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*Sourisseau Academy*  
*Smith-Layton Archive presents:*

# Ice Cream!

by Thomas Layton

*Les Amis (The Friends)*

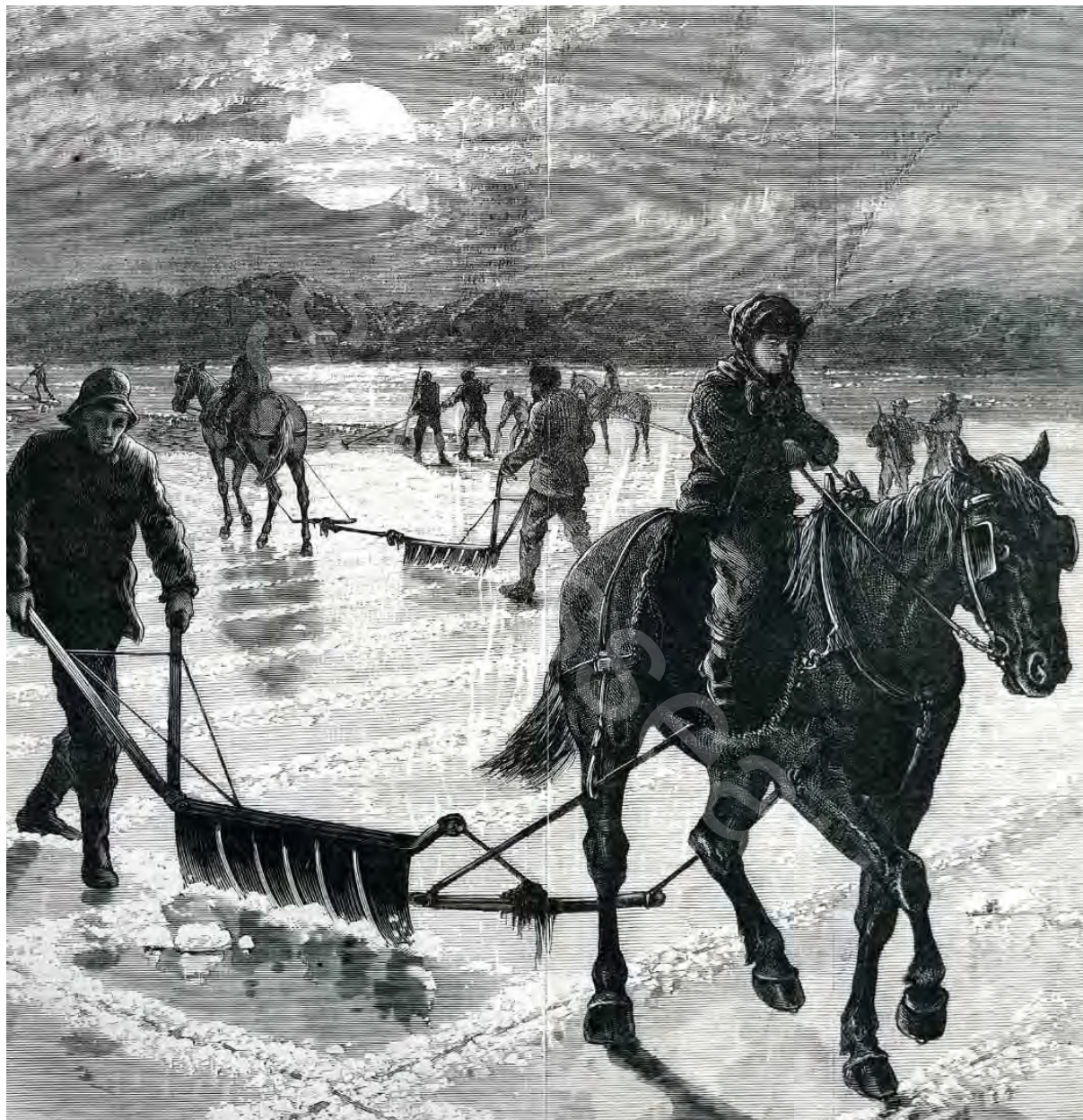
*December 2016*

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[160] **Burger Bar #1.** In Summer 1955, San Jose's Burger Bar #1 at 1101 South First Street offered six burgers for 99 cents. If the essential milkshake wasn't enough, you could take home a half-gallon of ice cream for 69 cents. You may be surprised, however, to learn that ice cream has a much longer local history than does the hamburger, which was only invented in 1900!



[161] **Harvesting Ice.** During the early 1850s, ships loaded with Alaska ice were delivering their frosty cargoes to the Bay Area. By the late 1860s, train cars loaded with block ice, cut from ponds and lakes in the high Sierras, were dripping their way down to the Santa Clara Valley, not only to cool the drinks in high end saloons, but also to supply our early ice cream parlors.



[162] **Collectibles for your scrapbook!** By the 1880s, factory-manufactured ice, allegedly produced from purer water, was beginning to replace natural winter weather ice, and candy stores like O'Brien's on South First Street and Rudolph's on North First Street were promoting their home-made ice cream with collectible trade cards.



[163] **Before the Earthquake!** By 1900, it required four uniformed soda jerks to staff the fountain side of O'Briens!



[164] **Repaired and improved!** When O'Brien's reopened after the 1906 Earthquake with floral bouquets on every surface, at least for this photo, it featured new chandeliers, new stools, and a new fountain counter with decorative counter supports. Within two decades, however, the San Jose ice cream experience (no longer the exclusive domain of candy stores) was dominated by fountains and creameries and, yes, pharmacies!



[165] **Aloha!** In 1893, American colonists overthrew the Hawaiian Kingdom; and in 1898, Hawaii became a Territory of the United States. Four years later advertisements describing perpetual summer and romance were appearing in mainland magazines, urging tourists to California to travel just a little bit further when they were Out West! By 1907, piggybacking on that newly-revealed island paradise, an entrepreneur was delivering buggy-loads of locally produced *Aloha* brand ice cream to the fountains and restaurants of downtown San Jose.



WICKERBOCKER

J. R. CHACE

NATURAL AND ARTIFICIAL  
ICE  
WHOLESALE & RETAIL.

San Jose ICE COMPANY

MAIN OFFICE

65 WEST ST. JOHN STREET

PHONE, SAN JOSE 65

OUR ICE IS MADE FROM PURE TRIPLE DISTILLED  
AND FILTERED WATER.

AGENTS  
THE NATIONAL AND UNION ICE CO'S.  
SAN FRANCISCO

SAN JOSE, CAL.,

MAR 31 1917

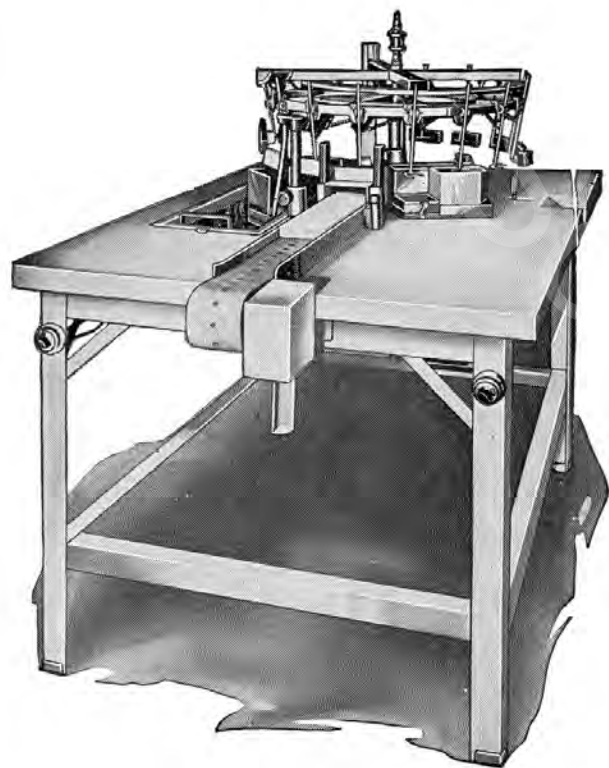
[166] **Purer than drifted snow?** As late as 1917, the San Jose Ice Company at 60 West St. John Street, although still offering both Natural and Artificial Ice, was assuring the purchasers of its manufactured product, including of course all mothers with crank style ice cream makers, that Our ice is made from PURE triple distilled and FILTERED water!





[167] **Mass Production.** By the late 1920s, San Jose's Independent Creamery & Ice Cream Company was purchasing immense quantities of cream to support the manufacture of its *Eatmore* brand ice cream!

December 2016



**\$385.00 F. O. B. Morris, Ill.**

# 125 DOZEN PIES PER HOUR!

*Produced at this rate, Eskimo Pie pays you a profit worth having.*

Combined dip-and-drip tank . . . constant agitation of chocolate . . . size of Pie easily regulated . . . endless belt ice cream feed . . . automatic hook cleaner . . . ready to run on arrival . . . other features.

Write Us For Full Particulars On This Machine As Well As The Plan Under Which It Is Distributed To The Ice Cream Industry. This Plan Will Greatly Interest You And Save You Money, *But You Must Act Promptly.*

*Manufactured For and Sold Exclusively By*

**ESKIMO PIE**  
CORPORATION, INC.

Louisville, Ky.

[168] **Pie from the Eskimos!** Shortly after its invention in 1921, *Eskimo Pie*, a chocolate-covered ice cream bar with a foil wrapper, became the first nationally franchised frozen dessert. The invention of dry ice in 1925 enabled the transport of *Eskimo Pies* to distant venues. In 1929, the magnificent mechanical device shown here could produce an endless belt of ice cream, and, when attached to a dip-and-drip tank, could complete up to 1,500 pies per hour.



[169] Ice cream on a stick! By 1948, *Eskimo Pie* on a stick was the most prominently advertised frozen dessert at Capitola-by-the-Sea.



[170] **At a Pharmacy?** Meanwhile, by the early 1940s, nearly every upscale corner drugstore had installed a snack counter, and a prominent sign just above the door of Maas Pharmacy at 399 South First Street urged patrons to *Visit Our Soda Fountain!*



[171] **The Parlor Experience!** The early 1950s saw this unidentified San Jose ice cream parlor feature U-shaped counters for efficient service!



[172] **Burger and a Shake!** By the early 1950s, car culture had become so well established in San Jose that ice cream had a role in creating a new venue — the Drive-In! Serving that new demographic, Steve's, at the corner of Whitethorne Drive and San Jose-Los Gatos Road (now South Bascom Avenue), was featuring *Frosties, Burgers, Shakes and Sundaes!*



[173] **Hotdogs, too!** You could still sit down, however, and enjoy a hotdog and a sundae at a plethora of luncheon counters like the Pronto Pup on Lincoln Avenue in Willow Glen. (Photo courtesy of Cookie Curci.)



[174] **Do it yourself!** Today, the iconic banana split sundae (invented in 1904) seems to have fallen out of favor. But, if you're willing to do it yourself, you can still access most of the traditional ingredients except, of course, ice cream at a self-serve frozen yogurt shop! (Photo courtesy of Thomas N. Layton.)