



THE ICE SCREAMER

ESTABLISHED 1982

Collecting soda fountain memories

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Please **WELCOME** our newest Ice Screamers

As we **thank** our soda jerks!

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Today's Menu...Specials from our Soda Jerks

Mining America's Mountains for a Root Beer Float Mother Lode	MaryJane Cary
Go...Do...Remember...Make Ice Screamer Memories	Steve Christensen, Paul Endres, Henry Gentry, Jerry Hack, David Lilburne, Jerry Maphis, DeAnna Stone
Goldberg's Soda Fountain Restored to Legendary Service	Michael Runge
Our Rootin' Tootin' Root Beer Floatin' Convention	Michelle Drackett-Smisek, Daniel Hosbach, Tatum Laird and Heather Tomasello
Funny Business and Thanks for the Memories	Thor and Patty Foss Memorial Cartoon
Collection, Phil and Terry Schy, Ryan and Eric Berley and The Ice Screamers Archive	
Ice Cream at the Movies: King Creole	Tom Collins, Janet Colman-Hutkin

About our Cover: In Colonial America, root beer, along with sarsaparilla and spruce and ginger beers were popular beverages brewed at home from roots, barks, and berries. Yet as flavored carbonated waters' popularity grew, pharmacists like Boston's George W Swett and Philadelphia's Charles Elmer Hires experimented with methods for producing root beers, by packaging all of the various natural ingredients needed. By the 1880s, Hires was dominating the market with innovative colorful ads of his new liquid root beer syrup in newspapers and magazines. In 1893, as this Hires full-page ad appeared in a *Pharmaceutical Era* trade journal, we just may discover that recent historian claims are true: that in August 1893, Cripple Creek, Colorado businessman Frank J Wisner topped a glass of root beer with a scoop of vanilla ice cream, and served the first root beer float he called a "Black Cow Mountain!"

Greetings from the Soda Fountain

By The Ice Screamer Editor Mary Jane Cary

Every golden opportunity presents fortune-seekers with temptations, from making false claims and lying to drinking, gambling, fighting, stealing, and other wickedness. Such temptations inspired California Gold Rush prospector James M. Hutchings to pen a code of ethics in 1853, published as [The Miner's Ten Commandments](#) in the *Placerville Herald*. So join us as we prospect for the golden Mother Lode of America's first root beer float! Thanks to Richard Kanarr for sharing [The Tombstone Epitaph](#) news that inspired our research, Michelle Drackett-Smisek for proposing our convention theme celebrating root beer floats, and Michael Lynn for his tall tale of great grand uncle Frank J Wisner. Then thanks to Michael Runge and Goldberg's Soda Fountain in Deadwood, our Black Cows are waiting!

Mining America's Mountains for a Root Beer Float Mother Lode

By Mary Jane Cary

Buffalo, turkey, and small game flourished in the hardwood and pine forested hills and valleys beside the Carolinas' Catawba River, named for the region's first human inhabitants. For 6000 years, the Catawba Indians fished, farmed and hunted across their ancestral lands, known today as the Piedmont region of southern Virginia, North and South Carolina. While they waged wars against neighboring tribes, especially the Cherokee, their first contact with Europeans was peaceful. In 1540, they met Spanish explorer Hernando de Soto as he and his troops moved westward through the Piedmont looking for gold.



Rolling hills surround the Catawba River on its journey towards Charlotte, North Carolina.

As Scotch-Irish and German settlers moved into the Piedmont during the 18th century, the Catawba became skilled traders, establishing villages along their Great Trading Path connecting Colonial Virginia's Jamestown to South Carolina's Charlestown. Yet Catawba villagers paid a heavy price for their efforts: by 1760, a series of four smallpox epidemics had reduced the Catawba Nation population to less than 1,000. Undaunted, the Catawba Nation persevered as one of only three tribes to fight alongside American Revolutionary War patriots as they sought and ultimately won their independence from England.

Near the Revolutionary War's end, Hessian soldier John Reed settled with his family near fellow German immigrants in North Carolina's Cabarrus County, east of present-day Charlotte.



[Above] Reed's farm, site of America's first documented gold discovery.

[Below] Carrabus County gold panning. Courtesy NC Archives and History.

Reed planned to raise corn and wheat on his 30 acre farm, but a chance event would change his family's life.

One Sunday in 1799, Reed's 12-year-old son Conrad went fishing in the farm's Little Meadow Creek. As he waited for the fish to bite, he saw a strange yellow rock in the water. It was unlike other quartz and slate rocks he'd seen, so he picked it up and carried it home. Conrad's father couldn't identify it, and a silversmith in nearby Conrad could only identify the football-sized rock's weight: 17 pounds. So for the next three years, John Reed used the rock as a doorstep.



But in 1802, a Fayetteville jeweler identified Reed's rock as gold, a find worth ten times Reed's weekly income. Reed formed the first American gold mine, and unearthed a 28-pound nugget, the largest find east of the Mississippi River. Mining quickly became the state's second largest employer behind farming, while all domestic gold coined by the United States from 1804 to 1828 came from North Carolina.

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Mining America's Mountains for a Root Beer Float Mother Lode

Continued

In 1829, as miners employed a variety of new methods for extracting gold from sites across 34 North Carolina counties and a [growing number of South Carolina counties](#), news reports of [gold discoveries in Northern Georgia](#) triggered the first [American Gold Rush](#). By year end, Northern Georgia, an area known at the time as the [Cherokee Nation](#), was flooded by thousands of prospectors seeking their fortunes. Known as the "Twenty-Niners," four thousand of them purportedly lined the banks of the Yahooola Creek alone near Dahlonega. But North Carolina retained their "Golden State" title, leading the nation in gold production until 1848, when a second American Gold Rush deemed California the new "Golden State."



Dahlonega's 1836 Lumpkin County Courthouse now features Gold History exhibits.

DR. A. ATKINSON'S ROOT BEER.—A substitute for Alcoholic or Malt Liquors a very pleasant and refreshing drink, superior to the ordinary Mineral or Soda Waters. It renovates and purifies the human system. To families it will be sold for 6 1/2 cents per quart, or 25 cents per gallon, at the counter 2 and 3 cents per glass, plain; or 4 and 6 cents with Sarsaparilla, Ginger, Anagaleca, Eucampine or Hourhound Syrup. Remember, 216 Greenwich-street is the place where pure Root Beer is to be had. Jy 17 1841

REFRIGERATORS & PATENT ICE CREAM FREEZERS.

JUST received by the subscribers a consignment of O. Evans's Patent Refrigerators and Johnson's Patent Ice Cream Freezers, from the manufacturers in Philadelphia direct, to which we call the attention of persons wanting such articles. They come to us highly recommended, and the freezers in a particular manner have given the utmost satisfaction to those to whom we have sold this spring.

We have also received from Cornelius, of Philadelphia, a handsome assortment of Girandoles and Solar Lard Lamps, which we will sell as low as they have generally been purchased in this city at public auction, and of a much superior quality.

BOTELER, DONN & CO.

P. S. All kinds of House Furnishing Goods always on hand at the House Furnishing Store, opposite the Centre Market. may 31-3t



[Top] July 17, 1841 ad offers first retail Root Beer found to date. NYC NY Tribune.

[Middle] June 1, 1844 Ad offers first Johnson patent freezers. Wash DC Whig Standard.

[Bottom] 1862 illustration offers first Dows Soda Fountain. Courtesy Allan Mellis.

The [California Gold Rush](#) of 1848 - 1855 in the Sierra Nevada mountains captivated Americans, and prompted one of the largest migrations in American history. The first to arrive were dubbed "Forty-Niners," and included many skilled miners from North Carolina and Georgia. By 1850, this growth in population, towns and businesses enabled both westward expansion and California statehood just a few years after Mexico ceded the territory.

The next gold rush peaked in 1859 as 100,000 miners declaring "Pikes Peak or Bust" approached the Rocky Mountains' difficult terrain and freezing cold. These ["Fifty-Niners"](#) fueled the growth of [Denver and Boulder](#) until Colorado became an official territory in 1861.

Meanwhile, an [American Century of Industrial Revolution](#) begun in 1790 was generating newfound wealth and leisure pursuits with inventions of new industries and transformations of tasks once performed at home. For example, in 1841, Physician Dr Asher Atkinson began offering refreshing root beers at his New York City shop. Three years later, Washington DC supplier Boteler, Donn & Company began selling the first hand-crank ice cream freezers patented by Philadelphia's Nancy Johnson in 1843. Even as the Civil War raged in 1862, Lowell, Massachusetts' Gustavus Dows offered sodas mixed with sweet cream and ice from the first modern marble soda fountain he patented in 1861.

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Mining America's Mountains for a Root Beer Float Mother Lode

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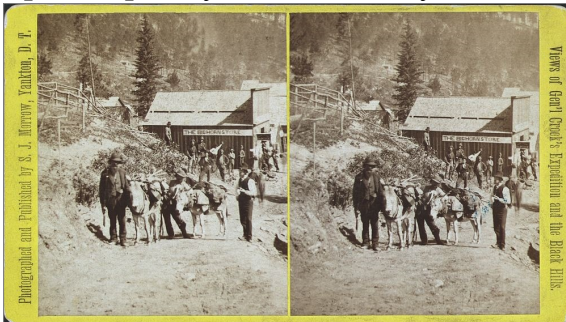
After the Civil War ended, innovations in transportation, including roads, steamboats, canals, and particularly railroads, connected distant, previously isolated communities. For the first time, goods from the American Heartland could be shipped directly to the coasts and vice versa.

In May, 1876, President Ulysses S. Grant opened the [Centennial Exhibition of 1876](#) in Philadelphia's Fairmount Park. After a bloody Civil War and a failed Reconstruction, the public was ready to honor the 100th anniversary of the signing of the Declaration of Independence and showcase their rapidly developing nation. Visitors were enchanted by the display of a dozen massive soda fountains offered by rival manufacturers Charles Lippincott and James Tufts of Boston, Massachusetts. While patrons enjoyed local soda fountain manufacturer Robert Green's fountains with their 16 syrup flavors and his 1874 sensation, the first ice cream soda, local Pharmacist Charles E Hires gained thousands of new customers with free glasses of root beer as he sold his packets of root beer powder.



1876 Centennial Exhibition Soda Fountain exhibit Stereograph. Courtesy [Library of Congress](#).

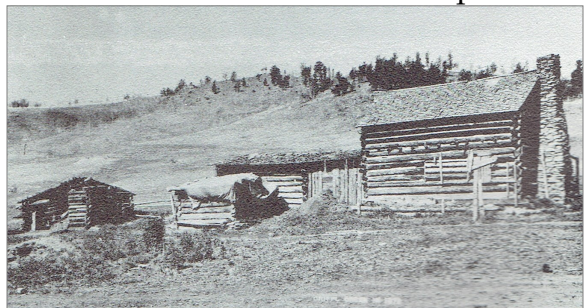
Meanwhile 1,700 miles west, the [Black Hills Gold Rush](#) had already deposited 10,000 miners in Dakota Territory mining camps near Custer, Hill City, Deadwood, and Lead. News had spread quickly after US Army Lt. Colonel George Armstrong Custer's exploratory expedition



1876 South view of Deadwood, Dakota Territory, Stereograph. Courtesy [Library of Congress](#).

for a new fort had confirmed the presence of gold in French Creek near Custer in 1874. While the Homestake Mine claim soon turned the [town of Lead](#) into one of the West's greatest mining camps, the [town of Deadwood](#), located three miles east of Lead, gained notoriety for its infamous characters, like former Union Scout and sharpshooter James Butler "Wild Bill" Hickok and frontierswoman and professional scout Martha "Calamity Jane" Cannary.

On August 1, 1876, President Ulysses S. Grant proclaimed Colorado a state, signifying its admission as the 38th state in the Union. When their initial statehood celebration took place on July 4, 1876, in honor of 100th Anniversary of the Declaration of Independence, Colorado earned the nickname "The Centennial State." That summer, native Kentuckians [Bob Womack](#) and his father, experienced Colorado prospectors and cattle ranchers, bought the Welty homestead on Pikes Peak's west side. Bob began prospecting for gold in his spare time along the southwest slopes of Pikes Peak.



Womack homestead 1876, future Cripple Creek site. Courtesy [Denver Public Library Western Collection](#).

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Mining America's Mountains for a Root Beer Float Mother Lode

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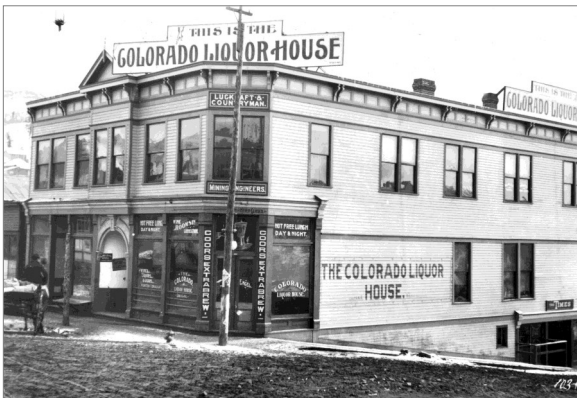
Over the next few years, Womack's father Samuel expanded their Broken Box ranch with acres around Mount Pisgah. But by 1886, when the elder Womack could no longer make the payments on the mortgaged ranch, Denver realtors and cattlemen Horace Bennett and Julius Myers purchased the property. While the elder Womack returned to Colorado Springs, his son Bob worked for the new Broken Box ranch owners while continuing to prospect the area.

In October, 1890, after discovering gold in Poverty Gulch, Womack filed his El Paso Lode claim in the county seat at Colorado City, and found investors to finance the Gold King mine. Additional discoveries in the area during 1891, some resulting from Womack's generous offerings of claims to friends, triggered the greatest gold rush in Colorado history.



[Click here to view larger 1896 map of Cripple Creek and Cow \[sic Calf\] Mountain.](#) Courtesy [Stanford Libraries](#).

As mines around Poverty Gulch produced their first \$ 200,000 of gold, Bennett & Myers began platting an 80-acre townsite on Broken Box ranch and selling lots. In 1892, as the population neared 2,500, the town of Cripple Creek was incorporated, perhaps so named for the cattle whose legs were injured when they fell in the creek. A sea of tents and hastily-built log and wood frame buildings lined dirt streets, sheltering businesses and fortune-seekers like Frank J Wisner, a Chicago, Illinois realtor.



Photos courtesy [Denver Public Library Western Collection](#).
[Above] Cripple Creek's Colorado Liquor House 1893-1896.

[Below] Cripple Creek's Crapper Jack's Saloon 1895-1899.



It is plausible that Wisner, a single 30-year-old in 1892, arrived in Cripple Creek and sought employment as he evaluated local real estate and mining opportunities. But claims that Wisner operated the Cripple Creek Brewery are unlikely. Extensive research by the Eastern Coast Breweriana Association has found no local Cripple Creek breweries. Unlike towns with locally-owned breweries like Central City and Leadville, Cripple Creek's early railroad access and close proximity to Golden and Denver enabled larger breweries like Coors and Zang to purchase local pubs which then sold their beer. Clues to this German tradition are visible with the Coors window signs at the Colorado Liquor House at 3rd & Myers Avenue and the framed Zang's brewery sign next to Crapper Jack's backbar.

Wisner could have experimented with root beer and ice creams at the Colorado Liquor House, since they served lunches, and a confectionery operated nearby.

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Mining America's Mountains for a Root Beer Float Mother Lode

Continued

Cripple Creek's 1893 Sanborn Fire Insurance maps identified four more confectioneries along Bennett Avenue, including one in a tent. That same year, Vernon Peiffer and his bride Carrie arrived in Cripple Creek to open the city's first bottling works, which also began manufacturing ice creams. So although claims that Wisner owned a soda bottling works are unlikely, Wisner could have been one of Peiffer's first employees.

Yet regardless of his initial employment, Wisner was developing an interest in properties on nearby Cow Mountain. Thus it remains plausible that Cripple Creek businessman Wisner drew a glass of root beer, and in a moment of inspiration, added a scoop of vanilla ice cream before serving the refreshing treat to a patron. Today, this concoction is known to many as a root beer float, but Wisner introduced it as a "Black Cow Mountain," and patrons were soon asking for a "Black Cow."



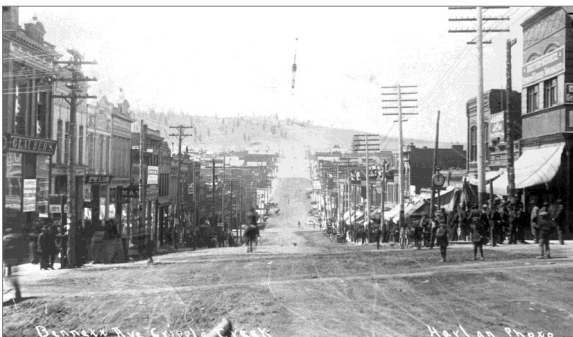
Cripple Creek's Boston Candy Kitchen & Ice Cream Parlor at First & Carr, 1895-1900. Courtesy Denver Public Library Western Collection.

By the end of 1894, 150 active mines were producing more than \$ 3 Million of gold. The town's 6,000 residents were now served by one railroad, four newspapers, five churches, over half a dozen confectioneries, two bottling works, an Anheuser Busch brewery depot, and many more saloons. Town leaders ordered all of the brothels lining Bennett Avenue to move to Meyer Avenue, turning this formerly respectable street into an infamous red-light district.



Cripple Creek Bennett Avenue 2nd 1896 fire. Courtesy Denver Public Library Western Collection.

Yet two April 1896 fires mere weeks apart changed Cripple Creek's future. As the first fire spread quickly through the flimsy wooden buildings, destroying a quarter of the town and leaving 3,600 homeless, it exhausted their firefighting resources. During the second fire, much of the downtown business district was flattened as firefighters tried to prevent the fire's spread by dynamiting buildings. Within weeks after the town council voted to prohibit wooden structures, Bennett Avenue's handsome new brick and stone commercial district was bustling.



Cripple Creek Bennett Avenue 1896-1900. Courtesy Denver Public Library Western Collection.

Wisner was likely in Chicago and missed the fires, as his March mail went unclaimed at the Post office. Then a December 11, 1896 *Rocky Mountain News* noted:

New Mining Company

Cripple Creek Cow Mountain Gold Mining Company

Capital stock \$ 1,000,000

To operate in El Paso and other counties

Directors Frank J Wisner, John W Winner and

George J Schmitt

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Mining America's Mountains for a Root Beer Float Mother Lode

Continued

Wisner's interest in Cow Mountain had yielded a potentially profitable mining venture, so it is plausible that Wisner recruited investors from his Chicago-area real estate network. Raising such funds may have been easier with yet another gold rush underway.

As one of the last "great gold rushes," The [Klondike Gold Rush into the Alaskan and Yukon Territories](#) lasted a mere 3 years. An estimated 100,000 people made the trek: 98% of them never found gold, and of the remaining 2%, many died or went broke. Yet Alaska remains one of the largest gold bearing locations on earth.

By 1898, Frank J Wisner had returned to Chicago, although he continued to monitor his Cripple Creek Cow Mountain Mining Company's operations.

But news of Wisner's "black cow discovery" appeared to be spreading far beyond Cripple Creek! Evansville Indiana pharmacy customers were the



June 4, 1902 Root Beer, Cream Float Ad. Sheridan's Pharmacy Evansville IN Courier Press.

first to order "cream floats" in 1902. The following August, "root beer cream floats" were pleasing crowds at the Ayres & Taylor drugstore in Ottumwa, Iowa.

Cripple Creek and Cow Mountain.
A well known Cripple Creek man, Frank J. Wisner, has returned to his Chicago home and, with J. W. Winner, John Long and George J. Schmitt, organized the Cripple Creek and Cow Mountain Gold Mining company, says an exchange. The company owns three claims on Cow mountain, near Cripple Creek, upon which they are pushing development work. The veins are in place and assays average at present \$15.40 in gold per ton. The company are now figuring on the erection of a process mill, and Mr. Wisner will shortly return to take charge of the work on their properties. Their claims are showing up well and Mr. Wisner believes with others that Cow mountain will ere long prove a productive shipper.

Cripple Creek Cow Mountain Mining News. March 15, 1898 Weekly Gazette. Newspapers.com.

LOCAL NEWS ITEMS

After trying a quart of Cockerill's ice cream, you will use no other.

"Root Beer Cream Float" touches the spot—Ayres & Taylor.

August 7 1903 Root Beer Cream Float Ad. Ayres & Taylor Ottumwa IA Daily Courier.

A May 1907 *Western Druggist* trade journal was first to offer a "Root Beer Cream" recipe:

"Fill a 12-ounce glass to within one inch of the top with root beer drawn "solid", then float on enough plain cream to fill the glass. Serve without straws."

creams and cream floats were like miners' false claims, falling short of Wisner's original discovery.

Apparently these earliest reports of root beer

But on July 5, 1907, the first real "root beer float" ad, appeared in the coal mining town of Paonia, Colorado, less than 200 miles from Cripple Creek!

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DUNBAR & WILLIAMSON
DRUGGISTS

Our Soda Menu Special

Yum Yum Frappe	Singapore Punch
Happelyn	Marshmallow Flip
Military Flip	Not Sundae
Caramel Sundae	Royal Egg Phosphate
Togo Cooler	Panama Cooler
Mint Freeze	Ice Cream Sodas
Root Beer Float	Phosphates

"If it's from Dunbar & Williamson's It's Right"

July 5, 1907 1st Root Beer Float Ad Dunbar & Williamson's Drugstore. Paonia CO News.

Mining America's Mountains for a Root Beer Float Mother Lode

Continued

Yet as ads and recipes for Wisner's root beer float began appearing across America like so many real gold flakes in a mountain stream, variations on its name or ingredients persisted, sparkling like fool's gold alongside the real gold. Fountain trade publications like *The Spatula Soda Water Guide and Book of Formulas for Soda Water Dispensers of 1915*, by drugstores and fountains nationwide contributed to the ambiguity. Like false and jumped claims, the details of the original prospector and his discovery are often mistakenly or perhaps intentionally lost.

Root Beer Float.
Into a 10-ounce glass draw 1 to 1½ ounces of root beer syrup. Fill with soda to within ½ inch from top and float a little sweet cream on top.

Root Beer Float recipe. 1915 The Spatula Soda Water Guide.

Root Beer Float
Place one ball or two tablespoons of vanilla ice cream in a chilled tall glass. Pour chilled root beer over and serve.
Sarsaparilla Float or "Black Cow"
Follow recipe for Root Beer Float.

Root Beer Float and "Black Cow" recipes in 1923 Fannie Fox Cookbook.

Then in 1923, the first real "Root Beer Float" recipe *and* reference to its "Black Cow" namesake appeared! While research suggests that "Black Cow" has been in oral use rather than print, the cookbook's Midwestern author, the older sister of author [Edna Ferber](#), may have known the term.

A century later, Frank J Wisner's claim of "Black Cow Mountains" apparently inspired those recent historian claims, with the aid of a tall tale or two from great grand nephew Mike Lynn!

All this prospecting makes miners thirsty, but be careful when you step up to the bar: today's root beer floats and "cows" can be quite different across American regions. For example,

- A **FLOAT** is ["strictly"] made with vanilla ice cream, but a **ROOT BEER FLOAT** may not be strictly root beer and ice cream;
- A **BLACK COW** in Illinois and northern Wisconsin is more like a "root beer float milkshake," while other regions may even substitute cola for root beer;
- **CHOCOLATE** or **BROWN COWS** are typically root beer with chocolate ice cream, but root beer with vanilla ice cream and chocolate syrup may be used; and
- **PURPLE COWS?** Expect grape soda and vanilla ice cream!



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Go...Do...Remember...Make Ice Screamer Memories!

Post your news and photos



TODAY!

Share your latest finds with us on

Facebook

@HeyIceScreamers!

Got photos, stories, articles, questions, or suggestions? Email Editor Mary Jane anytime at soda-jerk@icescreamers.com, send mail to 2073 Painted Palm Dr, Naples FL 34119 or call her at 239 598 9383.

Celebrate National Milkshake Day September 12th!

Try a Buffalo Milkshake and more with recipes from this 1915 Dispenser's Formulary or Soda Water Guide



BUFFALO SHAKE

- Chocolate syrup 1/2 ounce
- Maple syrup 1/2 ounce
- Vanilla ice cream ... 1/2 tablespoonful
- Plain cream 1 ounce

Ice and shake. Pour into a frappe glass, garnish with whipped cream and a cherry and serve with a spoon and straws. Price —10 cents.

Got the Scoop?!



If you can identify any of these scoops at www.scoopcollector.com Email Jerry Maphis at jmaphis@gmail.com!

Greetings from Cape Cod's Paul Endres



"After 47 years in the ice cream business, my wife and I have finally retired. We opened Sundae School Ice Cream in 1976. *The Ice Screamer* May 2023 issue published a story about us, with memories from the April 1984 issue! The business is in good hands, as we sold it to three former Sundae School Hall of Famers.

We employed over 120 students and teachers every season, and won many accolades for our homemade ice cream. We were a family business with everyone helping out, including most recently some of our 11 grandchildren."

Sipping Through a Straw!



Invented in 1888 by Marvin Stone, the artificial drinking straw quickly became popular, as we discovered in this *August 2015 Ice Screamer* article. Many manufacturers have produced an incredible variety of straws over the decades.

Thanks to straw jar collector Jerry Hack, enjoy this "Sipping through vintage soda straws" video featuring a small sample of the many straw products produced during the past 136 years.

PLAN A SODA FOUNTAIN ROAD TRIP!

Explore Ephemera Society Shows near you at <https://www.ephemerasociety.org/events-calendar/>

Like the

Greater Dallas Postcard, Photo, and Paper Show
October 11-12, 2024 McKinney TX



Also in McKinney...
The World's Largest Ice Cream Freezer Collection
at

Dixie's Store in Chestnut Square



Then Visit
Henry's Homemade Ice Cream
in nearby Plano TX

North American Ice Cream Association



Visit www.icecreamassociation.org

See www.icescreamers.com/Links.html
For more soda fountains along your way!

Goldberg's Soda Fountain Restored to Legendary Service

By Michael Runge, City Archivist and Collections Manager for the City of Deadwood, South Dakota

What do western gunfighters and soda fountains have in common? Visitors to Deadwood, South Dakota in the heart of the [Black Hills](#) can stroll the same streets traversed by [western legends](#) like [James Butler "Wild Bill" Hickok](#). And now, at the Main Street Espresso / Big Dipper, located at 652 Main Street, visitors can enjoy ice creams and fizzy drinks at Deadwood's legendary backbar, with its mid-1920s Mechanicold Soda Fountain, manufactured by the Liquid Carbonic Corporation of Chicago, Illinois.

The Main Street Espresso / Big Dipper building was originally constructed in 1892 for Sol Rosenthal, a Jewish American clothing merchant. Over the next 132 years, "Rosenthal's Place" housed various businesses including a clothing store, confectionary, jewelry shop, fraternal lodge for the Deadwood Elks, a grocery store and bar.¹ In 2015, Diana Flores purchased and restored this building and opened a coffee and ice cream shop on the main level. Four years later, Flores entered into a loan agreement with the [Deadwood Historic Preservation Commission](#) to publicly display and operate a historic soda fountain once located at 670 Main Street.



[Above] Deadwood, South Dakota National Historic Landmark District. Courtesy [Deadwood Chamber of Commerce & Visitors Bureau](#).

[Below] [View the 2023 Black Hills' annual fall Buffalo Roundup](#) in nearby [Custer State Park](#).



Research Reveals Origins of Deadwood's Goldberg Grocery Soda Fountain

In 1925, Brown's Drug of Belle Fourche, South Dakota expanded their business to Deadwood, buying out the Phillip's Drug store, located on Lee Street.² As part of obtaining a Main Street presence, Brown's Drug relocated their business to 670 Main Street, beside Goldberg's Grocery Store, at 672 Main Street. Local newspapers recorded the move, remodel and grand opening of Brown's Drug including an advertisement stating that they "*have a well equip soda fountain*".³ Unfortunately, the news did not mention the manufacturer or model of the soda fountain.

Brown's Drug along with its soda fountain and lunch counter operated at this vicinity for the next 26 years. In 1947, Brown's Drug was bought out by Beckers Drug, and four years later, in June of 1951, Alvin Schmiedt of Al's Pharmacy purchased Beckers Drug at 670 Main Street.⁴

Continued on next page

Footnotes

¹ Wolfe, Mark, [Boots on Bricks: A Walking Tour of Historic Downtown Deadwood](#), 1996.

² *Weekly Pioneer-Times*, Thursday, January 29, 1925. Page 4.

³ *Daily Deadwood Pioneer-Times*, Sunday, April 5, 1925. Page 8.

⁴ *Deadwood Pioneer-Times*, Tuesday June 5, 1951. Page 3.

Goldberg's Soda Fountain Restored to Legendary Service

Continued

Based on conversations with Larry Shama, the former owner of Goldberg's Grocery and Soda Fountain, Al's Pharmacy remained in business until 1976, when Shama purchased the building and its contents. As Shama opened the common wall between the two buildings, he moved the soda fountain, lunch counter, back bar and glass mirrors to the opposite side of the Al's pharmacy space at 670 Main Street.⁵ After repairing the fountain and cooler, Shama operated the soda fountain and ice cream cooler from the 1970s to the early 1990s.

With the advent of gaming in Deadwood, Shama approached the City of Deadwood to purchase the historic soda fountain. During the appraisal process, Goldberg's soda fountain and ice cream cooler was identified as a Liquid Mechaicold Soda Fountain, dated to the mid-1920s, and manufactured by the Liquid Carbonic Corporation. But the ornate Italian marble backbar, beveled mirrors, lunch counter and onyx trim was deemed to be older than its fountain counterparts. A February 20, 1891 *Deadwood Pioneer-Times* newspaper article described a similar backbar, once located in Deadwood's Palace Pharmacy :

*"The soda fountain which will occupy a prominent position in Paddock & Franklin's palace pharmacy is one of the finest and most expensive, produced by the noted patentee and manufacturer, Jas. W. Tufts of Boston. Italian marble and European onyx are its principal components, with panels of French plate glass mirrors."*⁶

There is a good chance that the backbar described in this article is the one in use with the Goldberg soda fountain. After coming to an agreement, the Deadwood Historic Preservation Commission placed the soda fountain, backbar, lunch counter, beveled mirrors, and its associated accoutrements in storage.

In 2015, the Deadwood Historic Preservation Commission hired [American Soda Fountain Company](#) of Chicago, Illinois to restore the soda fountain, ice cream cooler, and lunch counter chairs. With the restoration underway, the Deadwood Historic Preservation Commission entered into a loan agreement with Main Street Espresso / Big Dipper owner Diana Flores to display and operate the fully restored Goldberg soda fountain and lunch counter. Today, patrons of the Main Street Espresso / Big Dipper delight in tasty treats served from Deadwood's historic fountain. Meanwhile, upcoming revelations about this fountain's past will delight dozens of Deadwood's legendary westerners!

Footnotes

⁵ *The Black Hills Weekly*, Wednesday, October 24, 1984. Page 2.

⁶ *Deadwood Pioneer-Times*, Friday, February 20, 1891. Page 3.



[Above left] Restored soda fountain with marble backbar and beveled mirrors.

[Above right] [Deadwood's Main Street Espresso / Big Dipper](#) at 652 Main Street.



Our Rootin' Tootin' Root Beer Floatin' Convention

By Michelle Drackett-Smisk, Danielle Hosbach, Tatum Laird and Heather Tomasello



Convention planning team Heather Tomasello, Tatum Laird, Danielle Hosbach and Michelle Drackett-Smisk.

July 18 - 20th
Wyndham
York PA



[Above] Tatum Laird with grandparents Carla and Frank Jackson



[Left] Eric and Ryan Berley relax before the root beer tasting

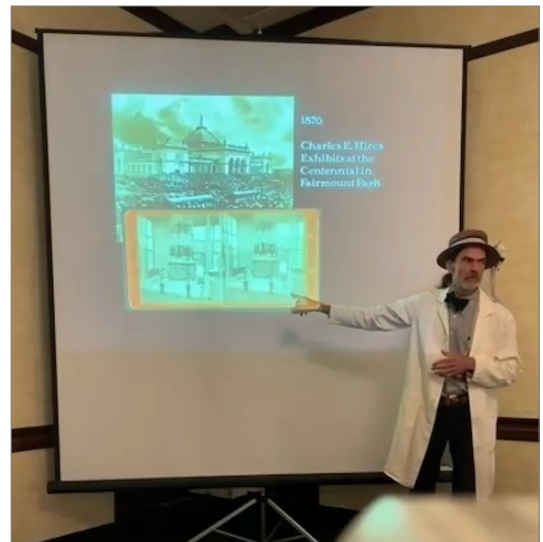
What memories we made with friends new and old!



[Above] Janet Cumberworth and Judy Snyder grin as Tom Collins clowns around.



[Left] Larry Fussell listens as Jim Phillips shares a message with Allen Mellis.



[Click here to view the Berleys' Hires Root Beer Presentation from our tasting event](#)

Continued on next page

Our Rootin' Tootin' Root Beer Floatin' Convention

Continued

Plans for Next Years' Convention Coming Soon!



[Above] Michelle Drackett-Smisk and 1st time Convention attendee Brandi Roberts ham it up at The Ice Screamers Photo wall.



CRAFTS CORNER [Above] Is Barbara Sollers [3rd from right] teaching a crafts class?

[Right] Sherry Abell is full of smiles as she shares her best sales offers.



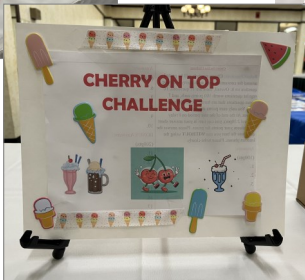
[Below Right] Heather Tomasello's root beer display.



[Left] Dick Stalker exhibits some of his pewter moulds..



[Below] There's plenty of scoops to buy/sell/trade and discuss at Jerry Maphis' booth.



CHERRY ON TOP CHALLENGE [Above] Did Duvall Sollers win his cornhole solitaire challenge?



Ice Creamers Buy - Sell - Trade

Members may place one **FREE** 100-word-limit ad per issue. Send typed ads via email or US mail to Mary Jane one month prior to newsletter issue date. Ads will appear in two consecutive issues, and may be renewed. Advertisers graciously agree to reply promptly to questions and offers.

*All transactions are between the Buyer and the Seller.
The Ice Screamer assumes no responsibility for the accuracy of the information in these ads.*

Downsizing Sale! Items include a Gilchrist #22 milkshake mixer, Arnold #20 malted milk dispenser, Frank H. Rieder - Seatmore table and 4 chairs, Gilchrist scoops #31 - various bowl sizes, I Fischman & Sons marble ice cream bar w 7 stools, and more. Pictures available. Email Gary Dologite at gldologite@aol.com.

Buying and selling ice cream scoops. Just let me know what you have for sale or what you are looking for. Email Jerry at jmaphis@gmail.com.



Sign of The Times

In The Ice Creamers poetic tradition

"Signs with rhymes draw customers..."

The Soda Fountain, August 1922.

There was a man from Algier,
Who swore off drinking Root Beer.
He said it was rotten,
But all that's forgotten
Since trying the brand sold here.

Serving with a Smile

Zang's, the first brewery built in Colorado, began making ice cream in their Denver plant during Prohibition in 1922, continuing through the 1920s.



DENNIS THE MENACE



"MY DAD SAYS THE BEST THINGS IN LIFE ARE FREE... AN' YOU'RE TELLIN' ME A ROOT BEER FLOAT ISN'T ONE OF THEM?"

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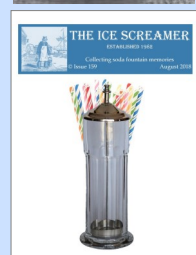
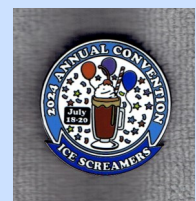
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Convention Pins All pins are full color metal, 1" tall, with pinback.

2024 Root Beer Float Centennial \$ 10.00 ea.
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Reprints The Ice Screamer Newsletter 1982 - current \$ 5.00 ea.
Issues available in print or digital [pdf] editions

[Click here to view all convention pins and memorabilia for sale](#)





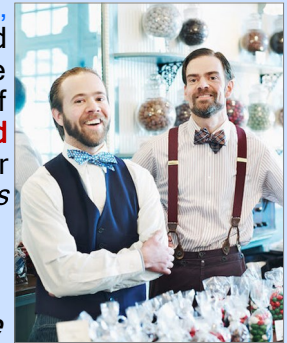
Ice Cream at the Movies: **King Creole**

A troubled youth [*Elvis Presley*] sets New Orleans to rockin' as two mobsters [*Walter Matthau and Vic Morrow*] lure him to a life of crime! Ice Screamer Movie Mogul Janet Colman Hutkin and Mogul Emeritus Tom Collins rate this movie 2 scoops for its soda fountain scene, where Presley's performance among the draft arms, mixers, syrup pumps and straw holders is rewarded with a root beer! Click on the title above to enjoy this 115-min B&W musical.

PICTURES FROM THE PAST: THANKS FOR THE MEMORIES!



During the past 20 years, brothers Ryan and Eric Berley have revolutionized Philadelphia's ice cream and candy scene in a historic way, while sharing their unique talents with us at our convention ice cream tastings. Listen in to Philadelphia Chef Radio Host Eli Krup's **June 10, 2021 podcast** as the Berleys share the challenges and payoffs of crafting their three businesses, from the Victorian costumes and honeycomb made on the roof to A2 cows and dairy industry innovations. Then **head to Philadelphia on Saturday, September 28, 2024** for the Franklin Fountain's 20th Anniversary Party! [*Details soon at <https://www.facebook.com/thefranklinfountain>*].



Share your memories with our Ice Screamers Archive

Contact Mary Jane to share or donate items to our Ice Screamers Archive

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