

**AN INTERVIEW WITH
CAROLINE (KOSOWSKI) FARINELLI**

APRIL 1, 2015

**FOR THE BENEFIT OF THE
HISTORICAL SOCIETY OF HAMMONTON**

CAROLINE (KOSOWSKI) FARINELLI

APRIL 1, 2015

THIS INTERVIEW IS BEING CONDUCTED
FOR THE BENEFIT OF THE
HISTORICAL SOCIETY OF HAMMONTON

Interviewed and Recorded by:

Brenda Blazer and Eleanor Crane, April 1, 2015

Transcribed by: Carol Effinger, August, 2015

Caroline Kosowski Farinelli
Interviewed by Brenda Blazer and Eleanor Crane
for the Historical Society of Hammonton, New Jersey
April 1, 2015

Q: What is your full name, (maiden/married)?

A: Caroline Kosowski Farinelli

Q: What is your age?

A: Eighty-four

Q: What is your date of birth?

A: 9-26-1930

Q: Where were you born?

A: Nesco, New Jersey

Q: Did you grow up in the town where you were born?

A: Ok. Until the 6th grade and then I moved to Hammonton and I moved to Pheonixville, Pa. at the 8th grade.

Q: Where did you go to school and how did you get to school?

A: Went to school in Nesco and we walked, in Hammonton I walked and in Pheonixville I walked.

Q: Are you married or have you been married?

A: Married for fifty-nine years.

Q: What is or was your spouse's name.

A: Reno Farinelli

Q: Where was he born?

A: Camden, New Jersey

Q: How old were you when you were married?

A: Twenty-two.

Q: How old was he?

A: Twenty-five.

Q: Did you know each other a long time before you were married?

A: One year.

Q: How did you meet?

A: At the Midway Diner.

Q: Were you married in a church?

A: Yes. St. Joseph's Catholic Church.

Q: Do you have any children?

A: Two.

Q: What are their names and birthdates?

A: Adele Harper, born 1957, Reno Gerard, born 11/2/61

Q: Do you have grandchildren? If so what are their names?

A: Derrick Harper.

Q: Can you describe your surroundings when you were a child?

A: Well, we lived in Nesco. It was all rural.

Q: Can you picture your home, kitchen, living room?

A: Yes.

Q: Do you have any particular memories about Hammonton when you were young?

A: No. Just that I liked to be here.

Q: What was the major news event of your life?

A: The end of World War II.

Q: What was your mother's name including her maiden name?

A: Maria Masla.

Q: When and where was your mother born?

A: I think she was born in Poland or Russia. I really don't know.

Q: What did your mother look like?

A: She was beautiful.

Q: Did you mother have brothers and sisters?

A: Only one that I know of. Her name was Caroline.

Q: Are you in touch with any of your aunts, uncles?

A: No.

Q: When did your mother die?

A: August, 1936.

Q:How did she die?

A: Cancer.

Q: Do you know what cemetery she is buried in?

A: Yes, Pleasant Mills cemetery.

Q: What was your father's full name?

A: Michael.

Q:Did he have a nickname?

A: Mike.

Q: When and where was your father born?

A: Poland.

Q: When did your father die?

A: December, 1959.

Q: Do you know what cemetery he is buried in?

A: Pleasant Mills cemetery.

Q: Did he have hobbies?

A: He was a blacksmith and a farmer.

Q: How many children did your mother have?

A: Nine.

Q: What are their names?

A: Blanche, Genevive, Edward, Olga, Theodore, Lewis, Veronica, Adela and Caroline.

Q: Who was the oldest?

A: Blanche is the oldest and I am the youngest.

Q: Are your siblings still alive?

A: No.

Q: Did you want to speak about the bottling company? What was the name?

A: I am going to talk about the Hammonton Bottling Company. The property had a search and it was dated the 16th of October, 1918. That property is 209-1115 East Orchard St. I have a copy of the from... Thomas Elvins, mayor when somebody payed the taxes in 1918 and I have a copy here of the deed and the property was owned by it looks like the Tombreas brothers of Vineland. My father in law, Reno Farinelli bought the property. I have a picture here of him when he came here from Italy. There are

couple pictures of him in 1920, 1925 and a picture of him in the car with his son, Reno , my husband, and Lilla, Reno's sister and my father in law. My father in law delivered soda with a stake body truck. There is another picture here of Al Calabrese delivering soda in the Hammonton Bottling truck. A picture of my husband when he served in the Army. There is a picture of a brass template used to stencil the wooden soda boxes and we had a man working for us and he could not read or write and he put the template upside down so the boxes were upside down with the printing on them. There are a couple of ice coolers that we used to rent out when people had parties. A picture of the bottling plant license and a lot of labels, bottling labels. We used to use them on the 28 oz. bottles. There is a picture of the bottling plant and the building in front of it, the house in front of it and the delivery truck. We also had a liquid carbonic single siphon filter, bottle filler and we used to do that in the late 50's and 60's. There is a picture here of an ash tray that we just gave away. That is what people in business do. There is a picture of the sides and the front of the bottling plant and the truck. There is Reno and I bottling soda and this was our home away from home. There is Reno in the van delivering soda and pre mix and post mix. There is a picture of the big truck and three of the fellows that worked for us in the summer time mainly. There is a picture of Reno making soda and me and my son. Gabriel and the Hammonton News used to do a lot of write ups about Reno because he really was a spectacular person. The 16th of July was our busiest time of the year. The Hammonton News used to do a lot of write-ups and so did antique bottle collection. We had a lot of bottles from heavy glass bottles. Fifty years we were in business and Gabriel wrote about our place a lot because Gabriel used to come and visit me on Saturday when he was a little kid. He would read to me and I would show him my bottle collection. There is a lot of it here and black cherry. So when I came across this label I told Adele lets put that in it because Gabriel mentioned that. You really should read this. Another one and more pictures of the side of the building. Now this Ma's sign was redone, I think I wrote it here, in 1995. Reno was 80 years old and we had a great party for him. The four of us together. Reno Farinelli purchased the property which was to house the Hammonton Bottling Co. from Giona Tombreas and James Tombreas of Vineland on October 4, 1928 block 2802, block 10215 E Orchard St., lots 11 and 11A 209 11 E. Orchard St.

Hammonton Bottling Co. changed ownership on December 23, 1963 when owner was now Reno son of Reno Farinelli. On December 13, 1972 Reno purchased same property from his dad. In the early 1990's Tom Clark, Red Bank Micro Brewing Co. bought the bottling equipment and on December 11, 1995 Vineland Syrup purchased the dispensing equipment including pre and post mix. On September 29, 1999 block 2808, block 1011-11A were sold to ECG properties, Mays Landing. That is who is in the building right now. They are environmental engineers.

Reno Farinelli is the originator of Hammonton Bottling Co. was born in __Del__ Toromo, Italy on January 2, 1898. He was the son of Francisco and Angela ... Farinelli. He was in America since 1913, United States citizen since 1938, married Angelina DiFilippo on February 27, 1922, two children Lilla and Reno, educated in Italy and Atlantic City High School in the evenings, in the beverage business since 1913, owner 1928 Hammonton Bottling Company, manufacturing of soft drinks, special brand Jockey Club.

I was a helper to Al Calabrese who drove the soda truck for my father. This was in 1943. Later he delivered beer where I also helped. He as nice to me. He was a little guy but by the same token he was very strong. I built up my muscles doing this kind of work. Later on maybe in the early 40's my father added a warehouse to the bottling plant. It was built of concrete block and had a platform for loading and unloading the trucks. It also had a big refrigerated walk in box to store the barrels of beer. In the summer months the warehouse was extremely busy with the trucks backed up with loads of beer. On the bottling side there was the soda delivery truck and the bottling machinery and the office. Hammonton bottling company was the name under which the product was made and sold. That name was also on the bottles. The name and most popular flavors was orange. This was followed by root beer. Some of the other flavors were cola, green lime, gingerale, red or black cherry, lemon, grape, red and amber cream and birch beer. All bottles used were returnable. My interests were building model airplanes, U line and later radio control planes and mechanical devices. Also high on my list was trains of which I had Lionel 0 gauge. On July 18, 1945 I was drafted in the United States army. I went to radio school and became a radio operator. I was shipped out to France and then to Germany as part of our occupational force.

_____ and I were shipped back to the United States on a troop transport, discharged on December 31, 1946. I started working full time in the bottling plant, delivering soda and helping in the process of bottling soda and heavy returnable bottles. July was our busiest month of the year and July 16 was right in the middle of the work load. The first soda delivery truck I drove was a dodge orange colored stake body. Some of the routes were Mays Landing, Berlin, Tuckerton, Chatsworth and Hammonton. My first year out was to Tuckerton to Manahawin to Chatsworth. Busbie's store was a good customer and then back to route 70 then south to route 206. It was a one hundred mile trip. By this time we had invested in a soda delivery truck. There were pictures of a few delivery trucks in this story. By 1978 we started pre and post mix. Reno G. and Adele helped in the business. Adele helped put in pre mix system at the Fireside on the White Horse Pike in Waterford. When Reno G. was old enough he would drive the big soda trucks on some of the routes to help deliver the soda. We all worked together. We made sure that all of our customers had of they had a problem or a break down of equipment or a jam in the soda machine we made sure that it was resolved as quickly as possible. In 1951 Reno met Carolineowski and on September 28, 1952 we married and I became a permanent fixture in the office of bottling plant. So now I am telling the story of what Reno related to me, records, pictures, news clippings and my memories and I did tell you Reno's story. The syrup room was up a flight of wooden stairs. A sink in the middle of the room several large vertical stainless steel tanks on raisers on the floor and gallon jugs of extract citrus acid and sodium benzoit were on the shelves. A formula notebook held the key to the amount of ingredients for each flavor soda. In the beginning 100 pound bags of sugar were hoisted up to the syrup room with a block and fall to a window on the side of the room. The sugar was emptied into a large vat and filtered water was added to make simple syrup. A mixer, feeder blended the sugar and water then the flavor was added. In 1980's we installed a 3,000 gallon liquid sugar tank that eliminated the process of getting the 100 pounds of sugar to the syrup room. The very large liquid sugar tank was on the first floor. An enclosure with an access door was built around the liquid sugar tank. The temperature in that enclosure had to be kept stable in order to keep

the liquid sugar from solidifying. It had a UV sterilizing light on top of the tank. It was pumped up to a mixing vat in the syrup room. Then the flavoring and preservatives were mixed in with the sugar and water. Some of the flavors were Jockey Club orange, root beer, cherry, cream, pineapple, birch beer, Ma's gingerale, ... cola bitter lemon and tonic water. The flavor sweet syrup tank was open and it ran down the syrup line toward where the actual bottling took place. The bottles were put through the soaker which was filled with extremely hot water and caustic soda to be ready for the product. The allotted amount of syrup was dispensed in a bottle according to the size of the bottle. The bottle continued down the line where a 12 spout liquid carbonic piece of machinery would fill the bottle with carbonated water. Then the bottle would proceed down the line and be crowned. Then the bottle would fall into a mixer that held the bottle as it got mixed to combine the syrup with the carbonated water. Reno devised a mixer to combine the ingredients because years before the bottles would be shaken by hand to combine the syrup and carbonated water. If it was a 7 or 10 ounce bottle there were blocks put in the mixer so that the bottle would be snug in the mixer. If it was a 28 ounce or 32 ounce bottle the blocks were taken out of the slots to accommodate the larger bottle. The bottles were all returnable. Then the bottles would be put in cases for delivery or sale at the plant. When we started pre and post mix the same principle held true in mixing the syrup with the carbonated water only in five gallon tanks instead of bottles. After each use the five gallon tank was washed and sterilized in a tank washer. The empty tank was stored with a CO₂ gas in it to keep it germ free. An allotted amount of syrup was put in a five gallon tank and it was filled with carbonated water in the tank. Then we turned it over to mix the two. In post mixing the entire tank was filled with syrup then CO₂ gas was put in it to preserve the product. That was much heavier because the syrup was heavier than the mixture of syrup and carbonated water. In 1990 Reno and I were still bottling soda at the bottling plant. In 1991 Adele and her dad made wooden replicas of the front of the businesses for the last customers of pre mix and post mix. Every Christmas I would think of something unique to give those remaining customers and always a catchy verse to go with it. At that particular time most of the work being done at the bottling plant was pre and post mix. We installed ---- in restaurants and bars and sold them the product and always serviced the equipment.

Other products we made were whiskey sour, tropical punch, lemonade and pina colada which were put in gallon jugs for sale. When word got out how good these items were people would come to the bottling plant to buy the mix in gallon jugs for personal use. We also had can vending machines on location. We supplied the customer with the canned product. Sometimes we were required to fill the soda machines. We also kept these canned vending machines in good working order. In 1994 Ken Peterson repainted the Ma's sign on the side of the bottling plant. The pre and post mix part of the business was sold to Vineland syrup on December 11, 1995. We had also sold the bottling machinery to Tom Clark of Red Bank for his micro brewery. After a period of time we went to visit Tom and the machinery was still working fine. We sampled some of the beer he was making and it was tasty. Tom and the bottling equipment were doing a good job. In 1999 we sold the entire property, the house, the bottling plant, the houses at 209-11 15 E Orchard St. to E C G properties Inc.

This was a family owned business for seventy years. Reno, Adele, Reno G. and I worked together to keep it a successful business. There was soda, radio controlled airplanes and other varied interests but the family was always first. Reno the business and each other.

Interviewed by Brenda Blazer and Eleanor Crane on 4-1-2015

Transcribed by Carol Effinger, August, 2015