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## Nissen Bakery Open House, Interviews with Several Area Residents

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Transcript of a sound recording in MS 608, WLBZ Radio Station Records, Bangor, Maine, 1931-1973

Title: John J. Nissen Baking Plant, Paul Ford and Bill Mincher Interview Several Area Residents

Date: May 22, 1956

Recording numbers: 16.32-16.35; CD 6, tracks 4-36

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## File 1, Bert Albert

Length of recording: 1:11

[transcript begins]

MR. FORD: Here is a gentleman that I have interrupted right in the middle of his lunch. Tell me sir, what is your name?

MR. ALBERT: Bert Albert.

MR. FORD: Bert Albert. Well, I have interrupted him right in the middle of pickles and sandwiches and punch and olives and tomatoes and lettuce sandwiches here and Italian sandwiches. I suppose that is all made out of Nissen bread. Tell me, you visited the entire plant now.

Mr. ALBERT: Yes I have.

MR. FORD: Well, of the things that you've seen this afternoon, there are certainly one or two things which stand out, which impress you the most, what would you say that one of those might be?

MR. ALBERT: I think the amount of flour that goes into the machine there, turn, and well anyway they say it is over 300, 200,000 pounds of flour involved in one conveyor, and the next thing to me is the conveyor belt taking the bread from the oven to the plant where it is packed. That's to me is the marvel there.

MR. FORD: It really is, as I have said to several other people, the little things when they buy a loaf of bread just how much does lie behind it.

MR. ALBERT: It certainly is.

MR. FORD: Mr. Albert, it has been good talking with you and thank you for talking to our WBVZ audience.

[transcript ends]

## File 2, Jim Booker

Length of recording: 1:18

[transcript begins]

MR. FORD: Here is a young man that lives in the same neighborhood here, what's your name young fellow?

JIM BOOKER: Jim Booker.

MR. FORD: Jim Booker. You have a very distinguished address, what is it?

JIM BOOKER: 38 Abbott Street, Brewer, Maine.

MR. FORD: And what makes that a distinguished address?

JIM BOOKER: Right beside the bakery.

MR. FORD: Right beside the Nissen Baking Corporation. Well you have lived right here beside the Corporation now for some time, but tell me is this the first time you have ever been through it?

JIM BOOKER: Yeah, no, quite a few times I guess.

MR. FORD: Quite a few times, but, well, if you have been through quite a few times, you ought to be able to speak quite learnedly on the subject, tell me, how old are you?

JIM BOOKER: 15.

MR. FORD: 15. And what has impressed you this afternoon as one of the things that stands-out most?

JIM BOOKER: Well the ingrediator, I didn't see how they take that flour so it wouldn't lump a lot in the

MR. FORD: Oh yes, well what do they do?

JIM BOOKER: Well, it makes it so they just use the flour and sugar equally and no lumps will get in the bread, like that, smooth it out.

MR. FORD: Oh is that so, and I suppose it also says that if any foreign matter did happen to get in the flour that it would be taken out also?

JIM BOOKER: Yeah, that's right.

MR. FORD: Well you seem to speak quite learnedly of it, is your father employed here?

JIM BOOKER: No he isn't, he is over in Bangor.

MR. FORD: Well I see, thanks a lot, a pleasure to talk with you. Thank you.

[transcript ends]

## File 3, Ernest W. Brown

Length of recording: 1:20

[transcript begins]

MR. MINCHER: How do you do ladies and gentlemen? This is Bill Mincher once again with another in a series of brief interviews we have been doing with people who have been through the new bakery of John J. Nissen Corporation on Abbott Street in Brewer. This time, I have managed to talk to Mr. Ernest W. Brown of 130 Alan Street in Bangor, Maine. Mr. Brown has been through the plant here, I wonder if you could tell us what you think of it, can you sum it up in a few words?

MR. BROWN: Well I think in the observation that I've made, it is the most wonderful plant that I have ever been in, and it surely is interesting right from the start to the finish.

MR. MINCHER: We have been asking people Mr. Brown if there is any one phase of the baking here, and of course you can't see it from start to finish, is there any one phase that seems to you a little bit more well maybe fantastic might be all right for a word, any more interesting than any other?

MR. BROWN: Well, I think the process of the bread going into the oven, and baking in the oven, and coming out as it does all automatically is truly a wonderful thing.

MR. MINCHER: That's right, and it does turn-out a surely wonderful slice of bread too. Thank you. We have been talking with Mr. Ernest W. Brown of 130 Alan Street in Bangor. Thank you Mr. Brown.

[transcript ends]

## File 4, Albert Chase

Length of recording: 0:56

[transcript begins]

MR. FORD: And standing at the other end of the chow line here, I find another gentleman. Sir, your name.

MR. CHASE: Albert Chase.

MR. FORD: Albert Chase. And I'll ask you the same question that I have been asking the others this afternoon that among the various things that you have seen here this afternoon other than those sandwiches and olives, and pickle, and radish that you have there on your plate, what has impressed you about the Nissen baking plant here?

MR. CHASE: Well, it is kind of hard to explain, there is so much going on. I think the way the bread is coming out of the oven there is kind of important and how they pile up on the end and when they wrap it up.

MR. FORD: Certainly is a far flung cry from what you would probably expected.

MR. CHASE: Oh yes, very

MR. FORD: And did you notice the wonderful aroma they have got around here? If you weren't hungry when you came in, you certainly would be.

MR. CHASE: That's right.

MR. FORD: Well it's been very good to talk with you Mr. Chase and thanks for talking to our WLBZ audience.

MR. CHASE: Thank you.

[transcript ends]

## File 5, Miss Irene Cousins

Length of recording: 1:03

[transcript begins]

MR. MINCHER: How do you do ladies and gentlemen? This is Bill Mincher with another in a series of short interviews we have been doing with people who have been through the new John J. Nissen Bakery in Brewer. Here we have a voice which will be familiar to many people in the Bangor and Brewer area, Miss Irene Cousins. Miss Cousins, can you tell me have you been through the whole plant?

MISS COUSINS: I think I have been through the whole plant, and I have been marvelously instructed in bread making.

MR. MINCHER: Is there anything that especially fascinates you, any one of the processes?

MISS COUSINS: To me, it is all fascinating as I have never before been through a big bakery.

MR. MINCHER: Well I think it is a very rewarding experience. How about the capacity of the flour? How long would it take you to use 20,000 pounds of flour, which is a day's normal use here?

MISS COUSINS: It would take me the rest of my lifetime and 30 more years in my grave.

MR. MINCHER: Thank you very much Miss Cousins.

[transcript ends]

## File 6, Dr. John Klein

Length of recording: 1:11

[transcript begins]

MR. FORD: Certainly a great pleasure for me to discover Dr. John Klein from the German Department at the University Maine here this afternoon. Tell me Dr. Klein, have you been through the plant?

DR. KLEIN: Well almost. I have seen most of the operations, had a good explanation from the, what is the man's name – from this gentleman here.

MR. FORD: Oh yes. I didn't know who he was, I thought he was a friend of yours'. Well tell me Dr. Klein, as you have seen some of these things this afternoon, what does impress you among the things which you have had the chance to be explained to you?

DR. KLEIN: Well I make bread myself, but this is a much bigger process, 50,000 pounds at once, that's something.

MR. FORD: That's a little more than you have done. Well, as a bread maker yourself from way back, how do you think – what are some of the things that have really lingered in your memory?

DR. KLEIN: Well, there is the nicely controlled box in which they raise it you know just exactly 100 pounds and 96% moisture, we can't do that at home of course.

MR. FORD: No, not very well. And the cleanliness of the entire plant too.

DR. KLEIN: Yes.

MR. FORD: Well, thanks very much Dr. Klein for talking with us this afternoon.

DR. KLEIN: It has been a pleasure.

[transcript ends]

## File 7, Mr. Gallagher

Length of recording: 1:02

[transcript begins]

MR. FORD: Sir, what is your name?

MR. GALLAGHER: Mr. Gallagher

MR. FORD: Mr. Gallagher, Mr. Sheean is not with you?

MR. GALLAGHER: Not today.

MR. FORD: I see. Well, would you just tell the WLBZ audience how does this trip through the John J. Nissen Baking Corporation where they are making this wholesome bread, how this has impressed you and some of the reactions you had to these magnificent modern machinery sights?

MR. GALLAGHER: Well, I have never seen anything like it. I started from the beginning where they started to mix the dough, not even touch human hands, walked right through it, till it came out wrapped up.

MR. FORD: Well, just as I was telling someone here a few moments ago, I don't suppose you stop and think or anyone does as they go into the grocery stores and pick-up a loaf of bread just how much there is that lies behind it.

MR. GALLAGHER: Oh that's right.

MR. FORD: And what did you think of those big ovens and those wrapping machines?

MR. GALLAGHER: Oh that's beautiful, wonderful.

MR. FORD: Well Mr. Abbott, it has been good to have you...

MR. GALLAGHER: It's hard to believe.

MR. FORD: It certainly is.

MR. GALLAGHER: I'm not Mr. Abbott.

MR. FORD: I guess I was thinking of Abbott Street.

MR. GALLAGHER: That's right, that's where we are.

MR. FORD: Well, thanks a lot for talking to us.

MR. GALLAGHER: O.K.

[transcript ends]

## File 8, Mr. Charles Hedrich

Length of recording: 1:34

[transcript begins]

MR. HUNTER: This is Irving Hunter broadcasting at open house the Nissen Bakery plant. It is a brand new plant in Brewer. And I have the pleasure now of talking with Mr. Charles Hedrich who is a teacher in Brewer. What school do you teach at Mr. Hedrich?

MR. HEDRICH: Brewer High School. I teach civics.

MR. HUNTER: Something was said about bringing a class over here in connection with their studies. That seems like an interesting project. Will you tell me more about that?

MR. HEDRICH: Well I am on a unit known as a man's economic progress. I think it would be a good idea to bring these children over here to see the Nissen plant in operation. How they use to make bread in the old days and compare with the making of bread today where they have a machine.

MR. HUNTER: Well I think it the children will certainly enjoy that trip. Of course, you have had a chance to look at the plant yourself here today. How does it strike you?

MR. HEDRICH: Well what amazes me is the standardized quality of bread, that each loaf of bread coming out of the oven is the same. As I found out in the olden days by doing it by hand it would be a variation of the size of bread coming out of the oven.

MR. HUNTER: That's a very good point. The quality is uniform here. In fact, from this point we can see the loaves of bread, those beautiful brown loaves of wholesome bread coming out of the oven completely baked and everyone, as you have pointed-out Mr. Hedrich, is exactly the same uniform quality, that's the story. Well thank you very much for being with us, and you'll be hearing this on WLBZ at a future date.

MR. HEDRICH: Thank you very much.

MR. HUNTER: O.K. sir.

[transcript ends]

## File 9, Frank Knight

Length of recording: 1:41

[transcript begins]

MR. MINCHER: How do you do ladies and gentlemen? Once again, this is Bill Mincher at the new John J. Nissen Baking Corporation Plant in Brewer with another in a series of brief interviews we have been doing with folks who have been through the plant. This time I am talking with Mr. Frank Knight of Winterport. I would like to ask you Mr. Knight, what do you think of it?

MR. KNIGHT: Well I think it is a very impressive layout. The City of Brewer can well be proud of the installation and certainly the John J. Nissen Company should also be.

MR. MINCHER: Is there any one phase of the baking process or the mixing and baking process here that you think is any more wonderful than anything else?

MR. KNIGHT: Well I think the intricate mechanical equipment that is involved here is the most interesting, and I think there is probably a lot of sleepless nights involved in the development of it and I imagine that if anything goes wrong there probably is a lot of dough around the place where it shouldn't be.

MR. MINCHER: O.K. thank you very much. As it is though, most of the dough is going through the complete process, is being automatically wrapped without being touched by human hands, is going out all over this portion of Maine to people who have found that they like wholesome bread as much as Mr. Frank Knight of Winterport has enjoyed his trip through the new bakery here in Brewer. Thank you Mr. Knight.

[transcript ends]

## File 10, H. W. Meekle

Length of recording: 1:04

[transcript begins]

MINCHER: How do you do, ladies and gentlemen? This is Bill Mincher once again with another in a series of short interviews we have been doing with people visiting the new bakery of the John J. Nissen Corp. on Abbott Street in Brewer. This time we have a Canadian visitor, Mr. H. W. Meekle of Fredricton, New Brunswick. Mr. Meekle, have you been through the complete plant, and if you have, have you found any part that is more interesting than another?

MR. MEEKLE: Yes, I have been through the complete plant, and the interesting part I find is the 5,000 loaves in 23 minutes; something to my estimation is very interesting and exceptionally fine.

MINCHER: Have you been through a large bakery before, that is... is this all brand new to you?

MR. MEEKLE: Practically all new to me, and still the 5,000 loaves of bread is quite an outstanding feature. That's right, it certainly is.

MINCHER: Thank you very much Mr. Meekle.

[transcript ends]

## File 11, Patricia Moore

Length of recording: 0:52

[transcript begins]

MR. FORD: Well here is a very cute little girl, what is your name please?

PATRICIA MOORE: Patricia Moore

MR. FORD: Patricia Moore, and where are you from Patricia?

PATRICIA MOORE: 98 Crestmont Road in Bangor.

MR. FORD: 98 Crestmont Road. Well tell me, you had an opportunity to go through here this afternoon, what does impress you among the things you've seen?

PATRICIA MOORE: Well I like the way they, the little rolls, how they rise so high, fascinating.

MR. FORD: It really is, isn't it? And have you had an opportunity to visit the entire plant yet?

PATRICIA MOORE: No, I haven't.

MR. FORD: And what was that you were just looking at when I came along and seized you from the group?

PATRICIA MOORE: Where the bread was rising.

MR. FORD: Oh yes, did you see it, was it in the wrapping machinery?

PATRICIA MOORE: No, not yet.

MR. FORD: Oh you will be more than impressed with that, and how old are you?

PATRICIA MOORE: 11

MR. FORD: 11, and what is your father's name?

PATRICIA MOORE: George Moore.

MR. FORD: George Moore. Well it has been a real pleasure to talk with you this afternoon, and that you ever so much.

PATRICIA MOORE: Thank you.

[transcript ends]

## File 12, Mrs. Joseph Coffin

Length of recording: 1:20

[transcript begins]

MR. FORD: Here is an old friend and neighbor of mine I found down in Bucksport, Mrs. Joseph Coffin. Tell me who is this little fellow you got up here? I don't remember him.

MRS. COFFIN: This is the baby.

MR. FORD: My goodness, what have you been feeding him, Nissen wholesome bread?

MRS. COFFIN: (laughter) My own bread.

MR. FORD: Your own bread, well as a cook Mrs. Feel I was going to say, tell me, as a cook yourself as I know you must be, how does this baking of the bread here at the Nissen plant impress you? What were some of the things that stand-out in your memory as you went through the plant?

MRS. COFFIN: Well I make my own bread. I brought all the boys up today and the one girl, and they are really enjoying it because they watch me do it at home.

MR. FORD: Oh, I see. And what was their general reaction to the way that momma does it as opposed to this?

MRS. COFFIN: Well they are enjoying every minute of it.

MR. FORD: They are; what did you think of that bread wrapping machine over there that is the one that really impressed me?

MRS. COFFIN: I haven't seen it yet.

MR. FORD: Oh, you don't want to leave without seeing that, you will really be amazed. Can you really turn-out bread as fast as they are coming out of that conveyor belt?

MRS. COFFIN: (laughter) With nine at home to feed almost.

MR. FORD: Nine at home. Well I think that if you could buy Nissen wholesome bread almost as easily as you could make it then couldn't you?

MRS. COFFIN: Probably so.

MR. FORD: Well thanks a lot. I'm awfully glad to have seen you again.

MRS. COFFIN: O.K.

[transcript ends]

## File 13, Mrs. Edward Corbett, Jr.

Length of recording: 1:12

[transcript begins]

MR. FORD: Well, tell me what is your name please?

MRS. CORBETT: Mrs. Corbett.

MR. FORD: Mrs. what?

MRS. CORBETT: Mrs. Edward Corbett.

MR. FORD: Mrs. Edward Corbett. Just step over here a little closer please. And where are you from Mrs. Corbett?

MRS. CORBETT: Brewer.

MR. FORD: And you have been through the plant this afternoon, now the things that you have seen, what are some of the things that you think impress you the most?

MRS. CORBETT: Oh, it's amazing the whole thing, I just can't

MR. FORD: Well, what did you think of that conveyor right over there where all that bread is coming out; could you put out 4 loaves a minute the way they do?

MRS. CORBETT: Not in a day.

MR. FORD: Not in a day. Did you ever think that when you went to the grocery store and picked up a loaf of Nissen's bread to take home for the weekend the terrific amount of work which lay behind it?

MRS. CORBETT: No, I didn't honestly

MR. FORD: It certainly is a wonderful clean place too, hasn't the cleanliness impressed you?

MRS. CORBETT: Oh it is a lovely place.

MR. FORD: I see, and where is your little boy that you had in tow here? What's his name?

MRS. CORBETT: Johnny.

MR. FORD: And how old is he?

MRS. CORBETT: 3 and a half.

MR. FORD: And I think the thing that impresses him the most is the noise.

MRS. CORBETT: No, he don't like that a bit.

MR. FORD: Well, thanks ever so much for talking to our WLBZ audience this afternoon.

[transcript ends]

## File 14, Mrs. Edward Corbett, Sr.

Length of recording: 1:17

[transcript begins]

MR. FORD: Well, here is another lady that I managed to corral from the end of the chow line, tell me what is your name?

MRS. CORBETT: Mrs. Edward Corbett, Sr.

MR. FORD: Oh I see; you must be her mother-in-law.

MRS. CORBETT: Yes

MR. FORD: I see; well tell me, as you have been through here with your daughter-in-law and your grandson this afternoon, who doesn't seem at all impressed with the noise, what are some of the things that have impressed you, now you must be a good cook from way back and know the art of bread making, how does this compare with the kitchen the way you first learned it?

MRS. CORBETT: Oh, it's nice in here; it's awful nice.

MR. FORD: In other words now that you have seen how easy the bread is to make, you prefer to buy it rather than to make it again?

MRS. CORBETT: I make it sometimes, but I like to come and watch them make it.

MR. FORD: Do you; well, how do you think they are making of it here might compare with all good cooks looking at things with a critical eye, look at all those loaves of bread over there. How do those compare with what you would?

MRS. CORBETT: Oh that's a lot more than I could ever make. (laughter)

MR. FORD: (laughter) Well, it certainly is a wonderful plant here isn't it?

MRS. CORBETT: Oh, it's lovely here.

MR. FORD: And of the things you've seen here this afternoon Mrs. Corbett, what are some of the things that probably impress you the most?

MRS. CORBETT: Oh I don't know, but everything is lovely and clean.

MR. FORD: It is really a beautiful plant. Well thanks ever so much Mrs. Corbett for talking with the WLBZ audience.

[transcript ends]

## File 15, Mrs. Clayton Grant

Length of recording: 1:22

[transcript begins]

MR. FORD: Well, here is a lady I've found and this one that doesn't have a cup of coffee in her hand, donuts and cookie, she has a little 7 months old boy. And what is your name please?

MRS. GRANT: Mrs. Clayton Grant.

MR. FORD: And you're from Bangor?

MRS. GRANT: Yes

MR. FORD: Have you carried that little boy in your arms all through the plant here?

MRS. GRANT: No, my husband has.

MR. FORD: Oh I see; that's your husband right there behind you (inaudible) you on. Well, tell me as a good cook yourself, as I should judge by the looks of your husband, what has been some of the things here this afternoon Mrs. Grant which have impressed you very much?

MRS. GRANT: Baking of the bread.

MR. FORD: The baking of it itself, and what was it about that compared with your own skill in bread making that has impressed you?

MRS. GRANT: Oh I don't know; I am not very good bread baker anyway.

MR. FORD: I see; you would rather buy some of Nissen's wholesome bread than to try and bake it yourself. It certainly beats heating up your own home for a whole morning, doesn't it and raising bread?

MRS. GRANT: It sure does.

MR. FORD: And what did you think of that, well it looks like a deep freeze, but I doubt very much if it is, but over there where the bread is rising?

MRS. GRANT: It's very interesting.

MR. FORD: And are these your children?

MRS. GRANT: Yes.

MR. FORD: Well, goodness sakes; that must be quite a family to cook for?

MRS. GRANT: Oh it is.

MR. FORD: Well Nissen's wholesome bread well answer the question and thanks very much.

[transcript ends]

## File 16, Mrs. Mavis Hopkins

Length of recording: 1:50

[transcript begins]

MR. FORD: Well how do you do and what is your name please?

MRS. HOPKINS: Mavis Hopkins

MR. FORD: Mrs. Hopkins and where are you from Mrs. Hopkins?

MRS. HOPKINS: I am from Dedham.

MR. FORD: I see and how has this plant registered with you? In your mind you probably had some ideas of how they made bread and so forth, but did you ever conceive it would be anything like this?

MRS. HOPKINS: No, I never did.

MR. FORD: Which one of the things that has impressed you? You are probably a very good cook yourself and probably can make bread. What impresses you most around here that you have seen this afternoon?

MRS. HOPKINS: Well I think the way they cut it, and roll it out, and then raise it, and bake it.

MR. FORD: I see, it certainly it is a lot easier than one you are used to in your own kitchen at home probably.

MRS. HOPKINS: It sure is

MR. FORD: I see, and is this your husband here?

MRS. HOPKINS: My father.

MR. FORD: Oh your father. How do you do sir? And what is your name please?

MR. GRAY: (Inaudible) 87 years old.

MR. FORD: You are 87 years old. Well step right over here to the microphone just a moment. You have seen a lot of changes in 87 years, what do you think of this plant here?

MR. GRAY: It's all out of reason, I couldn't imagine what there was here.

MR. FORD: Well it certainly has been quite an impressive sight for you. What is one of the things that has impressed you the most that you have seen here this afternoon in this wide expanse of this Nissen baking plant here?

MR. GRAY: The wrapping.

MR. FORD: The wrapping.

MR. GRAY: I have often wondered how they ever got those loaves wrapped so neat and nice and sealed.

MR. FORD: Yes, and look at that bread come out of the oven over there. There are four loaves in each pan as it comes out of there just as fast. That's a lot faster than you can make in your oven at home, isn't it?

MRS. HOPKINS: It sure is.

MR. FORD: Well I want thank both of you very much for stopping by. Thank you.

[transcript ends]

## File 17, Mrs. John Jamison

Length of recording: 1:28

[transcript begins]

MR. MINCHER: How do you do ladies and gentlemen? Once again, this is Bill Mincher with another in a series of interviews we have been doing with people who have been through the new John J. Nissen Bakery in Brewer. This time I will be talking with Mrs. John Jamison of 52 Pendleton Street in Brewer. Mrs. Jamison what do you think of the plant?

Mrs. JAMISON: I think it is beautiful. It seems that it is so difficult looking it is impossible to think that they do so much work without any help from man at all.

MR. MINCHER: Is there any one thing, this is always a question that is always ask at a time like these, is there any one thing that you think is more interesting or more fantastic than anything else?

MRS. JAMISON: Well I think the wrapping machine was the most interesting to me.

MR. MINCHER: I think that seems to be the consensus, other people too have mentioned the cleanliness of the plant.

MRS. JAMISON: Yes it is lovely and clean and the nice clean smell of bread and things baking and the nice brown look of the loaves, they look so good.

MR. MINCHER: Well they are so good too and the smell here of freshly baked and baking bread is something that has made the recording of these interviews both a pleasure and a difficulty at the same time. I just finished dinner a short time ago, and I'm already to eat again. Thank you very much Mrs. John Jamison.

[transcript ends]

## File 18, Mrs. Henry J. King, Jr.

Length of recording: 1:15

[transcript begins]

MR. FORD: Well here is a very nice looking lady just come up here and what is your name please?

MRS. HENRY KING, JR.: My name is Mrs. Henry King, Jr.

MR. FORD: Mrs. Henry King, you don't live here in Brewer.

MRS. HENRY KING, JR.: I live in Southport.

MR. FORD: Oh, in Southport, is that so. Well, I think I know your husband Mrs. King.

MRS. HENRY KING, JR.: I imagine most everyone does.

MR. FORD: Well tell me, how has this trip through the Nissen Baking Corporation this afternoon impressed you, isn't it far more magnificent than anything you expected?

MRS. HENRY KING, JR.: It really is and it (inaudible) with the lovely bread that they make too.

MR. FORD: Oh very good indeed, and it certainly smells good here too, doesn't it this afternoon?

MRS. HENRY KING, JR.: Yes, it does smell good.

MR. FORD: It compensates for the racket. Well tell me of all the various sundry things which you have been privileged to see while here, what is the one thing that stands out in your mind the most Mrs. King?

MRS. HENRY KING, JR.: Well the way the bread is made is so huge.

MR. FORD: It is far easier than it is at home.

MRS. HENRY KING, JR.: Yes, that's right.

MR. FORD: Well, it certainly a wonderful opportunity for people to see exactly what does lie behind a loaf of bread which they buy at the store, isn't it?

MRS. HENRY KING, JR.: Yes it certainly is, and it is so clean and neat too. You expect to see flour and everything, but it is immaculate, everything is.

MR. FORD: Everything is immaculate and it really is, you wouldn't think that all this amount of work was around here would you?

MRS. HENRY KING, JR.: No you certainly wouldn't.

MR. FORD: Well thank you very much Mrs. King for this opportunity to talk with you.

MRS. HENRY KING, JR.: You are very welcome, I enjoyed it.

[transcript ends]

## File 19, Mrs. Everett Millet

Length of recording: 1:22

[transcript begins]

MR. MINCHER: How do you do ladies and gentlemen? Once again, this is Bill Mincher speaking to you from the new plant of the John J. Nissen Baking Corporation on Abbott Street in Brewer with another in a series of brief interviews we have been having with people who have been through the new plant and who have seen the process of making wholesome bread. We will be talking this time with Mrs. Everett Millet of 392 South Main Street in Brewer. Mrs. Millet, what do you think of the plant, if you can sum it up shortly?

Mrs. MILLET: I think it is the most wonderful plant that I have been in for a long time. I had no conception of how big it was and how efficiently everything was run. You know it has really been a revelation to me. It is the first time that I have ever been in a plant of this size. I think it is wonderful.

MR. MINCHER: Is there any special part of it that interests you more than any other?

MRS. MILLET: Well I think the machine at the end there that cuts the bread and puts the bindings on and everything else is the thing that impressed me the most. You know it is so intricate.

MR. MINCHER: I think I would be inclined to go along with you on that. I guess it is a wrapping machine, a slicing and wrapping machine.

MRS. MILLET: Wrapping machine, yes, that's right.

MR. MINCHER: It doesn't seem as all those little things in there can handle the bread the way they do. Thank you very much Mrs. Millet.

[transcript ends]

## File 20, Mrs. George Moore

Length of recording: 1:17

[transcript begins]

MR. FORD: Well I presume this must be Mrs. Moore.

MRS. GEORGE MOORE: That's right.

MR. FORD: Well Mrs. Moore you have this entire group with you this afternoon?

MRS. GEORGE MOORE: No, Mrs. Mac Alary has a group of Cub Scouts and I have 3 of the sisters along.

MR. FORD: I see, and you are Mrs., what is your first name?

MRS. GEORGE MOORE: George.

MR. FORD: Mrs. George Moore of Crestmont Road in Bangor.

MRS. GEORGE MOORE: That's right.

MR. FORD: Well as Patricia told me you hadn't an opportunity to go through the entire plant yet but of the things that you have seen there undoubtedly are some things that stand out as miraculous to you, would you comment on a couple of things that you have seen perhaps?

MRS. GEORGE MOORE: Well I don't know that I can pick out any one thing, it all seems pretty miraculous.

MR. FORD: It is a far flung cry from the manner in which you bake bread in your own kitchen.

MRS. GEORGE MOORE: That's right. I don't do it very often, and I don't think I ever will when I see how easy it can be done.

MR. FORD: And you can see how easily it is done here and isn't it strange that is such a big monstrous plant as this is and how immaculately clean it is too.

MRS. GEORGE MOORE: It is exceptionally clean, it's beautiful.

MR. FORD: If anyone hasn't been through the plant and if they had any qualms whatsoever, they certainly would be dispelled once they had visited here, don't you think?

MRS. GEORGE MOORE: I sure do, and I am very particular, and I am one to say that it is very neat and clean.

MR. FORD: Well thank you very much Mrs. Moore for talking to our WLBZ audience. Thank you.

[transcript ends]

## File 21, Mrs. Martin Schmidt

Length of recording: 1:11

[transcript begins]

MR. MINCHER: How do you do ladies and gentlemen? This is Bill Mincher once again with another of a series of brief interviews we have been conducting with people who have been through the new bakery of the John J. Nissen Baking Corporation in Brewer. This time I am talking with Mrs. Martin Schmidt of 255 French Street in Bangor. Mrs. Schmidt I know that you have been through the plant here, what do you think of it, can you sum it up for me?

MRS. SCHMIDT: Well I was mostly impressed by its spaciousness and the automation of the machines and it amused me to see that in spite of all our scientific ways of doing things that the raising must be done in an old-fashioned hour and 15-minute way.

MR. MINCHER: Well now that is a technical point that only a woman would have noticed. Well it does take the time and you can't get ahead of that.

MRS. SCHMIDT: That's the only way they seem to be back on the old schedule. Everything else was all pushed ahead and so fast and all machinery.

MR. MINCHER: That's probably one of the things that makes wholesome bread as good as it is, they let nature do its own work in the right place.

MRS. SCHMIDT: I think that would be a very important factor.

MR. MINCHER: Thank you very much Mrs. Schmidt.

[transcript ends]

## File 22, Mrs. Carl Shaw

Length of recording: 2:02

[transcript begins]

MR. HUNTER: Irving Hunter broadcasting from open house at the Nissen Baking Plant in Brewer and as you can tell there is a lot going on here, the machines are in operation, and we have talked with some of

the ladies. For example, here is Mrs. Carl Shaw of 586 South Main Street here in South Brewer, and we had quite an interesting chat. We were talking about the old days of bakery, were we not Mrs. Shaw?

MRS. SHAW: That's right.

MR. HUNTER: You want to tell me a little bit about that, that was quite interesting.

MRS. SHAW: Well, I was mostly concerned about the wrapping when I came in, to watch how quickly they wrap so many loaves of bread. When I was a girl, I worked for a short time at Siggets Bakery in Bangor, and I watched the operation from start to finish there several times and the bakers use to have to come in at night and set the bread in the troughs and use the old elbow way of mixing it, and when I saw this machine here that mixes the bread, that was quite a revelation, and then the wrapping too. All the operation here is out of this world to me, I am just amazed.

MR. HUNTER: Well that's a very good description of the plant right here, and I was quite interested. I was digging out some notes in my pocket while you were talking there, you mentioned the automatic wrapper and somewhere here it tells me just how many loaves of bread are wrapped; 40 loaves a minute come-out of that slicing and wrapping machine. Some difference from the old days.

MRS. SHAW: That's right. It would probably take us 2 hours to wrap a 100.

MR. HUNTER: Well, thank you very much for being with me on this brief interview. I'm glad you've enjoyed your visit here at the Nissen Bakery, and you'll be hearing this tape recording over WLBS a little bit later.

MRS. SHAW: Thank you very much.

[transcript ends]

## File 23, Mrs. Richard Varney

Length of recording: 1:19

[transcript begins]

MR. FORD: How do you do and what is your name please?

MRS. VARNEY: Mrs. Richard Varney

MR. FORD: And where are you from please?

MRS. VARNEY: 38 Krill Street in Bangor.

MR. FORD: Oh, right here in Bangor, and you took advantage of open house down here today to come down and see us. Well, tell me what you think of this wholesome baking plant?

MRS. VARNEY: Oh, just wonderful.

MR. FORD: It certainly is; it smells good around here too, doesn't it?

MRS. VARNEY: It sure does.

MR. FORD: Well, would you tell the WLBZ audience what one of the things is that has impressed you the most about the Nissen Baking operation here?

MRS. VARNEY: I think the oven.

MR. FORD: The oven. It is a far flung cry from what you are use to at home.

MRS. VARNEY: That's right.

MR. FORD: It is an awful racket around here, I suppose your home kitchen is much quieter than this.

MRS. VARNEY: Yes. Everything is just lovely.

MR. FORD: It is and did you notice that as the bread comes out and that wrapping machine, what did you think of that?

MRS. VARNEY: Yes, I thought that was just lovely.

MR. FORD: And those blowers that they had for unloading the tank guards, did you see those? Oh you didn't see those. You don't want to leave without seeing those, those are those blowers and they supply air for the unloading of the tank guards and conveying the flour (inaudible). That's really quite a sight.

MRS. VARNEY: Oh yes.

MR. FORD: Well thank you very much.

MRS. VARNEY: You are welcome.

[transcript ends]

## File 24, Mrs. May Wade

Length of recording: 1:37

[transcript begins]

MR. FORD: Well I found that the best place to go to corral people to interview this afternoon is right at the end of the chow line, and here is a lady whom I have just interrupted in the midst of two very nice looking sandwiches and a couple of cookies, tell me what is your name please?

MRS. WADE: Mrs. May Wade.

MR. FORD: And you live in Bangor?

MRS. WADE: Yes, I do.

MR. FORD: And tell me Mrs. Wade, you have been through the entire plant now?

MRS. WADE: Yes I have.

MR. FORD: Well, what was your impression of some of the things you saw this afternoon, such as the dough mixer or the dough (inaudible) or some of the various wrapping machineries or some of those things?

MRS. WADE: Oh, I thought it was so interesting, every part that I went through, especially to watch the bread the way it is being made and the way when it is wrapped, why I never seen anything like it. And oh the place is so lovely too to go through.

MR. FORD: And it is so nice and clean here that anyone never need have any qualms (is what I am trying to say) about bakery bread if they can once visit the Nissen Baking Corporation, is that so?

MRS. WADE: That is very true, yes it is.

MR. FORD: And when you see how easily they make bread, and when you stop and think how long and the dreadful hours it would take you, you probably wonder how they can sell a loaf of bread as cheap as they do?

MRS. WADE: Well, I thought that so many times as I went through Nissen Bakery, I wondered how they could really sell it so cheap.

MR. FORD: And such wonderful bread as it is too.

MRS. WADE: That's true.

MR. FORD: Well I want to thank you very much Mrs. Wade for speaking to our WLBZ audience this afternoon and I hope you enjoy the rest of your lunch and I won't interrupt you again. Thanks a lot.

[transcript ends]

## File 25, Mrs. Ralph York

Length of recording: 1:39

[transcript begins]

MR. HUNTER: Irving Hunter tape recording at Nissen's open house and talking things over with some of the many many visitors here to see this beautiful brand new bakery. And right now I would like to talk for a moment to Mrs. Ralph York who is a neighbor here at the Nissen plant which of course is on Abbott Street in Brewer, and Mrs. York also lives on Abbott Street here in South Brewer. Going through the plant here, well just give us some ideas of what you saw Mrs. York.

MRS. YORK: First of all I would like to say that it was really a marvelous experience going through this bakery. I really didn't have any idea just what it was all about. One of the things that I think fascinated me most was the dough mixer; I watched that for quite a few minutes. And then we went over where the loaves of bread were taken out of the pans; I think they call it a dis-paner.

MR. HUNTER: That's right.

MRS. YORK: And I watched the loaves being taken out of the pans, and one thing that I like so much was the golden brown color and also the flavor. It really makes one realize what a wonderful loaf of bread wholesome is.

MR. HUNTER: Well thank you very much. You certainly have taken in a lot here, and that mixer, in fact they have two mixers here, one of them will turn-out a 1,000 pounds of dough in one operation; and the second mixer that mixes all the ingredients as 1,600 pounds of [inaudible]. Some difference from making bread at home, isn't it?

MRS. YORK: It certainly is, much nicer.

MR. HUNTER: Well thank you very much for helping me out on this recording, and you'll be hearing this a little bit later on WLBZ.

MRS. YORK: Thank you Mr. Hunter.

MR. HUNTER: Bye.

[transcript ends]

## File 26, William Mundy

Length of recording: 1:13

[transcript begins]

MR. MINCHER: How do you do ladies and gentlemen? Once again, this is Bill Mincher with another in a series of brief interviews we have been making with people who have been through the new John J. Nissen Baking plant on Abbott Street in Brewer. This time I will be talking with Mr. William Mundy of 500 South Main Street in Brewer. Mr. Mundy, you have been through the plant here, what do you think of it?

MR. MUNDY: I think it is very fine, very clean.

MR. MINCHER: Is there anything special that interests you above all else?

MR. MUNDY: Just the cleanliness of the plant. It is what impresses me the most.

MR. MINCHER: That is certainly true. It must take a great deal of work to keep the plant as clean as it is, and I think the problem is accentuated a little bit today because there have been a lot of people through here. Is there any one of the machines or any of the various processes that you think is a little bit more fabulous than the next one?

MR. MUNDY: Yes, the dough mixing and molding machine.

MR. MINCHER: Thank you very much. We have been talking with Mr. William Mundy of 500 South Maine Street in Brewer.

[transcript ends]

## File 27, Nissen employee, Mr. Reynolds

Length of recording: 1:10

[transcript begins]

MR. FORD: Well I have one of the boys right here that works here. Now we are going to get the story from the other side. Tell me with the group going through there this afternoon, they have mentioned the various sundry things which impresses them, but you who work here – what is your name please?

MR. REYNOLDS: Hyde Reynolds.

MR. FORD: Where do you live Hyde?

Mr. REYNOLDS: 19 Abbott Street, Bangor.

MR. FORD: Well you work right here in the plant, tell me, probably it's an old story to you now, what are some of the things that do impress you about this remarkable way that they have of turning this bread out so rapidly.

MR. REYNOLDS: Well, the way they go through the oven so fast, and the way they pan themselves.

MR. FORD: It certainly is immaculately clean, you are yourself. Which section do you work on here?

MR. REYNOLDS: On the pans.

MR. FORD: Oh I see; you have got him on KP here. Well they certainly go to a lot of trouble to keep the place spotlessly clean and the personnel also. Do they have someone to check up you all of the time?

MR. REYNOLDS: Well they are; they are always checking up on you.

MR. FORD: I see. So anybody shouldn't have any qualms about buying a loaf of wholesome bread.

MR. REYNOLDS: Yeah. No don't worry about that.

MR. FORD: Well, thanks ever so much and I'll let you go and enjoy your sandwich and punch now, are those made out of wholesome bread?

MR. REYNOLDS: Well, I think so.

MR. FORD: Good. Thanks a lot.

MRS. HOPKINS: My father.

MR. FORD: Oh your father. How do you do sir? And what is your name please?

MR. GRAY: (Inaudible) 87 years old.

MR. FORD: You are 87 years old. Well step right over here to the microphone just a moment. You have seen a lot of changes in 87 years, what do you think of this plant here?

MR. GRAY: It's all out of reason, I couldn't imagine what there was here.

MR. FORD: Well it certainly has been quite an impressive sight for you. What is one of the things that has impressed you the most that you have seen here this afternoon in this wide expanse of this Nissen baking plant here?

MR. GRAY: The wrapping.

MR. FORD: The wrapping.

MR. GRAY: I have often wondered how they ever got those loaves wrapped so neat and nice and sealed.

MR. FORD: Yes, and look at that bread come out of the oven over there. There are four loaves in each pan as it comes out of there just as fast. That's a lot faster than you can make in your oven at home, isn't it?

MRS. HOPKINS: It sure is.

MR. FORD: Well I want thank both of you very much for stopping by. Thank you.

[transcript ends]

## File 28, Peter [Bapfy?]

Length of recording: 0:35

[transcript begins]

MR. FORD: Here is a gentlemen way down (inaudible), have you just been through the plant here?

MR. BAPFY: Yes, that's right.

MR. FORD: What's your name please?

MR. BAPFY: Peter [Bapfy?], all the way from down Cape Cod.

MR. FORD: All the way down from Cape Cod. Well you didn't come down from Cape Cod to go through here did you now?

MR. BAPFY: We are paving a yard out here and I think it is a wonderful plant.

MR. FORD: Yes it is a wonderful plant. Tell me how does it compare with the way you thought with bread being made.

MR. BAPFY: Very good.

MR. FORD: Very good indeed. It certainly smells good around here doesn't it?

MR. BAPFY: That's right. That's right.

MR. FORD: Well, thank you very much.

MR. BAPFY: You are welcome.

[transcript ends]

## File 29, Dave Schiro

Length of recording: 1:04

[transcript begins]

MR. FORD: Here is a sophomore at Bangor High School. Your name?

DAVE SCHIRO: Dave Schiro.

MR. FORD: Dave Schiro and you have been through here this afternoon and are finding your way out now. Did you know, did you have any idea what you were going to expect when you came down here this afternoon?

DAVE SCHIRO: No, I didn't expect the whole plant to be as large as it is.

MR. FORD: As large as it is, and the way that they turn this bread out here in these big pans.

DAVE SCHIRO: Yeah.

MR. FORD: Well, what are some of the other things, now you have been around, what impressed you beside the chow line up here?

DAVE SCHIRO: Well I think the machine that dumps the dough out in big pounds. The man said it weighs 1600 pounds.

MR. FORD: Yeah, that big machine that they got down there, and did you see the automatic de-panner?

DAVE SCHIRO: No I didn't, I don't remember that, but that is what stood-out the most.

MR. FORD: I see. Well, I certainly want to thank you very much for stopping by and now you can get back in the chow line. Thanks a lot Dave.

[transcript ends]

## File 30, J. A. Soucie

Length of recording: 1:05

[transcript begins]

MINCHER: This is Bill Mincher with another in a series of brief interviews we have been doing at the new bakery of the John J. Nissen Baking Corp. on Abbott Street in Brewer. This time we will be talking to Mr. J. A. Soucie from Fredricton, New Brunswick. Mr. Soucie, have you been through the entire plant?

MR. SOUCIE: Yes sir, I have.

MINCHER: What do you think of it?

MR. SOUCIE: Well in my opinion, I am from New Brunswick myself and I have worked in a bakery for the last 12 years, but I have never seen anything like this.

MINCHER: Just how do you mean that?

MR. SOUCIE: Well, now for instance there is an oven here that puts 5,000 rolls an hour; we have one in Fredricton. I sell that amount of bread in one week, and believe me, I am really quite impressed to look at.

MINCHER: If I said this was mass production of wholesome bread, you would believe me, right?

MR. SOUCIE: I certainly would.

MINCHER: Thank you very much, Mr. Soucie.

[transcript ends]

## File 31, Miss Norma Wilks

Length of recording: 1:05

[transcript begins]

MINCHER: This is Bill Mincher with another in a series of short interviews we have been doing with people who have been through the new John J. Nissen Baking Corp. Plant in Brewer. Now you have enjoyed the wholesome bread because of its fine texture, oven fresh qualities, and delicious flavor. I am sure that you would enjoy it even more if you could see the outstanding sanitary conditions under which wholesome bread is prepared and baked. We have with us here at the present time Miss Norma Wilks of 71 Broadway in Bangor who has been through the plant. I would like to ask you Miss Wilks what did you think of this new plant here in Brewer?

MISS WILKS: It is just fascinating.

MINCHER: Did you find that any particular spot was more interesting than another?

MISS WILKS: No. It just amazes me that they can put out so much bread with this machinery the way it is.

MINCHER: Have you been through the complete plant, watched the entire process?

MISS WILKS: No, not yet.

MINCHER: Well, I don't want to take you away from that, so we will turn you loose. I am sure that you will enjoy the rest of the tour. Thank you very much.

[transcript ends]

## File 32, Gerald York

Length of recording: 0.50

[transcript begins]

MR. FORD: What's your name?

MR. YORK: Gerald York

MR. FORD: Gerald York. And where do you live Gerald?

MR. YORK: Right on the same street here, right on Abbott Street.

MR. FORD: Oh you do. You have visited here?

MR. YORK: Yeah.

MR. FORD: Well, what do you think now that you have seen it?

MR. YORK: It's quite a place.

MR. FORD: I don't suppose that when you went to a grocery store and bought a loaf of wholesome bread just how much there really was behind it.

MR. YORK: No

MR. FORD: Well, what was one of the things that you have seen this afternoon that really has impressed you the most Gerald?

MR. YORK: Well, the oven, I think.

MR. FORD: The oven. Thinking of your mother's at home?

MR. YORK: Yeah

MR. FORD: How old are you Gerald?

MR. YORK: 15

MR. FORD: 15, I see. Well you certainly got a good opportunity here to visit the plant this afternoon.

MR. YORK: Yeah

MR. FORD: Well, it smells good around here too.

MR. YORK: Yeah

MR. FORD: Well, thanks a lot Gerald.

[transcript ends]

## File 33, Barret Young

Length of recording: 1:00

[transcript begins]

MR. FORD: Well here is a fellow that I managed to get away from the chow line here, this is Barret Young of 14 7th Street, in Bangor. Do they call you Barret or Barry?

BARRET YOUNG: Barret.

MR. FORD: Barret. Well tell me as you have been through the plant here this afternoon, what did you see that amazed you, was this entirely different from what you expected to see?

BARRET YOUNG: I didn't expect to see so many live machines.

MR. FORD: I see. You never think as you stop and buy a loaf of wholesome bread at the bakery shop just what it's going to be like when you get out here.

BARRET YOUNG: I guess not. Boy it is wonderful.

MR. FORD: It certainly is and is there any one particular phase of it that impresses you?

BARRET YOUNG: Ah, I think the wrapping of the bread is pretty good, the way they do it.

MR. FORD: The wrapping of the bread. That was something that you came down here this afternoon that I don't suppose you knew anything about bread making.

BARRET YOUNG: No I didn't.

MR. FORD: And so it was all new to you and far beyond your wildest expectations.

BARRET YOUNG: That's right.

MR. FORD: And you notice the bread coming out on the conveyors over there.

BARRET YOUNG: Yeah, it certainly looks good.

MR. FORD: It certainly does, and certainly smells good too, doesn't it?

BARRET YOUNG: Yeah.

MR. FORD: Well thanks a lot Barret Young for talking with our WLBZ audience.

[transcript ends]

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