

4 Industrialization Takes Over

The 1900's brought about industrialization and the first large-scale expansion of the J. G. Cherry Company. Once the patent on their automatic egg-case filler was secured, a branch was established in Peoria, where strawboard could easily be obtained from the Peoria Strawboard Company. The Cherrys purchased a small building to house their machine, and operated profitably for a number of years making egg-case fillers.

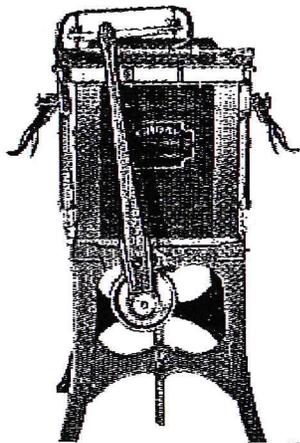
In 1914, a strawboard paper mill in Tama, Iowa was purchased from Armour and Company. Production from the Peoria plant was eventually consolidated there, under the management of President Herbert Cherry.

But that was only the beginning. Multiple acquisitions were made, as the Cherrys embarked on an expansion plan directed to offering a full line of equipment to serve the dairy industry. This was accomplished mindful of the standard passed down from J. G. Cherry himself: that all products be well-made and of the best materials.

In 1901, the right to manufacture the McAreavy Milk and Cream Cooler was purchased from John J. McAreavy of Coggon, Iowa. Over 400 were sold during the seven years the

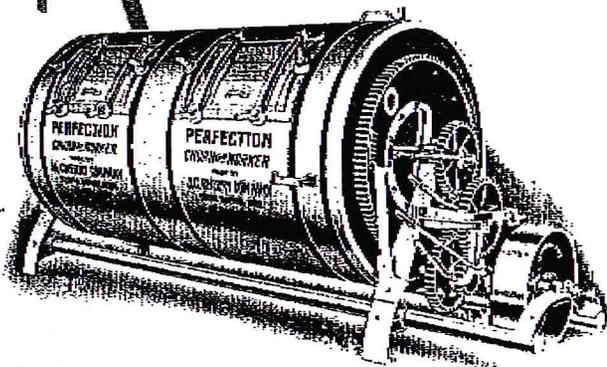
cooler was marketed, and eighteen of these machines were shipped to Holland, representing J. G. Cherry Company's first export sales.

Manufacturing rights were obtained during the early 1900's for Haughdahl Starter Cans, Eyota Churn Fillers, the Simpson Butter Cutters, and later the Miller Hydraulic Butter Cutter. In 1908 the J. G. Cherry Co. contracted with the Jensen Manufacturing Company of Topeka, Kansas for the exclusive right to sell in several states Jensen Cream Ripeners, Pasteurizers, and Coolers. And a year later, Cherry purchased from S. B. Friday, Brandon, Wisconsin, his patents and exclusive rights to manufacture The Friday Butter Cutter and boxes; a product line that proved very profitable.



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house these two new businesses, a large addition was built on to the Cedar Rapids plant, and 125 skilled workers were added.

To encourage nationwide sales expansion during this boom period, a network of full-line distributors was established, each with an exclusive territory.

Howard H. Cherry made a trip east in 1913 to call on distributors, and while on this trip, he also visited with D. H. Burrell and Company, Inc., at Little Falls, N.Y. He wanted to check out a rumor that they were developing a new machine for pasteurizing milk and cream which copied Cherry machines, and would show it at the next Dairy Machinery Show. The Burrells assured him the rumor was false, and promised him they definitely would not copy any machine produced by the Cherry Companies.

On this same Eastern trip, Howard Cherry became acquainted with C. S. Bassett of Baltimore. Bassett ran an aggressive small dairy supply business called the American Bottle Cap Company. His primary products were the Perfection Pull Cap, and a line of glass milk bottles. Both products were manufactured elsewhere, and distributed by Bassett.

But, since most milk had been sold in bulk up until this time, the "bottles and caps" concept was an innovation, and caused Bassett's business to thrive, enabling him to add other lines of separators, as well as hand-operated bottle fillers manufactured by the Milwaukee Dairy Supply Company.

Since demand for pasteurized milk was rapidly expanding, the J. G. Cherry Company appointed Bassett's American Bottle Cap Company as a distributor of Cherry-Burrell coil-type pasteurizers and certain other equipment. Five years later, the Cherry Company joined in the foundation of the Cherry-Bassett Company. Cherry-Bassett also distributed D. H. Burrell Company sanitary fittings for a significant portion of their business. Although operated independently from the J. G. Cherry Company, the Cherry-Bassett Company would gain major importance years later.

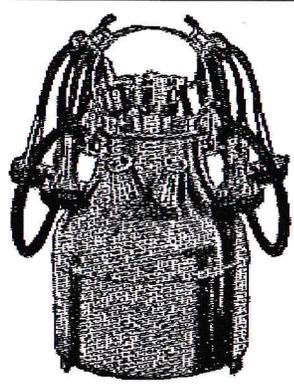
A significant J. G. Cherry acquisition was made from the Confectioners and Bakers Supply Company of Chicago in 1915: the patents and the right to manufacture their batch ice

cream freezers. Now the ice cream manufacturing industry was open to sales of other equipment and supplies, in addition to freezers.

In 1917 the Perfection Dreadnaught Churn was introduced to the market. This was a heavy-duty version of the original Perfection Churn, with a stronger drum and heavy machine-cut, rather than cast-iron drive parts. The Dreadnaught was an outstanding success, though it cost nearly twice as much as the original Perfection and competitive churns.

In February 1920, a Cooperative Sales Conference was held in Cedar Rapids. To this conference were invited the top management and salesmen of D. H. Burrell and Company, Milwaukee Dairy Supply Company, John W. Ladd Company, Taylor Instrument Company and Union Steam Pipe Company, and all distributors from coast to coast. Those in attendance were divided into groups, and scheduled to attend lectures and receive selling information on the various equipment lines presented by each of the manufacturers attending, as well as the Cherry Company. Close to 150 people participated and the conference was an outstanding success.

But, in 1922, the industry faced the collapse of prices that had been gradually building up as the result of World War I. At year's end, the Cherry Company applied the reduced values to their inventories and, as a result, closed the year with a net loss of approximately \$80,000. This proved to be the only loss ever incurred during the life of the J. G. Cherry Company.



David Burrell had been interested in developing a milking machine as far back as 1860, and was instrumental in the production of the B-L-K Milker, which finally hit the market in 1905.

Twentieth-century industrialization brought much expansion to the D. H. Burrell Company also. Now, an important manufacturer and supplier of equipment to the dairy industry, the Burrell Company was instrumental in the development of the B-L-K Milker, which hit the market in 1905. David Burrell had been interested in a milking machine as far back as 1860, and a patent device was tested on the Burrells' Little Falls farm. Today, the B-L-K Milker is the oldest power-operated milker continuously available on the American market.

Burrell kept up the pace into 1909 by building the first long-flow holding pasteurizer, and manufacturing a pipe-within-a-pipe heater.

D. H. Burrell's son, Loomis, continued to make significant contributions toward the advancement of the business his father had begun. His interest in science helped him to recognize the great potential in the rapidly-developing dairy industry. He published a paper in 1912, introducing a system using hypochlorite solution for the sterilization of rubber tubing and other dairy equipment. No one had ever suggested using chlorine as a germicide for dairy work, and the procedure proved extremely successful. Collaborating with Loomis Burrell on his paper was Lois Watson Wing, a young scientist who later became his wife, and served to be a continuing inspiration.

The appearance of Burrell's Simplex Spray Pasteurizer brought a new technology to the industry in 1913. The milk was heated by a spray of hot water, directed to the outside of an inner vat. The water would run down the side and collect in the bottom of the outer jacket, where it was heated and recirculated. The big advantage to this gentle agitation and heating was preservation of the milk's creaming ability. This made a big difference with the consumer — who could see the creamline in the glass bottle of milk and thought the milk's richness related to the length of the creamline.

Other technical advancements were made, thanks to Loomis Burrell's great research interest in the field of metallurgy. He was particularly interested in the materials used in manufacturing dairy equipment, and their effect on milk flavor. After working extensively with steel manufacturers, Burrell successfully applied stainless steel as a substitute for tinned copper, in the manufacture of dairy