and finally President, of the Torrington Country Club. Both, with their families, have long been active in the affairs of the First Congregational Church, and its organizations.

He has served as a member of the executive board of the New England Association of Ice Cream Manufacturers, Board of Directors of the International Ice Cream Manufacturers Association, Director Conn. Dairy & Food Council, and is a familiar figure at every important gathering of ice cream makers or dairymen.

Both Mr. Weigold, Sr., and his son, have been prominent in the gather-



PLANT EMPLOYEES

Back Row, Left to Right — Doolittle, Bartley, Murphy, Weigold, Repas, Horvath, Aeschliman, Weigold.

Middle — Miss Wheeler, Mrs. Meyer, Mrs. Weigold, Mrs. DeFaite, Mrs. Bernard, Miss Weigold.

Bottom — Lascko, Hanrahan, Abraham, Lemire, Danaher, Sokol.

ings of the Stumpf-Weigold family association, which was organized in 1907, and which has held reunions annually. Folden Stumpf, the patriarch of the family, came from Germany in 1850. He was a brother of Catherine Stumpf, who, a few years later, joined him here, and subsequently became the wife of Andrew Weigold. The couple had five children, one of whom was George Weigold.

That Mr. Weigold and the other members of his family have taken such an active part in community life, despite the tremendous demands upon their time and energy in building their business, is renewed evidence of the old saying that if you want a man to do a job, pick the busy man and he'll find time for it. The members of the Weigold family, by their public-spirited community contributions, have become as much an integral part of Torrington as is the business which they have developed.

Some years ago Mr. Weigold, Sr., purchased a place in Melbourne, Fla., and since then has spent the greater part of each year there, leaving the business here entirely in the hands of his son and the other younger members of the family. In Florida he has devoted considerable attention to the cultivation of citrus fruits, a considerable proportion of which are shipped north to the creamery or to his friends here.

The Torrington Creamery is now handling six times the number of quarts of milk and gallons of ice cream more than it did in 1923. A far greater asset is one not measurable in dollars and cents — that intangible thing known as good will, something which the company has been building for, lo, these 50 years — an asset built by service, honesty and square dealing.

This asset has grown down through the years as the material assets have grown; and so long as members of the Weigold family continue to operate the Torrington Creamery there is assurance that that good will will continue growing through the years to come. On that foundation the Torrington Creamery was built, and on that it stands, looking ahead to a bright future in a community that also is going to continue going forward.

The Torrington Creamery takes pardonable pride in its record and is grateful to the people for the patronage and support which have made that record possible. For close to half a century the Torrington Creamery under Weigold management has been an integral part of this community and hopes to hold that enviable position for many years to come, not alone serving the public, but doing its part to make this a better, healthier and happier town.

APROPOS this year, as ever, is the following message of Christmas greeting which was sent out by the Creamery in 1946 to its patrons —

“To Our Friends:

“At Christmas time a happy smile
And a shake of the hand are well worth while
And a Greeting with a wish sincere —
Helps a lot to bring Good Cheer;
We'd like to visit you today,
And other friends, far, far away.
But time will not permit our meeting,
That's why we're sending you this Greeting.

“Each year as Christmas draws near we realize more than ever that our success is deeply rooted in the warm soil of our customer's friendship. And we are grateful that we have had the pleasure of serving folks like you.

“We appreciate the confidence, and patience, and the understanding you have shown during the past year, and when we say ‘Thank You’ for past favors it comes straight from the heart.

MILESTONES OF MILK HISTORY

- 1611 Cows arrive for Jamestown Colony.
- 1624 Devonshire cows reach the Plymouth Colony.
- 1841 First regular shipment of milk by rail — Orange County to New York City.
- 1856 Pasteur experiment start.
- 1878 Continuous centrifugal cream separator invented by Dr. Gustav De Laval.
- 1884 Milk bottle invented by Dr. Hervey D. Thatcher, Potsdam, N. Y.
- 1886 Automatic bottle filler and capper patented.
- 1890 Tuberculin testing of dairy herds introduced. Dr. S. M. Babcock perfects test for fat content of milk and cream.
- 1892 Certified milk originated by Dr. Henry L. Coit in Essex County, N. J.
- 1893 Nathan Straus depots for pasteurized milk open in New York City.
- 1895 Pasteurizing machines introduced.
- 1906 Paper single-service container patented.
- 1908 First compulsory pasteurization law (Chicago) applying to all milk except that from tuberculin tested cows.
- 1911 Automatic rotary bottle filler and capper perfected.
- 1914 Tank trucks used for transporting milk.
- 1919 Torrington Creamery — The first dairy in the U. S. to process and sell commercially Homogenized milk.
- 1924 Insulated milk tank cars introduced.
- 1932 Methods of increasing Vitamin D in milk made practicable.
- 1933 Fluid milk included in Army ration.
- 1938 Textiles made from milk casein.
- 1942 Wartime milk delivery conservation program inaugurated.

LIST OF EMPLOYEES

James J. Merati	1917	Frank S. Fador	1941
George D. Forrest	1920	Emilio Michelet	1942
E. J. Rebillard	1922	Clifford M. Aeschliman	1943
Charles Waltos	1927	Agnes E. Wheeler	1944
William X. Burdick	1927	Agnes De Faite	1944
Edward F. Dreger	1927	Harry H. Moore	1945
Charles J. Baltuskonis	1928	Michael Sokol, Jr.	1945
Paul Lascko	1932	John W. Higgins	1945
George W. Weigold	1936	Adelbert R. Bartley	1945
Herman A. Weingart	1937	Alex J. LeJeune, Jr.	1945
Harold F. Doolittle	1938	William A. Murphy	1946
William R. Wellnitz	1939	Raymond R. Richardson	1950
Arthur W. Weigold	1939	Frederick W. Kling	1951
Ray C. Grady	1939	Robert E. Bates	1951
Alador S. Horvath	1940	Leon C. Thurlough	1951
John S. Repas	1940	William R. Whitney	1951
Carrie L. Meyer	1941		

The Following Men Have Charge of Various Phases of Operations:

Office Manager —

Emile J. Rebillard
 Agnes E. Wheeler, Asst.
 Mrs. Arthur W. Weigold

Plant Manager — Laboratory Control

George W. Weigold

Processing, Pasteurizing,

Ice Cream Mix Department —

Harry H. Moore
 Frederick W. Kling
 Leon C. Thurlough

Bottling Department —

Paul Lascko
 Harold F. Doolittle
 Raymond Richardson
 William R. Whitney

Ice Cream Manufacturing —

Edward H. Dreger
 John S. Repas
 Carrie L. Meyer
 Agnes Richardson DeFaite

Route Foremen —

Charles J. Baltuskonis
 James J. Merati

Maintenance Mechanical Appliances—

Aladore S. Horvath — Automobile
 and Plant
 Clifford M. Aeschliman — Automob-
 ile and Plant
 William A. Murphy — Mechanical
 Refrigeration
 Emilio Michelet

Ice Cream Salesmen —

Robert E. Bates
 John W. Higgins

Factory Delivery —

William R. Wellnitz
 John W. Higgins
 Michael Sokol, Jr.

Milk Salesmen —

George D. Forrest
 Frank S. Fador
 Raymond C. Grady
 Herman A. Weingart
 William X. Burdick
 Arthur W. Weigold
 Charles Waltos
 Adelbert R. Bartley
 Alex J. LeJeune, Jr.



CHARLES WALTOS

This group have dedicated themselves to the joy and honor of working to further their duties to benefit mankind. Our business is dependent on our service to our fellowmen.

As God would have it — we are brought here to guide and protect the families of Litchfield County — by furthering a greater service to Him and Humanity and be a Friend to all — giving a helping hand daily.

ARTHUR G. WEIGOLD

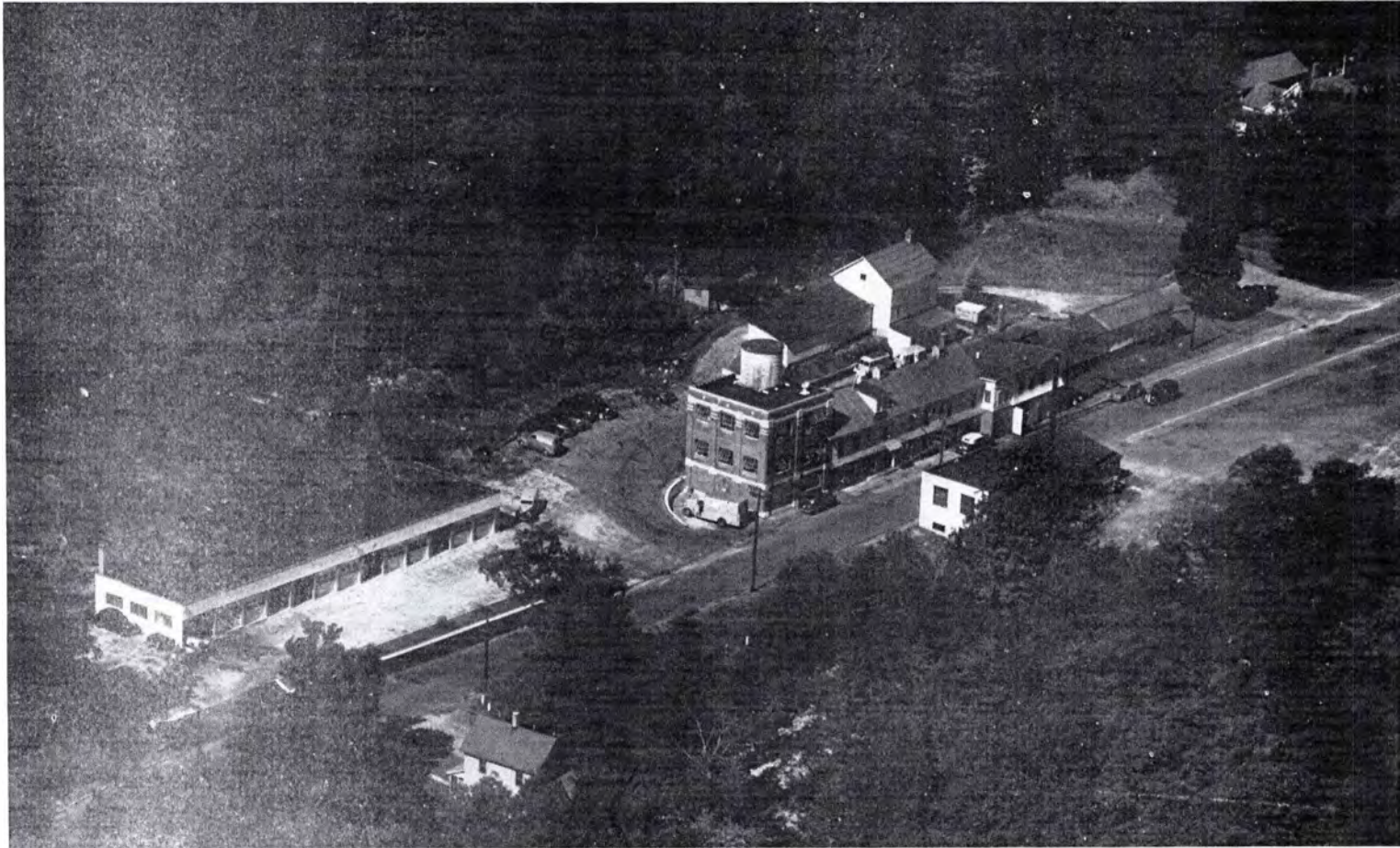
A letter from George Weigold to the Stumpf-Weigold reunion which, incidentally, was held two days before he passed to higher heights in Melbourne, Florida:

“A few words of greeting from Florida. First, if cousin Fred Stumpf, 90 years old, is present, which I am sure he is, and to all others present, I extend my hand of greeting, deepest friendship and love over the miles on this beautiful Florida day and assure you that all my thoughts will be with you.

“I wish to say that three things in succession, are closest to my heart. First, my obligation to my church and the one it represents; second, my own immediate family; and third, ever since its inception, the Stumpf-Weigold association, for the blood that our ancestors brought to America flows through many of our veins.

“I only regret that I cannot be there but may it be a perfect day for all, and I can only leave one thought that somehow we may live worthily so that soon our war trenches may be turned into gardens.”

George Weigold,
 Melbourne, Florida
 August 12th, 1951



PANORAMIC AIR-VIEW EMBRACING THE BUILDINGS THAT COMPRISE THE TORRINGTON CREAMERY
IN A TRULY SCENIC SETTING