

HISTORICAL OUTLINE OF BREAKSTONE BROTHERS DAIRY



Joseph Breakstone (undated)
Courtesy of Kraft Archives



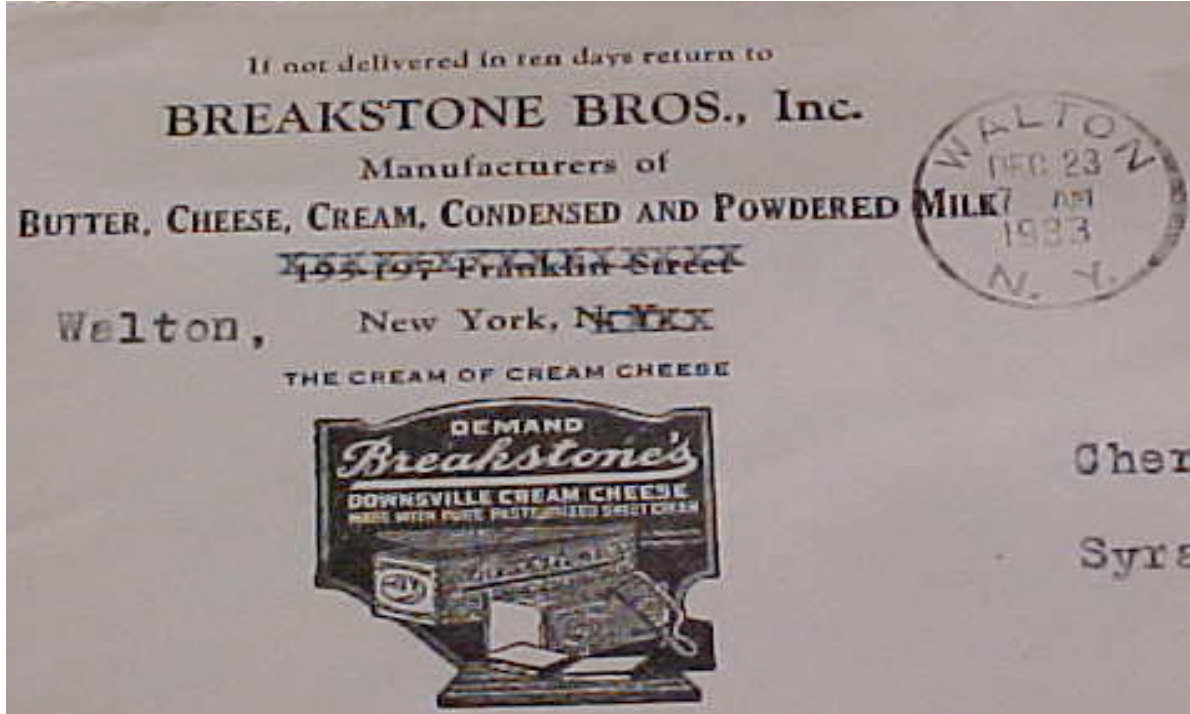
Isaac Breakstone (undated)
Courtesy of Kraft Archives



Isaac and Dora Breakstone, 1924



Downsville Cream Cheese Ad circa 1923
 Courtesy of Kraft Archives



BREAKSTONE BROTHERS DAIRY HISTORY OUTLINE

1853- Louis Wisansky born in Lithuania.¹

1859- Yossel Bregstein (Joseph Breakstone) born in Panemune, Lithuania.²

1861- Moshe Shmuel Bregstein (Morris Samuel Breakstone) born in Panemune, Lithuania.³

1864- Yitzchak Bregstein (Isaac Breakstone) born in Panemune, Lithuania.⁴

1871- Abraham Breakstone born in "the U.S."⁵

1875- Louis Wisansky emigrates to U.S.⁶

1870s- Joe leaves Panemune for Odessa.⁷

1877- Isaac leaves Panemune for Odessa?⁸

1882 - Joseph and Isaac emigrate to U.S.⁹

1882- Isaac peddles picture frames in New York and New Jersey.¹⁰

1883- Louis Wisansky selling milk at 151 Ridge. ¹¹ Isaac peddling dry-goods in Scranton, PA and then works as salesman in the oyster and fruit firm owned by Beryl Breakstone in Wilkes Barre, PA.¹²

1884- Joseph (listed as Breckstein) is a peddler, living in Scranton, PA and Manhattan, NY. ¹³ Joseph marries Esther Lavner.¹⁴

1885- Joseph (listed as Brekstone) lives with Morris Brekstone, at 172 Division St. and has a grocery store at 27 Orchard.¹⁵ (Isaac peddles dry goods, jewelry and clothing in NY.)¹⁶

1886- Isaac starts ice cream business¹⁷, Joseph (Brekstone) works as grocer at 191 Division St. Morris (now using the name, Breakstone) peddles and lives at 79 E. Broadway. Louis Wisansky sells milk at 30 Orchard St.¹⁸

1887- Joseph moves his grocery business next door to 203 Division St. and begins to spell his last name, Breakstone.¹⁹ Harry Breakstone, his son, is born.²⁰

1888- Isaac (Brekstone) is living at 155 Madison St. and working as a peddler. He begins a dairy and wholesale milk enterprise.²¹

1889- Joseph selling milk at 203 Division. His wife, Esther, buys a grocery store at 121 Delancy.²² She also is involved in a real estate exchange on a piece of property at 2324 7th Ave. (Isaac is, at the same time, involved in an exchange on 2326 7th Ave.²³ Abraham Breakstone has a produce business at 153 Madison.²⁴

1889- Isaac opens dairy store at 602 Myrtle Ave. in Brooklyn²⁵

1890- Abraham is a grocer at 153 Madison, Joseph dealing in milk at 203 Division (and living at 199 Division). Louis Wisansky selling butter at 1 Suffolk St. and dealing in milk at 202 Division St. He is living at 187 Division St.²⁶ It is probably this year that Joseph and Louis Wisansky go into partnership in the retail dairy business for a period of time.²⁷ Isaac marries Dora Kerstein.²⁸

1891- Abraham is a butter and milk dealer at 155 Madison and at 252 E. 62nd St.²⁹, Louis Wisansky is working with Joseph at 203 Division.³⁰ Isaac (still listed as Brekstone) has a butter business at 602 Myrtle Ave., in Brooklyn.³¹

1892- Isaac starts new ice cream business, closes Myrtle Ave. store.³² Jacob Petzuran changes his last name to Brekstone and sells milk at 156 Madison.³³

1893- Isaac (now, as Breakstone) working as milk dealer at 155 Madison St.³⁴ Louis Josephson is born in Scranton, PA.³⁵ Jacob Petzuran (now, as Breckstein) sells butter at 48 Lewis.³⁶

1894- Joseph Breakstone purchases property at 60 Montgomery St.³⁷

1895- Isaac and Dora working as wholesale sale milk dealers at 155 Madison St.³⁸ Joseph buys and operates a saloon in Brooklyn.³⁹

1896- Joseph moves his milk business to 209 Division. Isaac closes Madison Ave. store.⁴⁰ Morris Breakstone, returned from 10 years in Rochester, NY, is working as a grocer at 2097 2nd Ave. Hyman B. Breckstein begins selling milk at 44 Eldridge.⁴¹ Jacob Petzuran's brother, Meyer Petzuran Brekstein sells milk at 7

Suffolk and 48 Lewis St.; his other brother, Phillip is a grocer at 75 Sheriff. Joseph Brekston, is selling butter at 260 Cherry.⁴²

1897- Breakstone Bros. established on 29 Jay St. (where Isaac works) and at 1975 1st Ave. (where Morris works). The partners are commission merchants, dealing in butter shipped to them from the West and Mid-West.⁴³ Joseph is listed as a grocer at the above locations, in addition to 209 Division.)⁴⁴ Joseph is in charge of the retail end while Isaac is in charge of the wholesale business.

1898- 1975 1st Ave. dairy operation moved next door to 1981 1st Ave and 209 Division moved to 213 Division. Esther, Joseph's wife, is in charge of the Division St. store.⁴⁵ Bernard Frankel is selling cheese at 29 Suffolk.⁴⁶

1899- Breakstone Bros. opens up 300 Greenwich operation, begins selling sweet butter and sour cream.⁴⁷ Another outlet is opened at 3 Wallabout Market in Brooklyn.⁴⁸ By this time, Joe and Isaac own property in Newark, NJ.⁴⁹

1900- Operations office moved to 407 E. 103d.

1901- Brk. Bros. moves the 103d St. operations to 16 Harlem Market.

1902- Brk. Bros. Greenwich operations moved to 344 Greenwich.⁵⁰ (Division St. and Harlem Market operations still in use.) Wallabout operation becomes incorporated as Breakstone, Grossman and Co. by Joseph Breakstone, Abraham Breakstone and Abraham B. Grossman, doing business as butter and egg dealers.⁵¹

1904- Brk. Bros. office opened at 416 E. 102nd.⁵² Samuel M. Breakstone starts Breakstone and Levine, a dairy company.⁵³

1905- Isaac working as a "commission merchant."⁵⁴ Breakstone Bros. operating as Commission Merchants, Butter, Cheese, Eggs and Poultry, "Unsalted Butter a Specialty," receiving dairy goods from New York and Pennsylvania, at 5% commission. Abraham Breakstone working for the firm as a clerk.

1906- Breakstone Brothers trademark name is applied for to begin interstate commerce.⁵⁵ By this date, Breakstone Bros. owns 6 creameries in Downsville.⁵⁶

1907- Brk. Bros. operations opened at 3 Washington Ave. in Brooklyn and in Queens.

1909- Breakstone Bros. owns Cassadaga Creamery in Cassadaga Lake, NY, which operates until 1914.⁵⁷ Involvement with dry milk powder.⁵⁸

1910- Harry Breakstone, is Secretary of Breakstone Bros. 182 E. Houston operations started. Breakstone Bros. owns creamery in Stockton.⁵⁹

1911- Breakstone Bros. owns creameries in Sinclairville and Truxton, used for making butter. ⁶⁰

1912- Brk. Bros. Bronx Branch started (532 Westchester Ave.), buying and selling butter, cheese, eggs, and dairy powder.⁶¹ Utilization of 1.5 ton trucks.⁶²

1912- Walton plant opened, which begins manufacturing condensed milk for the armed forces.⁶³ Breakstone Bros. starts construction on a creamery in Pepacton.⁶⁴ Seeks to purchase the Prattsville Dairy Co.⁶⁵

1913- Breakstone Bros. operating as commission merchants, dealing in Butter, Cheese, Eggs and Cream, with unsalted butter as their specialty.⁶⁶ Breakstone Bros. files for New York incorporation.⁶⁷ Bronx Branch of Breakstone Bros. is incorporated.⁶⁸

1914- Breakstone Bros. own Edinboro Creamery in Edinboro, PA.⁶⁹ Their Sinclairville creamery is sold.⁷⁰

1915- Abraham Breakstone dies. He had been serving as manager of the Walton plant.⁷¹ Walton plant producing sour cream and milk powder.⁷² Downsville Cooperative Creamery and Pepacton Creamery Co. owned by Breakstone Bros.⁷³ Ice cream mix sold during this period.⁷⁴

1916- Max Breakstone is a director at the Bronx operation of Breakstone Brothers. ⁷⁵

1917- Ellenville Creamery Co., Inc. (dairy and cheese business) is incorporated by several men, including Milton Breakstone.⁷⁶ Breakstone and Son started by Morris Breakstone and his son, Harry A.⁷⁷ Joseph and Isaac's nephew, Morris is working for the company.⁷⁸

1918- Breakstone now owns a skimming station in Rock Royal, NY.⁷⁹ Breakstone Bros. selling ice cream mix.⁸⁰

1919- Breakstone Bros. dealing in condensed milk.⁸¹

1920- Breakstone Bros. stock more than doubled in worth.⁸²

1920-Breakstone Bros. takes out trademark for condensed milk⁸³

1921- Downsville plant manufacturing, milk, cream, and pot cheese.⁸⁴ With the rise of the Dairymen's League, Breakstone Bros. no longer operates as commission merchants for Walton area farmers, but pays local farmers a set price for their milk.⁸⁵ It is around this time that Breakstone Bros. hires Harry Bovarnick whose 1919 formula for heavily bodied sour cream will soon be used for cream cheese.⁸⁶ Harry Breakstone stated that before this date, they had bought six skimming stations in Downsville. It may be that he was lumping together all the stations found in the area around Downsville at this time.

1922- Cream Cheese is being manufactured at the Walton plant.⁸⁷

1923- Manufacture of Breakstone's Downsville Cream Cheese begins at Downsville, NY plant.⁸⁸ Breakstone's Best Butter being sold.⁸⁹ Manufacture of processed American Cheese in Ladysmith, Wisconsin around this date.⁹⁰

1924- Utilization of National Dairy Products Co., Cream Crest milk.⁹¹

1925- Breakstone Bros. operations at 195-197 Franklin St.⁹² 344 Greenwich St. also being utilized.⁹³ Creamed Cottage and Buttermilk being sold.⁹⁴ Company has, once again, doubled in worth.⁹⁵

1926- Pimento and cream cheese being manufactured by this time.⁹⁶ Breakstone's butter and cream cheese being put up by National Creamery Co. of Massachusetts.⁹⁷ Samuel Claster joins Breakstone Bros.

1927- Breakstone opens up manufacturing plant in Buffalo.⁹⁸ Introduction of Temp Tee Cheese.⁹⁹ Kosher for Passover cream cheese¹⁰⁰ being manufactured by this date. 9.3 million pounds of cheese sold this year.¹⁰¹ Patent for advertising wrapper for cheese products submitted.¹⁰²

1928- Breakstone branches in Phil. and Chicago by this date.¹⁰³ Cheese, cream, condensed milk, powdered milk, and whipped butter being manufactured by the company.¹⁰⁴ Harry Breakstone and Lester Claster are V.P.s, Morris Breakstone is Secretary. Breakstone Bros. sold to National Dairy Products Co.¹⁰⁵ Manufacture of processed American Cheese begins at Freeport, Illinois, soon after the sale.¹⁰⁶

1929-c. 1964 Brk. Bros. presidents: Harry Breakstone, Louis Josephson, Samuel Claster, Lawrence Becker¹⁰⁷

1930- Whipped Butter being distributed by the company.¹⁰⁸ Joseph Breakstone dies.¹⁰⁹

1945- Isaac Breakstone dies. He remained Chairman of the Board of Breakstone Bros. up until his death.¹¹⁰

¹ (See NY 1900 NY Census and Ruth Berman interview, 1987). Louis, was married to Joseph and Isaac's first cousin, Anna. He immigrated to New York in 1875 (1900 New York census), to join his brother, Samuel, who was married to Anna's sister, Amelia. (Manhattan 1874 City Directory).

² 1882 Hamburg Passenger record (Flamingo, "Yossel Brechstein") gives his age as 24 (b.1857/58). The 1900 US Census, (NY,NY) gives his birthdate as July, 1859; 1910 US Census give his birth date as 1859; the 1920 Census as 1859/60. His 1893 naturalization record (Superior Court, NY County, 10/19/1893, vol. 558, record 3), however, states that he was born 10/26/1863. His NY 1930 death certificate gives his birth year as 1858, as does his obituary in Breakstone World, July 1930, vol.1,no.3, which stated that he was born 25 Kislev(Dec.),1858.

³ (Morris Breakstone, grandson of Morris S., letters to Jeffrey Marx, 1987.) Morris S. was Isaac's and Joseph's first cousin. 1910 US Census (New York, "Morris Blakestone") states that he was 48.

⁴ (See 1900 US census (NY, NY, ED 620, Sheet 19B, line 60, Isaac Breakstone) which states that he was born in 1864; 1910 US Census (NY, NY, ED 494, Shet 10A, line 1, Isaac Breakstone) states that he was age 45 (b.1864/64); 1920 US census (NY, NY, ED 1313, Sheet 2B, line 60, Isaac Breakstone) states that he was age 54 (b.1865/66); 1924 US Passport Application (5/23/1924, "Isaac Brekstone" #424595) which states that he was born 8/24/1864 in Panimon, Poland; 1930 US census (NY, NY, ED 31-442B line 85, Isaac Breakstone) states that he was age 65 (b.1864/65); 1932 Harold Rodman, (Isaac's grandson) article in Breakstone World (January, 1932) states that he was born 8/24/1864 in Ponemon, Lithuania.

⁵ (See Abraham Breakstone 1/18/1915 death certificate, NY.) The 1905 NY State Census for Isaac Breakstone, lists Abraham Breakstone, age 34, states he was born in the US and was Isaac's "brother-in-law"! Their sister, Yenta, however, was married to Menashe Kagansky and another sister is never mentioned in family recollections. Could Abe have been Isaac and Joseph's half-brother? Joseph's death certificate gives his parents as Samuel Breakstone and Etta Miller. Abe's death certificate gives his parents as Samuel Breakstone and Yetta Braunstein. Yet Horwich does not mention him in his memoir of Panemune (Horwich, Bernard, My First Eighty Years) and why would he be listed a brother in law if he was a brother? Perhaps he was married to Isaac's wife's sister and he changed his last name to Breakstone? Yet, if so, his father's name on his death certificate should have the original name. By 1905 he was working for Breakstone Bros. (as a clerk) and managed a number of their upstate dairies until his death in 1915. He has not been found in the 1910 US census.

⁶ (See 1900 NY, NY US census, ED 78, p. 13A, lines 30,31; and 1910 US Census, NY, NY, ED 438, Sheet 8A, lines 12,13).

⁷ Hamburg Passenger record (Flamingo, “Jossel Brechstein”, Op. Cit.): from Odessa.

⁸ (See Rodman, Op. Cit.) Rodman’s account stated that Isaac went to Odessa at 13 (1877), and stayed there for five years.

⁹ Hamburg Passenger record (Flamingo, “Jossel Brechstein”, age 24, from Odessa) 2/7/1882, Hamburg to England, then Hull from Liverpool to the U.S.) The earliest records listing him in the U.S. are the 1884 Scranton City Directory and 1884 Manhattan, NY marriage certificate (#38944). His 1893 naturalization record, (“Joseph Breakstone”, NY County Superior Ct., 10/19/1893), gives 1878 as his year of immigration. The 1910 NY Federal Census states 1881/1882. The Breakstone World, July, 1930, states that he arrived in 1882. Rodman’s 1932 account, says that Joseph arrived in 1881/1882. His grandson, Earl Stone, stated in a 1985 interview that Joe was 19 when he emigrated (1877/78).

5/3/1882 Hamburg Passenger Lists, age 17, Isaac Bregstein, from Odessa, Gainsborough to England and then Grimsby from Liverpool to the U.S.; 1900 US census (NY, NY, Isaac Breakstone, Op. Cit.) states that he arrived in 1882; 1910 US census (NY, NY, Isaac Breakstone, Op. Cit.) states that he arrived in 1882; 1920 US census (NY, NY, Isaac Breakstone, Op. Cit.) states that he arrived in 1884; 1924 US Passport Application (“Isaac Brekstone”, Op. Cit.) states that Isaac came to the US in September, 1881 and lived continuously in New York City since then; 1930 US census (NY, NY, Isaac Breakstone, Op. Cit.) states that he arrived in 1882; 1932 Rodman account (Op. Cit.) states that Isaac, following the (1881) pogrom in Odessa, returned to Panemune for two weeks and then emigrated to the U.S. ; Isaac’s 1945 obit stated that he had founded Breakstone Brothers 81 years ago (1881) which is not correct, but which suggests he was in the U.S. by this time. (NY Times obit, 11/10/1945, p.11). He does not appear in NY city directories until 1888. Earl Stone (Joseph Breakstone’s grandson) stated in a 1985 interview that Joseph brought Isaac over, and Rodman account (Op. Cit.) states that Joe, “met him at the pier”.

¹⁰ Earl Stone (1985, Op. Cit.) stated that Joe set up Ike in his old peddling route.

¹¹ (1883 Manhattan City Directory).

¹² Rodman account (Op. Cit.).

¹³ The 1884 Scranton City Directory lists a Joseph Breckstein, peddler, living with Jacob Breckstein. After 1884, he appears in the New York City Directories. His grandson, Earl Stone, stated in a 1985 interview that Joe first worked peddling Christian religious pictures. Rodman’s account stated that in 1884, Joseph was living in Manhattan with his first cousin, Yehuda Reuben Breakstone. Earl Stone stated that in 1884, Joe was boarding in New York with the family of his future wife, Esther Lavner.

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- ¹⁴ They were married 10/31/1884. (See 1884 NY, NY marriage licencse #38944).
- ¹⁵ (See 1885 NY City Directory.) Isaac, in his 1924 US Passport Application (“Isaac Brekstone” Op. Cit.) spells his name as Brekstone, which suggests that this was the spelling which he, Joseph and Morris had adopted in their early years in New York.
- ¹⁶ Rodman account (Op. Cit.).
- ¹⁷ Rodman’s account stated it was with Wolfe Hurwitz and Meyer Daniels.
- ¹⁸ (NY City Directory, 1886).
- ¹⁹ Joseph's profession is given as a cutter, (probably a misprint for butter) but the following year, he's back to his profession as a grocer at the same site.
- ²⁰ (Interview with Harry's grandson, Ronald; NY City Directory, 1887).
- ²¹ (See Soundex Index to Petitions for Naturalization Filed in Federal, State and Local Courts in NY, 1792-1906, U.S. Natl. Archives, M1676; Isaac Brekstone 5/19/1924 Passport Application. (Note that in 1924 he uses Brekstone as his legal last name!) Rodman account and NY, 1888 city directory.)
- ²² The store was owned by her father, M.(Morris) Lavner. (Real Estate Record & Builders Guide, V.44, No. 1132, p. 1594, 11/20/1989).It’s possible that this was just a transfer of property from father to daughter.
- ²³ 1889 Evening Post, Record of Real Estate Sales, p. 26.
- ²⁴ (See 1889 NY City Directory.) Rabbi Earl Stone, stated in a 7/30/87 letter that Joseph opened a dairy store in 1882, but this is not correct. Though Abraham’s death certificate states that he had been in the U.S. since 1880, the first records of him do not appear until 1889.
- ²⁵ (Rodman, Op. Cit. and 1900 NY Census).
- ²⁶ (Manhattan City Directory 1890).
- ²⁷ Harry Breakstone interview, 11/1966, Yonkers, NY. (thanks to Anita Solomon, his granddaguther, for a copy of the interview).
- ²⁸ 1924 US Passport Application (“Isaac Brekstone”, Op. Cit.) states that they were married 3/30/1890.
- ²⁹ (See Soundex Index to Petitions for Naturalization, Op. Cit.; and 1891 Manhattan City Directory).

³⁰ He is also listed as selling butter at 1 Suffolk St. and living at 187 Division St. (Manhattan City Directory 1891). In 1893, Louis was selling eggs at 202 Division. From 1894 through, at least, 1906, he dealt in butter at 189 Division St. In 1903, he was also at 29 Jay St. (the address of the original Breakstone Bros.) and by 1906, he is listed as having an operation at 318 Greenwich, just up the block from Breakstone Bros. Louis' name does not appear on any corporate records for Breakstone Bros. Did Joseph start out with him and then went his own way? Was Louis independent or a supplier for Breakstone Bros.?

³¹ (See 1891 Brooklyn City Directory.)

³² He started it with C.C. Kaufman. (Rodman Op. Cit.)

³³ (1892 Manhattan City Directory. Also see Card Index, Naturalization Records, NY Supreme Ct. 1907-1924, Index 25, card 525, for Jacob Breakstone. Jacob's date of birth is given as 10/17/1870, immigration date as 9/1882, and naturalization date as 10/18/1892. The 1910 NY census, however, gives his immigration date as 1888. A search for Jacob Petzuran in the NY City Directories still needs to take place.)

According to Petzuran family stories, Jacob (Yankel) Petzuran was born in 1870 in Grozow, Russia. (See also WWI draft registration of his half brother, Moritz, {"6/5/1917, Boston, MA, Morris Breakstone"} which states that he was born in Grozow, Russia). He was the first of that family to arrive in America, worked for Breakstone's as a manager, and subsequently changed his name before the rest of his family came over. Upon their arrival here, all of them took the Breakstone name as well. (See Cynthia Dorfman, Unpublished MS, Petzuran Family Tree, 1982, based on recollections of Israel Petzuran Breakstone; Walter and Miriam Bregman, The Breakstone Family, Ward and Midge, 1981; Marge Goldin and Rhoda Nadel correspondence 2003-2004; Rochelle Kaplan, "Descendants of Zalman Bregman/Brekhman/Bregmantureva", circa 2004.)

Breakstone family members, state that Yankel was not a manager but a milk wagon driver, whom the city residents would see coming and shout out, "Here comes Breakstone". Hence, his decision to change his name. (Earl Stone, Joseph's grandson, who told this story, however, claimed that his name was Pidjanranski. Harry Breakstone, stated that his name was Pitchedrowsky and that he was a truckman for Breakstone Bros. who would go overnight by the 42nd St. Ferry to the depot in Weehauken, NJ, to pick up tins of sour cream and cottage cheese and bring them back by (wagon? truck?) to Manhattan. He also stated that this Pidjanranski had a brother, Mara who opened a store and took the name of Meyer Breakstone. (The Pidjanranski name is also known to members of the Petzuran family. Both Jacob and Meyer's mother's maiden name was Pechandran.)

However, neither of these two family accounts seems to be correct. Jacob seemed to be using the name, Brekstone by 1892, five years before Breakstone Bros. was formed. (In 1893, his name is listed as Breckstein. His brother, Meyer, in 1894, was listed in the NY City Directory as Breckstone and his 9/23/1894 Manhattan marriage license gives his name as "Maer Brekstein". Rhoda Nadel stated that the 1895 birth certificate for Meyer's son, Raphael, gives his last name as Breakstone.) From 1907 onwards, Jacob used the last name

of Breakstone, as did all members of his family.

Given the fact that Isaac Breakstone was still using the last name of Brekstone in 1891/92 and was working as a milk seller in 1892/93 at 155 Madison and that Jacob was using the last name Brekstone in 1891/92 and working as a milk seller at 156 Madison, seems to indicate that he was working for Isaac at the time he changed his name. Even more intriguing is that the Directory of Directors in the City of New York, 1915-1916, lists Israel (Pezuran!) Breakstone as a director at Breakstone Bros., Incorp. at their 344 Greenwich address.

Jacob went into the milk business with his brother, Meyer, who, in 1909, started Breakstone Milk Co. (Manhattan City Directories, 1894-1909; 3/29/09 NY incorporation papers, give his name as Maer Breaksten and lists his partners, Louis and Momis Siegel.) In 1914, his daughter, Rose, was fined \$10 for improper labeling of milk sold from her wagon. (“Successful Prosecutions for Violations of the Sanitary Code, Week Ending 11/14/1914”, Quarterly bulletin, NY, NY Dept. of Health, 1914, p. 420). In 1917, Meyer started Breakstone and Yevlove. The company consisted of Jacob, Meyer, their brothers Phillip, Isidore and Joseph M., and Jacob Yevlove. Previously (in 1909), Abraham, Philip, and Israel had started the Breakstone Candy & Soda Water Co. on Essex St. (Confectioners Gazette, NY, June 10, 1909, vol. 30, no. 333, p. 26).

Finally, recent DNA analysis shows that the author and his second cousin on his Bregstein side, both have matches with members of the Breakstone/Petzuran family! How this can be is yet unknown, especially since the Petzuran family members seem to come from Belarus. Moreover, though the author shows genetic matches with a number of the Breakstone family members, none of those members show matches with Petzuran family members, suggesting that, at some point, a member of the Breakstone family married into the Petzuran family or visa versa.

³⁴ (1893 Manhattan City Directory.)

³⁵ Louis was the son of Isaac and Joseph's first cousin, Minnie. He would later become a partner in the firm.

³⁶ (1893 Manhattan City Directory).

³⁷ NY Times Real Estate Transfer, 9/7/1894 shows “Joseph Breakstone and another” purchasing property at 60 Montgomery St from Morris Jacobson. Joseph also purchased a saloon in 1895 at 280 Kent. Av. in Brooklyn. (See Brooklyn Eagle, 2/9/1895, p. 2).

³⁸ In August of 1895, Dora was arraigned in Special Sessions Court on charges of selling adulterated milk. (NY Times, 8/27/1895; The World, 8/27/1895, NY, NY, p. 5). 1895/96 NY City Directory lists Isaac Brekstone dealing in milk at 153 Madison.

³⁹ Brooklyn Eagle, 2/9/1895, pg. 3 (announcement). Stated that he had bought it on 1/25/1895.

⁴⁰ 209 Division St. was a 5 story brick building involved with butter, “etc.” (Annual Report 15

of the Committee on Fire Patrol to the NY Board of Fire Underwriters, 1897, for the year, 1896). (Rodman, Op. Cit.) According to Rodman, he “takes a year’s vacation”, which does not seem likely.

⁴¹ 1896 Manhattan City Directory). Hyman was Joseph and Isaac’s first cousin. He will sell milk, butter cheese and eggs at that site until 1910 and continue in the dairy retail business until at least, 1912. (Manhattan City Directories 1897-1912). Was Hyman’s store a retail outlet for Breakstone Bros. or was he independent?

⁴² (1896 Manhattan City Directory). Is this Morris’ brother or is this Joe Breakstone? In 1897 and 1898, Joseph Breakstone, Grocer, is listed at this address. Then, the address doesn’t appear until 1910 when Jacob Breakstone, Butter, is there.

⁴³ 3/26/1897 article in NY Sun (pg. 8, “An Alleged \$40,000 Thief) identifies the company as commission merchants. Isaac’s 1900 and 1910 US census (Op. Cit.) lists him as a “commission merchant”. Harry Breakstone, Joseph’s son stated in a 1966 interview that they first went into the business of receiving butter, shipped from the West. (See note below for more butter info). “Isaac went down and took charge of the wholesale downtown and my father was the retailer on the E. Side.” Dolly Bloch also stated this: “My cousin by marriage looked after the store in Division St. His brother looked after a branch which they had started on the West Side. That year, Joseph had 5 clerks and a cashier in the store. They were in the butter, egg and milk business. (Dolly Bloch memoir). (Note that she doesn’t mention cheese). In March, they had already been contracting to have butter shipped to them by the Ridgeway Creamery Co. of Ridgeway, Michigan.. (3/26/1897 article in NY Sun, pg. 8, “An Alleged \$40,000 Thief).

It should be noted that Joseph and Isaac’s enterprise was, by no means, a novel one. In fact, the history of Axelrod’s Dairy is closely parallel to Breakstone Bros.: In 1896, Wolf Axelrod had established both a dairy retail store and wholesale distribution business on Madison St. A few years later, he moved his business to Brooklyn, where Axelrod’s Dairy sold sour cream, and Pot Cheese products which were delivered by horse and wagon. At some point, Axelrod’s began manufacturing their own products, which were produced in up-state NY dairies and then, packed in ice, shipped by train to NY. In 1932, just a few years after Breakstone’s Dairy, Axelrod’s was also bought out by National Dairy Products Co. (WWW.Axelrod.com).

Kraft provides another example. James Lewis Kraft, who had emigrated from Canada to Chicago, began a cheese wholesaling business in 1903, beginning with \$65 and a rented horse and wagon. He bought cheese at Chicago’s Water St. wholesale market and resold it to local merchants. He was soon joined by his brothers, and by 1909, J.L. Kraft & Bros. Co. was in operation. They opened a NY office in 1912, and by 1914 were cheese plant in Stockton, Ill. in 1914. In 1916, the company developed a method of making pasteurized, processed cheeses that could be sold in tins and would not spoil. They merged in 1928 with Phenix Cheese, and in 1930, were purchased by National Dairy Products Corp. (Encarta Encyclopedia, 2001).

Nor was the use of the wooden boxes for cheese unique to Breakstone's. Originally, butter produced on dairy farms for sale, was wrapped in white or colored fabric. High quality butter produced in Philadelphia was wrapped in linen napkins. In the 1880s and 1890s, first paraffin paper and then vegetable parchment were used as wrappers. Larger quantities of butter, however, were sent in wooden barrels. The development of automated carton packaging did not begin until the early 20th Century (and was dependent, among other factors, on refrigerated rail transportation) but one of the earliest companies to adopt it was Fairmont Creamery. Kraft, Phenix and L. Daitch all used wooden boxes for their cream cheese. According to Bill Born (Interview, 12/2008), the only packaging available for cheese at this period was glass jars and wooden boxes.

Though Morris was working with Joseph and Isaac from the beginning of Breakstone Bros. (Morris Breakstone, a grandson of cousin Morris, stated in a 4/26/1987 letter that cousin Morris helped Isaac and Joseph get started in their business) and remained with the company until sometime before 1920, note that the company name was Breakstone Brothers, not Breakstone's. Note also that Morris, in the 1920 US Federal census (NY, NY, "Morris Breakstone"), is listed as retired while Isaac and Joseph continued to work. Note, below, in 1917, the formation of two other dairy companies. It is currently unknown whether Morris truly retired, was forced out or whether he decided to embark on other dairy business ventures.

⁴⁴ (1897/98 Manhattan City Directory). Note that the opening of Breakstone Bros. is fifteen years after the 1882 date given by Kraft Foods. (See Kraft Ink, Vol. 6, No. 3, 1982 and subsequent history postings on the Kraft Foods website). At first, Breakstone Bros. functioned as distributors, only later going into manufacturing. The oldest remaining cheese boxes of the company, read: "American (or White American) Pasteurized Process Cheese, Breakstone Bros., Inc., Distributor, New York, NY." Dolly Block(1875-1959), whose mother was a first cousin of Esther Lavner, (Joe Breakstone's wife), related that , in 1897, Joe sent over to her father's grocery store, eggs, butter, cheese, sour cream and pot cheese, to sell on consignment. Moreover, she stated that when she went to work for Joe (1897) she was responsible for finding the farmer who supplied Breakstone Bros. with pot cheese. She stated that part of her job was also writing many letters to farmers to establish contact between them and the dairy. (Dolly Block Rosenholz, ("Strangers at the Gate", unpublished memoir, Staten Island, 1958) . In 1902, for example, one of Breakstone & Grossman's collectors (see below for info on Breakstone & Grossman), whose job it was to go to the retailers and collect money for the merchandise they had previously purchased, was said to have averaged collections of \$700 a day. (Brooklyn Eagle, 10/2/1902, p. 2, "Five Years' Faithful Service").

⁴⁵ Deborah Blok Rosenholz,: "My cousin by marriage [Esther Lavner] looked after the store in Division St.").

⁴⁶ Bernard was Joseph and Isaac's first cousin.. From 1900-1903, he sold eggs, butter and cheese from a store at 18 Rutgers Pl. Did he operate as a retail store for Breakstone Bros. or was he independent?

⁴⁷ Rodman account (Op. Cit.). Harry Breakstone interview, Op. Cit.

⁴⁸ Trows NY City Directory, 1899 and 1900 Thomas Food Industry Register, NY, which states that they were involved with butter, cheese, and eggs. See also Brooklyn Daily Eagle, 3/12/1900, p. 1, "Fire in Wallabout market", which stated that Breakstone Bros. were dealers in Butter and Eggs.

⁴⁹ Reports of City Officers of the City of Newark, NJ, Fire Marshal's Report, April, 1899.

⁵⁰ The building was leased for 5 years. See NY Times, 2/6/1902, Recorded Leases, p. 14).

⁵¹ (See NY Times, 7/1/1902, p.5, NY Incorporations; Brooklyn Eagle, 7/1/1902, p. 17, "New Brooklyn Industries" and 10/2/1902, p. 2). The firm started with \$10,000 in capital. It's operations address is listed as 3 Wallabout Market. (Though the Brooklyn Eagle in October of 1902 reported on an employee at the company who had worked there for five years, clearly it was Breakstone Bros. he had worked for, before continuing with Breakstone, Grossman and Co.) The October, 1902 Brooklyn Eagle, also shows that the dairy products were sent to? picked up? by local merchants. The company then employed collectors to travel to the merchants and pick up their money. One collector was estimated to be picking up \$700 a day. See also stockholders notice (NY Times of May 14th 1903, p. 13) increasing capital stock from \$10,000 to \$50,000. (Is it certain that this is Joseph Breakstone, brother of Isaac?) NY times of 10/5/1904 gives details as to their bankruptcy proceedings. At the end of 1902, Isaac will take out a one year, \$8,000 mortgage for a piece of property at 227 W. 131st. St. (NY Times, 12/30/1902).

⁵² At the beginning of the year, Isaac sells two five-story double flats on 7th Ave. between 136th and 137th St. Clearly, the company is already making huge profits. (NY Times, 1/10/1904).

⁵³⁵³ Samuel Meyer Breakstone (1878-c.1939) was the son of Joseph and Isaac's cousin, Barnet, born in "Pinamo, Russia" (Anna Breakstone 7/2/1923 Passport Application). (This is probably Ponemon). His 1930 Ellenville, NY census stated he was born in Lithuania. He immigrated in 1894. (1905 Naturalization Index). (Anna Breakstone 7/2/1923 Passport Application stated that he immigrated in 1897; his 1930 census record for Brooklyn stated that he immigrated in 1888 and his 1930 census record for Ellenville, stated that he immigrated in 1899). He died before 1940, since the 1940 US census (Kings), shows his wife as a widow.



S. Breakstone

In 1904, Samuel, with Abraham Levine, started Breakstone & Levine, a wholesale business in Butter, Cheese and Cream, at 202 Henry St. In 1910 it was on 171 Cherry St. and by 1912, it was on 365 Cherry St. . Later, it expanded into the Bronx (31 Grand Concourse), Brooklyn (1031 Atlantic Ave.) and another site in Manhattan (519 W. 24th St.). In 1918 they were operating the Elgin Creamery in Windham, NY, and were leasing the Prattsville Milk and Cream Association creamery. (“Breakstone & Levine Lease Creamery at Prattsville,” *The Windham Journal* (New York), May 9th, 1918). It was in operation until at least 1920. (See 1904-1920 NY City Directories); Ice and Refrigeration, Southern Ice Exchange, H.S. Rich & Co., 1912, p. 66; 4/7/1915 printed invoice from Breakstone & Levine, in possession of Jeff Marx; 1920s? Breakstone and Levine ad, listing 3 sites in the NY boroughs, stating that they were now using Auto Car motor trucks to transport their wares instead of horse-drawn teams); 1920s 5 lb. cream cheese box in possession of Jeff Marx: Front: “Breakstone & Levine, Prattsville Cream Cheese, Made from Pure Pasteurized Cream”, Side: “We? Want a Real Cream Cheese, Insist on B&L, The Cream Cheese with an enviable (taste?)”. The advertising on the box seems patterned after the 1923 Breakstone Downsville cream cheese boxes. In 1918, they applied for patent? Trademark for a label: Polly Brand Neufchatel Cheese. (Annual Report of the Commissioner of Patents for the Year 1918, “Registration of Labels, p. 665, US Gov. Printing office: Washington, 1919). Harry Roskolenko, recalling the years around 1907 (The Time That Was Then: The Lower East Side 1900-1914, The Dial Press, New York, 1971, page 104) stated: “There was Breakstone, across from my house at 362 Cherry St., sellers of dairy products. Breakstone consisted of just one building that smelled of rotting cheese, rancid butter, ancient eggs, milk that had turned sour...Breakstone also made smetana....All the Breakstone products were sold on Orchard Street.....”). “But most of us worked after school at diverse jobs for a nickel an hour. I rolled empty milk cans for Breakstone and Levine, then starting out in business across from my house, at 365 Cherry St.” (Thomas C. Wheeler, Jack Agueros, The Immigrant Experience: The Anguish of Becoming American, Penguin Books, 1972, p. 171). By 1934 he was involved with Solomon Greenhaus in Breakstone Creamery Corp. The two of them were arrested that year on charges of possessing counterfeit money. (*Jersey Journal* (Jersey City, NJ), 8/6/1934).

Lynn Levine Hess, the granddaughter of Jacob Levine, Abraham’s brother, stated (Interview 2/2012) that she had been told by her father that Jacob’s original family name was a form of Bregstein, but was changed, here in the U.S. This is probably not true, but

rather, the vestige of a family memory concerning the involvement of Levine with Breakstone. (Jacob Levine, by 1934, was the founding partner of another dairy company, Raisin & Levine). On the other hand, Samuel's 1930 census info has a Theodore Levine (b.1907 in Russia), a nephew, living with them, who immigrates in 1921 which suggests the possibility that a sister of Samuel (or his wife, Annie Silverman), was married to a Levine. Jane Ziegelman, in her book, *97 Orchard St.* (21010, NY: HarperCollins) is wrong in stating that Breakstone & Levine were "the forerunner to the modern-day Breakstone brand." (p. 152). See also, 1917 note, below.

⁵⁴ 1905 NY State Census (ED 38, Page 10, line 32, "Isaac Breakstone").

⁵⁵ Trademark #178782. First use date in commerce is given as 1884. This first use date would refer to the name of Joseph's first dairy store in 1884/85 (Breakstone's) not to the manufacturing or distribution of dairy products. (Contra Kraft which claims that 1882 marked the founding of Breakstone Bros.).

⁵⁶ Cabin Hill (in town of Cabin Hill), and in Downsville: Downsville, Gregory Hollow, Gregorytown, Tilford Hollow and Wilson Hollow. They are all producing butter and Downsville is producing cheese, as well. (Bulletin No. 8 of Butter and Cheese Factories, Milk Stations and Condenseries in the State of New York, State of NY- Dept. of Agriculture, 1906.)

⁵⁷ (Cassadaga-Lilly Dale Sesquicentennial 1809-1959, Niagra Frontier Pub. Co., Gowanda, NY, 1959, p. 16.) In addition, in 1909, milk was being shipped to them by the Shavertown Creamery Co. in Dunraven, New York. (Catskill Mountain News, Margaretville, NY, 3/12/1909, p. 1). By the end of the 19th Century, home butter production had been replaced by creameries. This was due to the introduction of the industrial cream separator in 1879 and the small, hand-cranked cream separators in the 1890s. Small farm owners separated the cream from the milk and then sold the cream to creameries to be churned into butter. In 1911, the company investigated buying a plant of the Heim Milk Products Company in Canastota, NY. (The Post-Standard, Syracuse, NY, 3/27/1911).

⁵⁸ See *Breakstone v. Buffalo Foundry and Machine Co.*, 1915, involving the purchase of a milk dryer for making powder.

⁵⁹ "Stories From Stockton," Jamestown Evening Journal, September, 1910, mentions that A. Breakstone, was one of the proprietors.

⁶⁰ State of New York, Dept. of Agriculture, Nineteenth Annual Report of the Department of Agriculture For the Year Ending 9/30/1911, Part II, The Argus Co., Albany, 1912. All three were listed as milk stations. Dept. of Agriculture, State of NY, Dept. of Agriculture Bulletin, #26, Albany, NY., 1911; Fredonia Censor, p. 8, 8/23/1911. Stockton was possibly near Buffalo.

⁶¹ It was incorporated on 11/14/1913. The three directors and stockholders were Joseph, Isaac and David Breakstone. It was started with capitol stock of \$50,000 Case 00144-14c, NYC Municipal Archives). In 1915, Max Breakstone, their cousin, was listed as President, and David Breakstone as Treasurer. (See Trows 1915 City Directory, Manhattan and the Bronx.) David Breakstone's obit. states that he retired in 1954 after working for Breakstone Brothers, Inc. for 50 years. (NY Times, 9/19/1962, p.39). In 1911, Breakstone Bros. attempted to bid for the plants of the Heim Milk Products Co. in Canastota. (The Post Standard, Syracuse, NY, 3/25/1911).

⁶² (See New-York Tribune ad for The White Company trucks, 1/14/1912, pg. 13, "White Trucks"). Directory of Directors in the City of New York, 1915-1916, has David Breakstone as director of this Bronx operation, as is Max Breakstone.

⁶³ (See "The History of Breakstone" and "Breakstone in Walton, NY", Kraft Corp., ca.1970s.) Walton is in Delaware County, NY, 160 miles northwest of New York City.

⁶⁴ The Creamery and Milkplant Monthly, Vol. 1, No. 6, NY, 2/1913, p 42; Hancock Herald, 1/9/1912.

⁶⁵ *The Windham Journal* (New York), December 5th, 1912. The deal did not go through.

⁶⁶ (Breakstone Bros. stationary, in possession of Jeff Marx.) According to Earl Stone, Breakstone Bros. was the first to introduce sweet, (unsalted) butter to America. The butter was put up by Fairmont Creamery Co. in Omaha, Nebraska. Though Fairmount usually shipped the butter cross-country with salt, fearing that it would spoil, Joe Breakstone told them he would pre-pay for shipments and he would take the risk of shipping the butter, unsalted. Started in 1884, Fairmont had become a major creamery by 1918, at one point producing 7,000 pounds of butter, daily. The butter was shipped to New York in train cars refrigerated with ice. (York News-Times, 11/20/2000). The first refrigerated rail car, cooled by natural ice was in use in 1851. At some point (1880s?) the compressed-gas cooler was used in railroad shipping. Thus, the story of the unsalted butter may be apocryphal. Jan Peerce (Alan Levy, The Bluebird of Happiness: The Memoirs of Jan Peerce, Harper & Row, NY, 1976, pp. 34-35) recollected that around 1917 he worked briefly for Breakstone Dairy, "king of cottage cheese, sour cream and butter." (Note that cream cheese is not mentioned). He also stated that he was fired when they learned that he didn't work on Saturdays, because it was the Sabbath.

⁶⁷ Both their Manhattan branch and their Bronx branch were incorporated. The Bronx was incorporated on 11/23/1913 with \$50,000 of capitol stock, and Joseph, Isaac and David Breakstone (their nephew) as directors. The Manhattan operation was incorporated on 12/23/1913 with capitol stock of \$200,000 and Joseph, Isaac and Morris Breakstone listed as the directors. Stockholders were Joseph, Isaac, Morris, and Harry Breakstone, and Jesse Rodman. The company's stated purpose was "to conduct a wholesale and retail business in butter, cheese, cream, eggs, poultry." (Case #00144-14c, NY Municipal Archives;

11/23/1913 NY Times, p. 8, “New Incorporations”).

⁶⁸ See 1912 note, above. Max Breakstone was president. By 1917, Joseph will take over as president.

⁶⁹ Pennsylvania Dept. of Agriculture, Dairy and Food Division, Bulletin #256, “The Creameries, Cheese Factories, Milk condensaries and Canneries of PA”, Harrisburg, PA, pg. 18, 1914, Wm Stanley Ray, State Printer; 5/25-27, 1915 Proceedings of the Farmers’ Annual Normal Institute and Spring Meeting of the State Board of Agriculture, Commonwealth of PA, Dept. of Agriculture, Bulletin No. 267.

⁷⁰ “Sinclairville,” Jamestown Evening Journal, 11/17/1914, p. 8.

⁷¹ Abraham Breakstone death certificate: buried 1/19/1915.

⁷² (See “Breakstone in Walton, NY”, Op. Cit.). According to Earl Stone, one of the boats carrying the milk powder to Europe was sunk by a German U-boat, resulting in a large financial loss to the company.

⁷³ Dept. of Agriculture Bulletin, Bulletin 69, “List of Butter and Cheese Factories, Milk Stations and Condensing Plants in NY State”, NY State Dept. of Agriculture, Albany, NY, 3/1915, p. 1156. Downsville was in Delaware County, NY, northwest of New York City. “It was located at the end of Depot St., in Downsville. Six people at a time worked there. Next to the creamery was a pond. During the winter, blocks of ice were chopped from the pond to cool the cheese. It was closed down in 1949 and converted to a sawmill, which burned down in 1970. The Como Lumber Company stands on the site, today.” (See school report, “Creamery and Sawmill”, Barbara Karl, c. 1970, Downsville Library, Downsville, NY. Since the earlier Downsville creameries aren’t mentioned in 1916, except for the Downsville Cooperative, it is possible that they were all merged into it.; and see cheese box, National Museum of American Jewish History: “Breakstone’s American Loaf Cheese, Downsville”). Pepacton was six miles west of Downsville. Both of these creameries were listed as cheese makers.

⁷⁴ (Product tag: “Ice Cream Mix”, Breakstone collection, National Museum of Jewish History). It is possible that they were selling it before, but at a different address. The tag gives their address as 195 Franklin St.

⁷⁵ (1916 Directory of Directors in the City of New York).

⁷⁶ (NY Times 5/29/1917, New Incorporations, p. 19; The Creamery Journal, 1917, Vol. 28, p. 117). Milton (Moshe) (1891-1959) was the son of Joseph and Isaac’s cousin, Hyman. Samuel M Breakstone(1878-c.1939) who was the son of Joseph and Isaac’s cousin, Barnet, was living in Ellenville in the 1930s, and may have been connected with this dairy.

⁷⁷ It is found at 354 Greenwich, just a few doors down from Breakstone Bros. (Trow City Directory, 1917).

⁷⁸ In 1906, Joe and Ike's nephew, Morris (Moshe) (born 12/1890), the son of their brother, Chaim Hirsch, came to the U.S. His 1917 WWI draft registration card states that he was "in his own business" (Produce) at 344 Greenwich St. He is also found at this address in the 1925 NY City Directory. His 1930 US census (Bronx, NY, "Morris Breakstone") states that he was a commission merchant for dairy products. His 1910 Census (Op. Cit.) stated that he was in the Wholesale eggs business. His 1964 Obit in the New York Times stated that he had worked for Breakstone Foods, the later name given to the company after its buyout by National Dairy Corp. in 1928. Is this the same Morris Breakstone, dealer in butter and eggs in Harlem Market, who files for bankruptcy in 1915? ("Bankruptcy Matters," NY Times, August 5, 1915).

⁷⁹ New York (State). Dept. of Agriculture Bulletin, Issue 113, List of Creameries, Cheese Factories, Milk Stations, Condensing Plants and Powdered Milk Plants in NY State, 1918, p. 18.

⁸⁰ This consisted of cream, gelatin, cane sugar, skimmed milk and butterfat. (Product tag: "Ice Cream Mix, Walton, NY", Breakstone collection, National Museum of Jewish History). It is possible that they were selling it before, but at a different address. The tag gives their address as 195 Franklin St.

⁸¹ Treasury Decisions Under the Customs, Internal Revenue, Industrial Alcohol, Narcotic and other Laws, US Dept. of the Treasury, US Customs Court., 1919, P. 712.

⁸² Amendment on 1/2/1920 shows that the company had more than doubled in worth with capitol stock now \$500,000. (Case #00144-14c, NY Municipal Archives).

⁸³ Index of Patents Issued by the United States Patent Office, Vol. 920, 1920. (#130,467, v. 273, p.801, April 27th, 1920.) However, no record under this citation has been found. A second one exists: Trade-Mark title (Registration applied for), No. 123,606 or 123,806, Feb. 3, 1920, V. 271, p. 146 or 148.). See sale of cases of cans of "Downsville Condensed Milk" (NY Times, 9/8/1921, p. 25).

⁸⁴ State of NY dept. of farms and markets, Bull. #145, 1922, "Report on Milk Production and Manufactured Dairy Products in NY State for the year 1921."

⁸⁵ See Otsego Farmer, 3/18/1921, Viol. XXXV, no. 17, "Delaware Farmers Fortunate".

⁸⁶ Harry Bovarnick (c. 1885-1962) was born in Kamin, Russia either on 9/15/1887 (1914 U.S. Passport application, Massachusetts, #23972), in 1885/86 (his 1917 WWI Draft Registration indicated that he believed he was around 31 but was not exactly sure of his age), in 1882/83 (1920 US census, Malden, MA, "Harry Bovarwick", age 37 and 1930 US Census, Buffalo, NY, "Harry Bovarnick", age 47)), or on 3/15/1885 (1942, WWII Draft Registration). He arrived with his family to the U.S. in 1899/1900 and grew up in Malden, Mass. (1914 U.S. Passport application; 1930 US census, Buffalo, NY). From at least 1914²³

to at least 1920, he was a salesman for the Boston Egg Company. (1914 Passport application; 1917 WWI Draft Registration, 1920 US Census).

In 1919, he came up with a rennet-based formula (.5 ml of rennet to every 10 gallons of sour cream mix) for making heavily bodied sour cream. Bovarnick didn't have enough capital to go into business, so Breakstone Bros. brought him into the firm as their cheese maker, with the understanding that he would keep the formula to himself. The formula was also used for the making of cream cheese. (Bill Born, "Cultured/Sour Cream", in Manufacturing Yogurt and Fermented Milks, by Ramesh C. Chandan, Charles H. White, Arun Kilara, Y. H. Hui, Chapter 18, Blackwell Publishing, 2006; Interview with Earl Stone, 1985 and circa 1993). Harry Breakstone stated that it was Bovarnick and "another guy" from Boston who were able to make cream cheese "in bulk" for Breakstone. They began, he stated, to make it in Walton.

In 1923, Bovarnick moved to Walton, NY, where he worked in the Breakstone plant. Four years later, he moved to Buffalo when the Breakstone plant, there, was opened in 1927. (In Buffalo, he was active in the Conservative synagogue, Beth El, went to seders at the rabbi's home and donated a memorial plaque to the congregation.) He stayed on with the company following their purchase by NDC but by the mid 1930s, was transferred to a plant in Berlin, NY, probably because he had outlived his usefulness, especially to a company that was now employing professional cheese makers and chemists. Leaving his family in Buffalo, he spent two years living in a boarding house, surrounded by Anti-Semitic German Americans. His appeal to Lester Claster, then President of Breakstone, proved fruitless, and dispirited, he quit Breakstone around 1939, receiving a severance of \$5,000 and returned with his family to Boston to open up a lingerie shop. Though he had created the formula for Breakstone that had made its original owners wealthy and continued to be a huge source of revenue for NDC/Kraft, he, himself, only earned a modest salary his entire life. He never owned a home and had but one car. (3/2010 interview with his son, Murray Bovarnick.

⁸⁷ "Breakstone Cream Cheese Winning Favor of Public," *The Standard Union* (Brooklyn), 11/3/1925, stated that their cream cheese, made in Walton, NY, had been introduced 3 years ago.

⁸⁸ U.S. Trademark 178,782 for "Breakstone's Downsville Brand," states that it was used since Jan. 15th, 1923. The cream cheese was sold in wooden boxes, lined with a heavy silver foil. John F. Mariani, *The Dictionary of American Food and Drink*, (Hearst Books, NY, 1994, p. 103, "cream cheese") incorrectly states that cream cheese was made in Downsville in 1920.

⁸⁹ See 2/20/1925 US Trade Mark Application, #203,969, which stated that the trademark for Breakstone's Best Butter had been in use since June 1st, 1923. See also 9/29/1925 patent? trademark? for butter, #203,969, Serial No. 212,885.

⁹⁰ Was there an actual Breakstone plant in Ladysmith or was the Ladysmith Cheese Co., located in Ladysmith from 1923-1925 before moving to Freeport, IL, shipping their cheese

to Breakstone in NY? Since the cheese company left Ladysmith in 1925 for better opportunities in Freeport and since Breakstone established a plant in Freeport in 1928, it seems likely that Breakstone Bros. were using cheese from Ladysmith before 1925. Since Ladysmith Cheese co. was involved in the making of process cheese (see Kraft vs. Ladysmith) and since production of the Kraft process cheese process was probably not underway by rivals until 22/23, a date of cheese from Ladysmith between 22-25 seems likely. Ladysmith is in the northern part of Wisconsin (also with railroad access). Cheese box, National Museum of American Jewish History: "Breakstone's American Loaf Cheese, Downsville, NY; New York, NY; Ladysmith, Wis."

⁹¹ National Dairy Products Corporation began in 1923 as a merger between Hydrox Ice Cream Company (which Chicago pharmacist Thomas McInnerney purchased in 1914) and the Rieck-Mclunkin Dairy of Pittsburgh. (Cheese Box, National Museum of American Jewish History: "Breakstone's Cream Cheese, Vegetable Gum Added, Made with Selected Pasteurized Cream, Mf'd By Breakstone Bros. Inc., New York, NY, NDP Cream Crest".) 1923 is the absolutely earliest date that Breakstone Bros. could have begun utilizing NDP cream, though a 1924/25 date is more probable. The use of NDP cream is evidence of the growing control of dairies and creameries which National Dairy Products Co. was beginning to have on the East coast, culminating in the 1928 buyout of Breakstone Bros. (See below).

⁹² See 2/20/1925 US Trade Mark Application, #203,969. James Trager's claim (The New York Chronology: The Ultimate Compendium of Events, People, and Anecdotes from the Dutch to the Present, HarperCollins, 2004, p. 376) that they were there in 1918 does not seem to be correct, especially because Breakstone Bros. at that address is not found in the NY City Directories up to 1922.

⁹³ Isaac, Joseph, Harry and Morris Breakstone all listed as working there. (1925 NY City Directory). By 1922, Phenix Cheese Co. is right across the St. at 345!

⁹⁴ (Product tags: "Cultured Buttermilk Pasteurized at Walton, NY" and "Creamed Cottage Cheese", Breakstone collection, National Museum of Jewish History). It is possible that they were selling it before, but at a different address. The tag gives their address as 195-197 Franklin St.

⁹⁵ See 1913 and 1920 notes, above. Amendment on 5/1/1925) shows that the capitol stock of the company was one million dollars. (Case #00144-14c, NY Municipal Archives).

⁹⁶ See ad in Oneonta Daily Star, NY, 9/28/1926, page 5.

⁹⁷ (Butter box, circa 1926, "Breakstone's Whipped Butter Put Up By National Creamery Co., Somerville, Mass." and cream cheese box, circa 1926, "Breakstone's Cream Cheese, National Creamery Co., Somerville, Mass.", National Museum of American Jewish History). National Creamery was started in 1916 by Sam Cohen and his brothers. Around 1926 they opened up their Somerville plant. In 1929 they were bought out by National

Dairy Corp. (“Sam Cohen’s Experience in Making Profits for Creamery Companies”, unpublished ms., c. 1954).

⁹⁸ The first listing of Breakstone Brothers in Buffalo City Directory is 1927, 113 Columbia. The cream cheese operation was moved to Buffalo “...because a larger plant was needed with good access to cream supply and transportation”. (“The History of Breakstone”, Op. Cit.).

⁹⁹ (Trademark registrations #0235366 and #74219851: “First use: 6/22/1927”; see also Oneonta Daily Star, NY, page 5, 11/4/1927, ad for Temp-Tee).

¹⁰⁰ (Cheese box, National Museum of American Jewish History: Undated. Front: “Breakstone’s Cream Cheese made from Pure Pasteurized Cream, Cream Crest.” Side: (In Yiddish and Hebrew) “Krem Kev, Kosher LePesach, HaRav Liber Cohen, Rav Nu York Cream Cheese, Kosher for Passover, Rabbi Liber Cohen, New York}.” Side: “Rabbi L. Cohen, 518 W. 179th St., NYC.” (1918 WWI Draft Registration Card for Liber Cohen, Rabbi, shows a different address, which suggests a post 1918 date for the box). A later cheese box circa 1927, National Museum of American Jewish History: Front: “Breakstone’s Cream Cheese, Vegetable Gum added, made from Pure Pasteurized Cream, Cream Crest.” Top: (in Hebrew) “Kosher L’Pesach”. (English) “Certified by Rabbi Jacob Cohen, 85 S. Main St., Spring Valley, N.Y”). Are these the earliest examples of kosher cream cheese? (See 3 lb. Wooden cream cheese box, probably late 1920s, in possession of Lori Daitch: “L. Daitch and Co. Cream Cheese, Crystal Pure” (with a K in the middle of a Jewish star.).

¹⁰¹ Research Bulletin- Agricultural Experiment Station, Iowa State College, 1940, page 80.

¹⁰² Louis Josephson was the inventor. Applied for on 2/2/1927 and granted 3/6/1928. Patent # 1,661,479.

¹⁰³ (See, “The History of Breakstone” Op. Cit.) .

¹⁰⁴ Ad: “Breakstone Bros. Inc. Manufacturers of Butter, Cheese, Cream, Condensed and Powdered Milk, 195-197 Franklin St.” (Brooklyn Daily Eagle, 3/20/1928, p. 11).

¹⁰⁵ (See NY County Clerk's Office, Incorporation Papers, Breakstone Bros., Inc., file #1928-1178 mp.) The papers show that Harry Breakstone, Vice President of Breakstone Bros., sold the company to National Dairy Products Co. on 3/6/1928. (See also NY Times, 4/12/1928, p. 40.) On the other hand, Hearings before the subcommittee of the Committee on the Judiciary, House of Representatives, Seventy-ninth Congress, first session, U.S. Govt. Printing Office, 1946, stated that the purchase took place on 1/28/1928. To facilitate the corporate change, on 3/5/1928, Breakstone Bros. Inc. changed their name to Breacslajos, Inc. (Breakstone, Claster, Josephson) and that company was dissolved on 9/13/1928. According to Earl Stone, Breakstone Bros. had routinely sent ~~d~~ deliveries each week to a local yeshiva, and the contract with National Dairy called for that

to be continued.

The mid to late 1920's witnessed a huge expansion of cheese and dairy manufacturing conglomerates. The business section of the NY Times records a veritable "feeding frenzy" as companies bought out smaller dairies and creameries and were, in turn, bought out or merged with larger businesses. National Dairy Products Corporation was formed on 12/10/1923 in a merger of the Hydrox Corporation, an ice cream company located in Chicago and Rieck McJunkin Dairy Co. of Pittsburgh. It acquired Sheffield Farms Co. in 1925 (giving it potential sales of \$100,000,000 a year); Breyers Ice Cream Co. in 1926; and Telling Belle Vernon Co. in 1929. Between 1923 and 1936 NDP acquired 362 subsidiaries. ("Investigation of Concentration of Economic Power", Temporary National Economic Committee, Monograph no. 21, Competition and Monopoly in American Industry, US Government Printing Office, 1941, p. 210).

Kraft Cheese Co. (formerly J.L. Kraft and Bros. Co.) had merged with Phenix Cheese Corp. in 1928 (giving it potential sales of \$60,000,000 a year). In 1930, Kraft-Phenix merged with National Dairy Products (giving the new company potential sales of \$400,000,000 and assets of \$240,000,000). By 1928, the only question facing Breakstone Bros. would have been which conglomerate would purchase them. The decision to sell Breakstone Bros. was probably one of necessity, since these conglomerates were beginning to own all the means of dairy production. (See NY Times 10/14/1925, p. 27; 2/26/1928, p. 42; 4/20/1928, p. 38; 5/22/1928, p. 32; 9/21/1928, p. 56; 10/17/1929, p. 51; 2/9/1930, p.N11; 3/1/1930, p.32).

The Breakstone's name and products still continue to this day, though its owners have changed. In 1930, two years after purchasing Breakstone Bros., National Dairy Products purchased Kraft-Phenix Cheese Co. In 1969, National Dairy Products changed its name to Kraftco Corp. and then, in 1976, to Kraft, Inc. (During this time, in addition to Breakstone Foods, is also found Breakstone Sweet Creek Foods.) In 1980, Kraftco merged with Dart Industries to become Dart & Kraft. By the mid 1980s its name was changed back to Kraft, Inc. In 1988, Kraft was purchased by Philip Morris Companies, Inc. who combined it in 1989 with General Foods Corp., changing its name to Kraft General Foods Corp. In 1995, Kraft was renamed Kraft Foods, Inc. In 2003, Philip Morris was acquired by the Altria Group and so Breakstone became a subsidiary of Kraft USA, a subsidiary of Kraft Foods, Inc., a subsidiary of Philip Morris, a subsidiary of Altria Group. In 2007, Kraft Foods, Inc. was spun-off from the Altria Group. In 2012 it changed its name to Mondelez International and spun-off its North American brands (including Breakstone) into a new company called Kraft Foods Group. In 2015, Kraft Foods Group merged with H.J. Heinz Company to become the Kraft Heinz Company. As of 2019, Kraft Heinz was looking to sell off Breakstone.

¹⁰⁶ "For a number of years, Mr. Wiltout was manager of the Ladysmith Cheese Co., Freeport, Il. and in 1928 he established the Breakstone Bros. process cheese plant in that city." (Food Engineering, Vol. 4, 1932, p. 16). The Freeport Journal-Standard, 9/29/1928, p. 7, announced the opening (beginning of Oct.) of the Breakstone Bros. Cheese factory on Stephenson St. devoted to the manufacture of loaf cheese. Work on the refurbishing of the space began in late June, which suggests that negotiations for the space probably took place right before or about the time of the sale of Breakstone Bros. to National Dairy Corp. 27

Cheese boxes, National Museum of American Jewish History: “Breakstone’s Pasteurized American Process Cheese, New York, Buffalo, Chicago, Freeport, IL.”; photo in possession of Jeff Marx: “Breakstone’s Swiss Loaf Cheese, Pasteurized, Blended, Buffalo, NY; NY, NY; Freeport, IL.” Freeport is due west of Chicago (with railroad access). Also in Freeport at that time, was the Ladysmith Cheese Co.. (started in 1923 and came to Freeport in June of 1925). Samuel Claster’s brother, Lester (see below) was one of the officers. Ladysmith was bought out by Kraft-Phoenix in 1932. (The Sheboygan Press, 5/28/1932). What is the connection between the Ladysmith Cheese Co. of Freeport and Breakstone cheese boxes stating that some of their cheese was from Ladysmith, Wisc.

¹⁰⁷ Harry was Joseph's son. Louis Josephson was Isaac and Joseph's nephew. Louis was president by 1941. (See 5/1/1941 Daily Kennebec Journal, Kennebec, Maine). Two other of Isaac and Joseph's nephews, Louis' brothers, Abe and Alexander, also worked for Breakstone in the Bronx division. Both Louis Josephson and Harry Breakstone retired in 1953. (Photo, retirement dinner, 6/24/1953). Samuel Claster, in 1910, had married Isaac's daughter, Anna. Samuel's brother, Lester, in 1925, was one of the officers of Ladysmith Cheese Co. of Freeport, IL. (Freeport Journal-Standard, 11/24/1925). He was already, by that time, employed by Breakstone Bros.) He had married Isaac's daughter, Lillian, around 1917. Lawrence Becker was married to Isaac and Joseph's niece, Louis Josephson's sister, Sadye. He served as president until at least 1964. (New Amsterdam Cheese Corp. vs. Kraftco Corp., 8/13/1973, US District Court, S. District of NY; 2009 interview Mindee Tromuer).

¹⁰⁸ Earl Stone Interview, circa 1990; Breakstone Bros. apparently bought out or bought the rights for whipped butter from Lippe Butter Co. whom had been previously whipping the butter for Breakstones. (See Cheese Box, National Museum of American Jewish History, undated: Front: Breakstone's Whipped Butter". Side: Permit No. 318818, Whipped by Lippe Butter Co. Inc., 195 Franklin St., NY; Cheese box, National Museum of American Jewish History, undated: Front: “Breakstone's Whipped Butter, Distributed by Breakstone Bros., NY.” Side: Permit 425562, Whipped by Breakstone Bros. Inc., 195 Franklin St., NY”; “New Type of Butter on the Market”, Food Trades Publishing Co., 1930, vol. 1, p.28 which states that Lippe had the first license to sell it).

¹⁰⁹ (See Joseph Breakstone death certificate, July 10th, 1930.) In his late '40s, Joe developed circulatory problems and eventually had both legs amputated, one below the knee and one high up. According to Earl Stone, he suffered from Berger's disease. He wore artificial legs for a short while, but found them too uncomfortable, and so, threw them away, and instead operated in a wheel chair. He would wheel himself to the car, bed or dining room chair and hoist himself into them.

¹¹⁰ (NY Times obit., 11/10/1945; and Yonkers NY, Herald Statesman, 11/10/1945, p. 2)