

The World Watches Portland Make Ice Cream



George W. Weatherly
The Plasterer
Genius

BY DEWITT HARRY.

ABOUT 400 years ago an Italian chef, imported by Henry III of France, discovered that a little saltpetre poured on the ice surrounding a pot of wine caused the wine to cool faster. Putting on his thinking cap this culinary expert went a step further, he caused the pot to be revolved slowly and some of the wine congealed. Carrying the work along he managed to freeze the contents stiff and thus created a dish that undoubtedly earned for himself fame and material reward. History does not tell us that the chef was knighted. But little stretching of the imagination is necessary to think of him as the Marquis de Ice Cream with an estate in Picardy.

Anyone who can do something better than others becomes, in the course of time, notable. Henry III was proud of his chef, for through the ability of the chef's creative genius his palate was pleased and he possessed something, in the novel frozen sweets, that no other monarch had. The chef was a pioneer in one of the greatest of modern industries. He had the example of others who had brought down ice and snow from mountain peaks to chill the wines for royalty, but he went a step further and created a novelty, did a better job than the others.

Model Plant Built Here.

For several years now Portland has been the Mecca of ice cream manufacturers from all over the world. In 1920 they had their national convention in this city and had an opportunity to inspect the most modern ice cream plant in the world. This central manufacturing establishment, located in East Portland, is the result of years of development on the part of a man with an idea, George W. Weatherly, at one time a plasterer. The Portland plant is serving as the model for similar factories in other parts of the country and since the ice cream manufacturers convention over 500 visitors in the trade have studied the methods in vogue in the Portland plant. Patented machinery, originated in the Portland plant, makes it one of the wonders of the age to the visitors and a source of envy to other localities. It might be safely said that Portland leads the world in the manufacture of ice cream.

Twenty-nine years ago, to be exact, in 1892, George Weatherly ran a small retail cigar store at the corner of Grand avenue and East Morrison street. Weatherly had a laundry agency, and one day as he was "chewing the rag" with the laundry driver, it was suggested to him, "George, why don't you make ice cream here and sell it? It would go mighty good these hot days."

George gave the matter little thought, but a few days later, the persistent laundryman mentioned the matter again. "Well, don't care if I do try it," said George. "But where'll I get a freezer?"

Freezer Is Donated.

"I'll lend you one," said the affable laundryman, and true to his word he brought down an old fashioned hand-turning machine the very next day.

That night George went home and rummaging through his mother's kitchen shelves he found a copy of Dr. Price's cook book, which contained a recipe for making ice cream. The following morning he purchased two quarts of cream, some eggs and sugar, and cooked them into a custard. He also bought 50 pounds of ice and put it in the tub. Then he began turning the crank of the freezer. George cranked, cranked and cranked some more. He cranked for fully two hours, looking into the can inquisitively every few minutes, but the custard was just as thin as when it went in. Then friend laundryman came in, and George showed him the unyielding cream, which refused to harden in any way, shape or form.

"Did you put salt in it?" asked the laundryman.

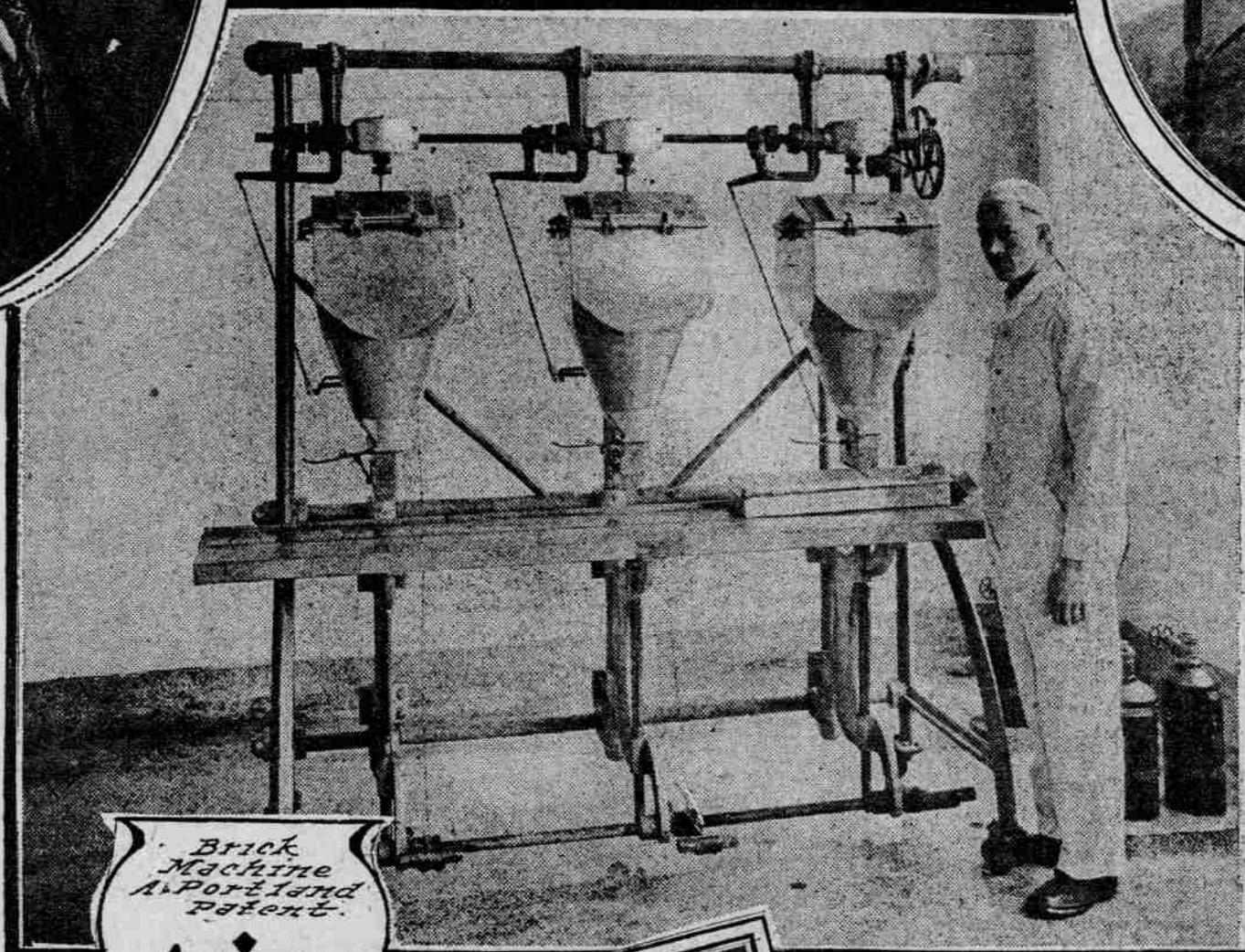
"Gosh-all-fish-hooks, no!" said George.

"Does it require salt?"

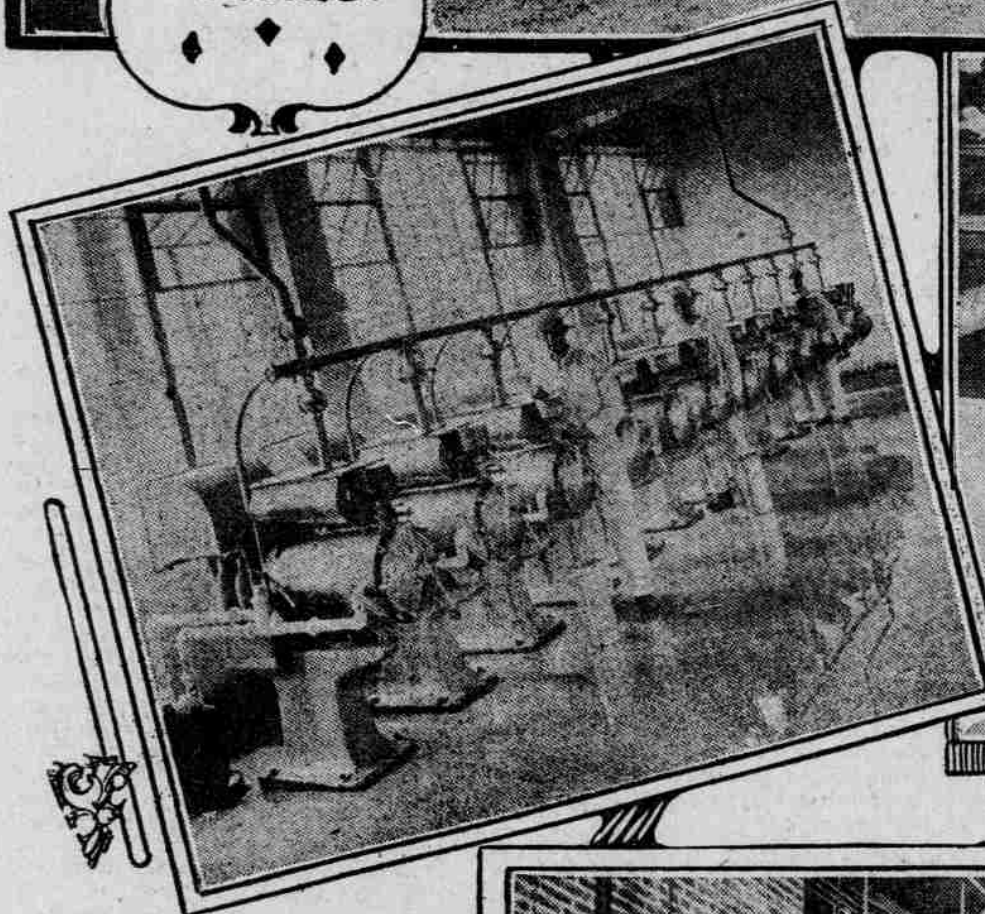
Salt Brings Success.

They went to a grocery across the street and bought a two-pound sack of salt, and in 10 minutes they had a batch of excellent ice cream. This was the beginning of the first commercial ice cream business in Portland, from which city

Tricks of trade discovered in local plant place it far in lead of other similar factories.



Brick Machine
A. Portland
Patent



Battery of Ice Cream
Freezers.

over a million people in the surrounding territory are now supplied with ice cream.

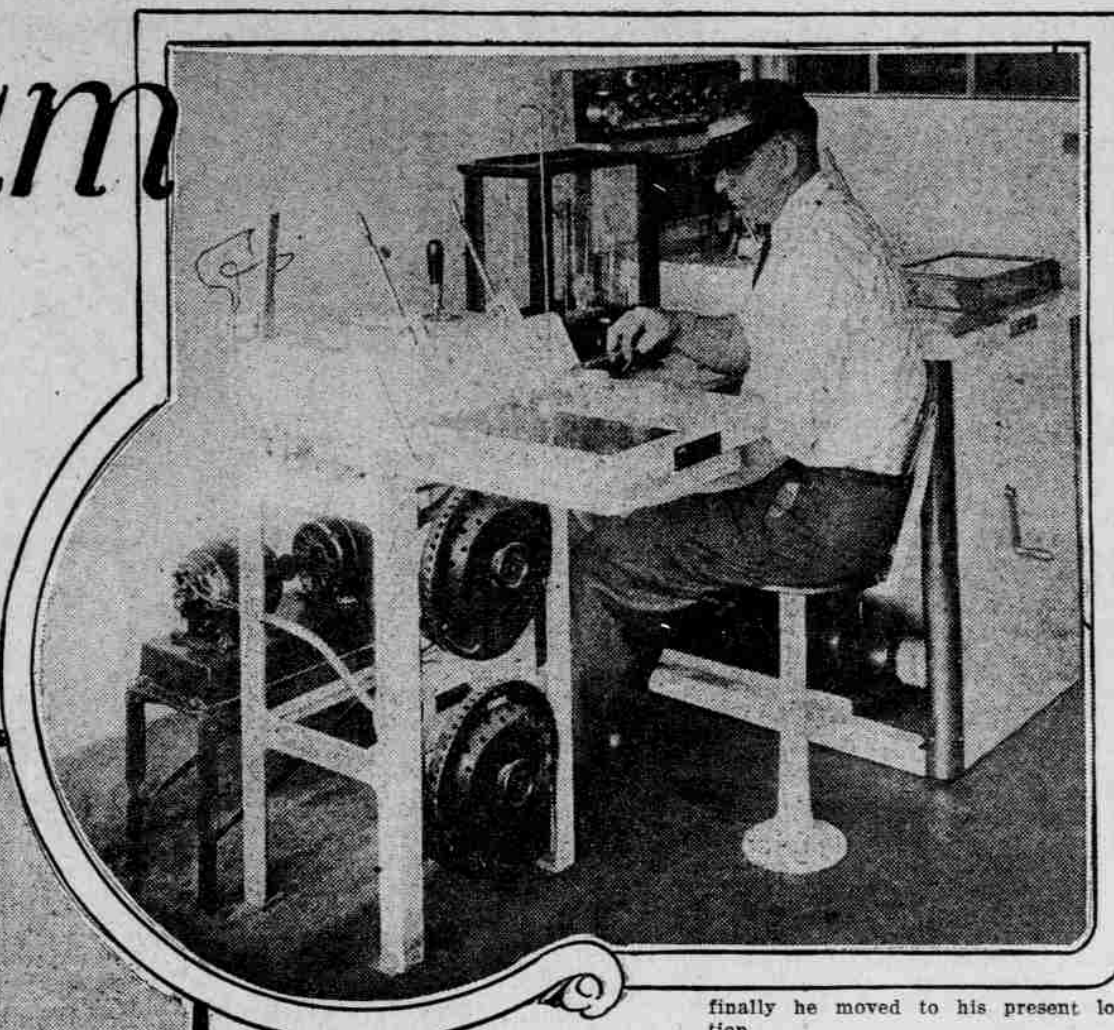
After the first batch was finished Weatherly and the laundryman sat down and ate half of it. Later batches were frozen by loafers who hung around the cigar store, and who received a dish of ice cream as their pay. This proved to be an expensive system, for nearly all the profits were eaten up in this manner, so Weatherly fired the hungry ones and turned the crank himself for the next two or three years.

At this stage, machinery was first introduced into the manufacture of his ice cream. Finding the hand-cranking a tedious and irksome task, and the business increasing all the time, Weatherly made arrangements with a machine shop next door to cut a hole through the wall, through which a rope was attached from their machine to the crank of his freezer, and from that time he dispensed with "elbow grease" for machine power.

Factory Has Start.

When warm weather came on George found that his cream was souring on him, so he bought a small hand churn and hired a butter maker, who remained in service until his death 22 years later.

The small room behind the cigar store was now too small for making both butter and ice cream, so Weatherly, ever resourceful, would hoist the freezer up to the roof while he churned butter, and then when he had to make ice cream he hoisted the churn up to the roof to make room for the operations below. With such persistence and initiative Weatherly could not long remain a small business man. Two moves with enlarged quarters were made at different intervals, and



Chemist Testing
Materials.

finally he moved to his present location.

Associated with G. W. Weatherly today are J. G. Peck, vice-president and superintendent of operation, and George W. Burt, secretary and manager, both of these gentlemen coming into the business in the homely days of its early existence. In 1903 the lad, George Burt, with an appetite for ice cream and a longing for milk, asked Weatherly for a job, a steady job. The job was steady, for 18 hours a day and seven days a week. Burt's first job was washing cans. Today he is manager of the entire ice cream business.

Partners Step In.

About the same time that George Burt came into the business (in 1903) Jake G. Peck, in partnership with another lad named Peterson, had just bought out a small ice plant.

Today the plant occupies a full city block, size 200x200, which comprises but part of the grounds occupied by the company. A garage and auto repair across the street from the main plant forms the final unit of the enormous equipment of the plant, devoted exclusively to the manufacture of ice cream, which, since the installation of its special machinery, is now one of the most modern ice cream manufacturing plants in the world. The new wing of the plant, 100x200, of reinforced concrete, three stories and full basement, has just reached completion, the wonderful new machinery that has revolutionized ice-cream making has been set in motion, and efficiency in this industry of nationally recognized importance has reached a point undreamed of a few years ago. The plans for the new building were formulated by members of the firm, after an extensive tour of the country and survey of the most modern institutions in the industry. Two years were required to complete the new wing.

A visit through the new Weatherly home gives the easy impression of almost human, rather, more than human machinery, that with perfect precision transforms the farmer's raw milk into perfectly balanced, pasteurized and homogenized ice cream, with perfect sanitation following every operation of its evolution, never touched by a human hand at any stage of its manufacture!

Machines Model for Trade.

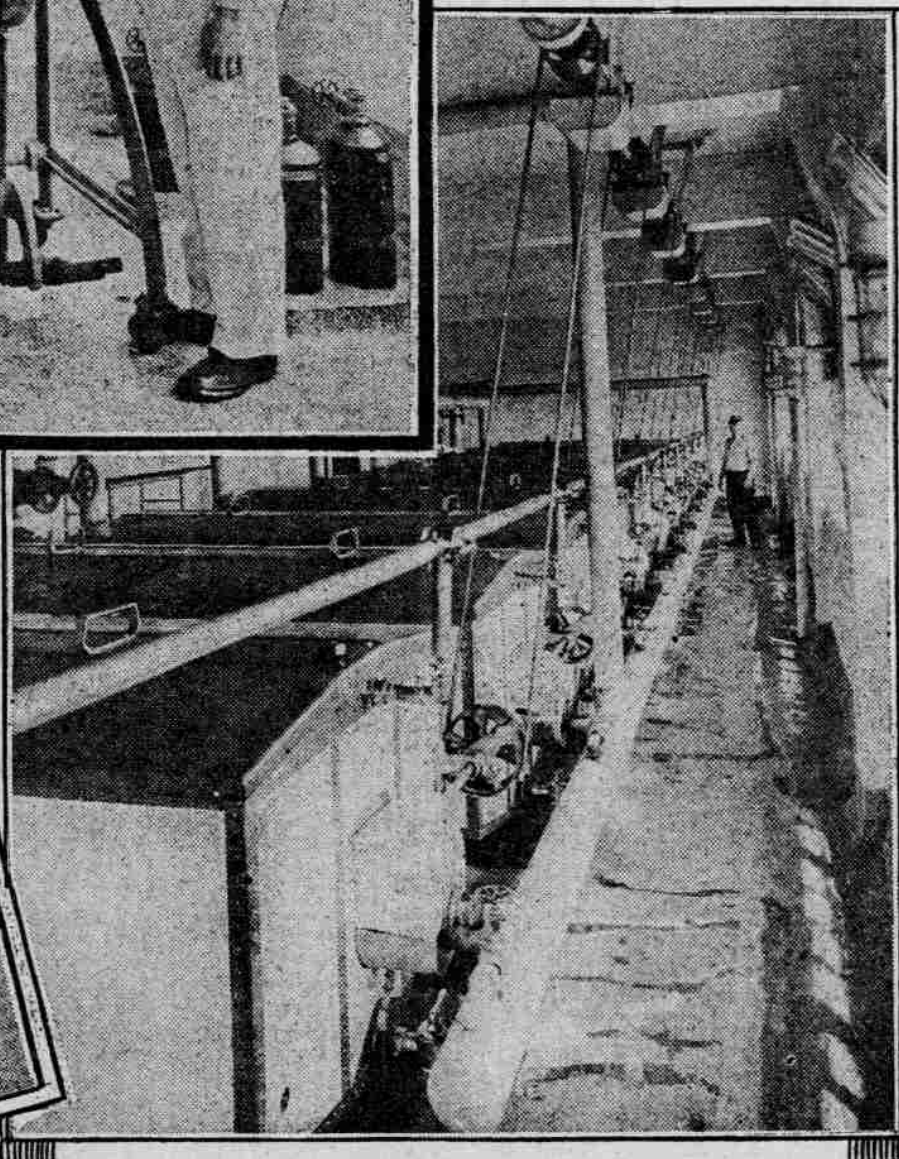
In the basement are the ice storage, salt storage, tub storage, can washing and ice-crushing departments, besides lockers, shower baths and accommodations for 100 men employees. The first, or ground floor, contains a 100-foot city loading platform, a 100-foot country loading platform, the milk and cream department, the shipping department, the ice cream freezing and sharp freezing rooms, and the brick cutting and special order departments. The cutting and wrapping of ice cream bricks is accomplished in a special room designed for that purpose as well as the fulfilling of special orders. Here are to be found the two Myers & Burt machines that have revolutionized the manufacture of ice cream. Inventions that have been perfected by W. R. Myers, superintendent, and George W. Burt, secretary and manager of the business. Five years of experimental work and continuous study of the problems in question were required to perfect these two labor-saving inventions.

The Myers & Burt patent brick-making machine molds the ice cream brick without the touch of the human hand. It is efficient and sanitary and eliminates every hand operation which ice cream brick-making has hitherto required. This machine will make from one to four flavors and has a capacity of 12 gallons of three-colored brick per minute, or 20 gallons of plain brick. The machine can be made for any size molds required, makes layers of equal proportions, and the line of demarcation is absolutely straight and even, making a brick that is much more beautiful than has been possible by the old hand system. From a standpoint of sanitation it is the one greatest invention ever produced in the ice cream industry.

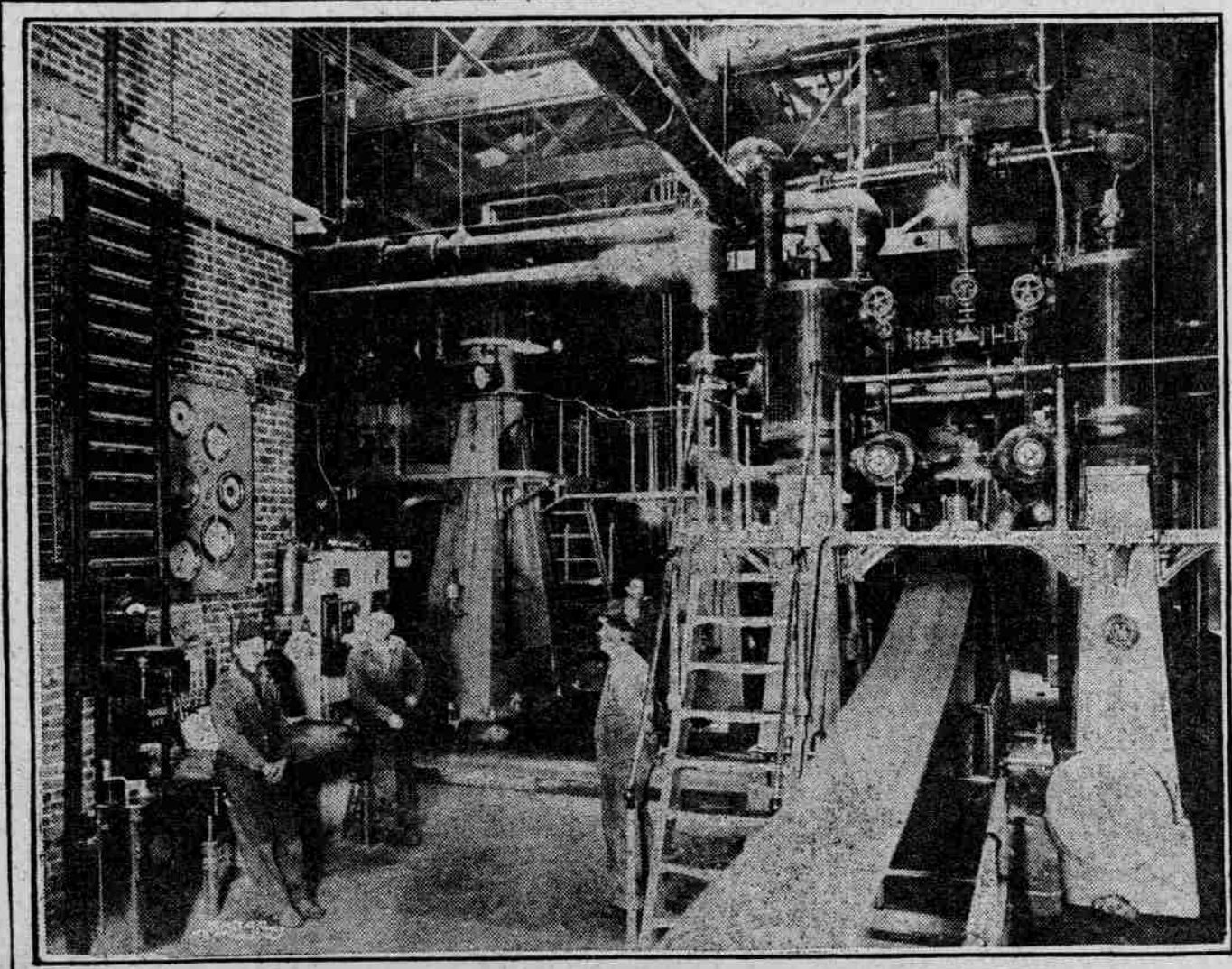
One Man Replaces Six.

The second of these remarkable inventions is the Myers & Burt tub-packing machine, which mechanically delivers, in any proportions required, the crushed ice and salt to the packing tubs. This machine can pack 100 tubs per hour, and requires but one man to operate it. It would take six men to pack the same number of tubs in the given time and, considering the fact that the strenuous

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Silver-lined Storage Vats.



Garner of Engine Room.