



THE ICE SCREAMER


ESTABLISHED 1982

Collecting soda fountain memories

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Please  Our Newest Icecreamers

Cover Photograph: *The artful serving of ice cream, whether in the confectionery or at home, was messy, difficult and wasteful at best, until inventors like George William Clewell provided an elegant solution. With a nod to Clewell’s ingenuity, this illustrated pedestal ice cream dish from a 1910s era menu cover, courtesy of the Thor Foss Memorial Collection in The Icecreamers Archive, is the gracious recipient of a cone-shaped ice cream serving from this magical first disher, the 1876 George William Clewell model, courtesy of Wayne Smith.*

This Issue’s Soda Fountain Menu...Thanks to our Contributors

George William Clewell Dishes Ice Cream History	Mary Jane Cary, Wayne Smith, Ryan Berley and Allan Mellis
Sundae Driving: Nebraska Celebrates 2017 with a Double Scoop	Mary Jane Cary
History Comes Alive at Convention 35	Michelle Drackett-Smisk
A Centennial Celebration: The Ice Cream Review	Mary Jane Cary
I Scream for Ice Cream...at the Library	Jim and Connie Phillips

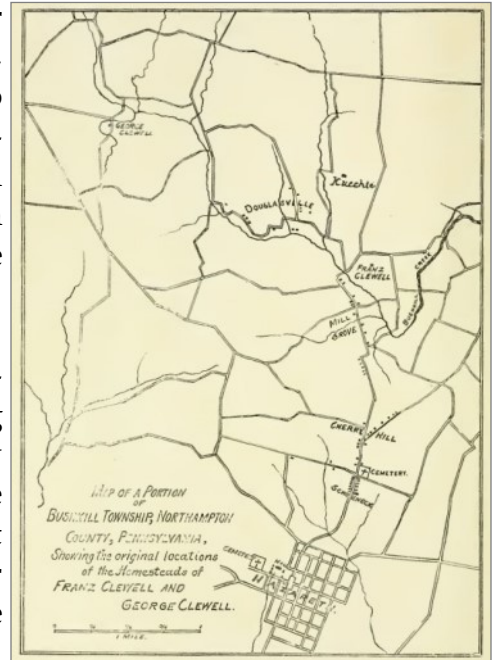
 **New Icecreamers Directory Coming Soon** - see details on page 15

George William Clewell Dishes Ice Cream History

By Mary Jane Cary and Wayne Smith, assisted by Ryan Berley and Allan Mellis

Although the rich lands of Pennsylvania’s Lehigh River Valley initially offered refuge for many English Quakers, immigrants from all over western Europe were drawn to the area by its uniquely American promise of religious freedom. Among the earliest arrivals were Irish and Welsh Quakers, Jewish settlers, German Lutherans, and French Moravians, like the 41-year-old twice-widowed Louise Frache Cleval with her two young sons, Franz and George.

Louise, Franz, age 16, and 11-year-old George had fled Amsterdam, Holland, aboard the *Billender Townshead*, arriving in Philadelphia on October 5, 1737, with few worldly goods. The boys became redemptioners, agreeing to be sold into service to the highest bidder for a term sufficient to defray the expenses of their passage. A three to five year term was common, with the price paid determined by age and physical condition.



Map of Great Grandfather George Craft Clewell’s homestead, Nazareth PA. Courtesy [History of the Clewell Family 1737-1907](#).



George Craft Clewell’s homestead, Bushkill Township, Northampton County, PA.

Franz Clewell became the servant of a planter in the Schuylkill Valley, while George served his term as a Philadelphia "button-maker." Yet both sons prospered, with George joining family and friends in the Schuylkill Valley when his service term ended. In 1746, Franz married Salome Kuechly, and moved to a farm on Bushkill Creek, about two miles north of Nazareth.

In October, 1750, George married Salome’s sister Anna Maria, and settled near his brother’s family. The same year, their mother Louise moved to nearby Schoeneck after marrying Johannes Kuechly, her sons’ widowed father-in-law! All three families lived near each other throughout the rest of their lives, worshipping freely as Moravians, and enjoying prosperity in business and family life.

George and Anna Maria had a large family of twelve children, nine sons and three daughters, with all but one son surviving to adulthood. Their fifth son, born March 11, 1758, and named George Craft Clewell, Jr. in his father’s honor, would serve along with his oldest brother Jacob as executor of their father George Sr.’s estate after his death in 1793, and continue to manage affairs for their mother Anna Maria until her death in 1809. *Continued on next page*



Grave of Louise Frache Cleval Kuechly, 1695 - 1767, [God’s Acre Moravian Cemetery, Northampton County, PA.](#)

George William Clewell Dishes Ice Cream History

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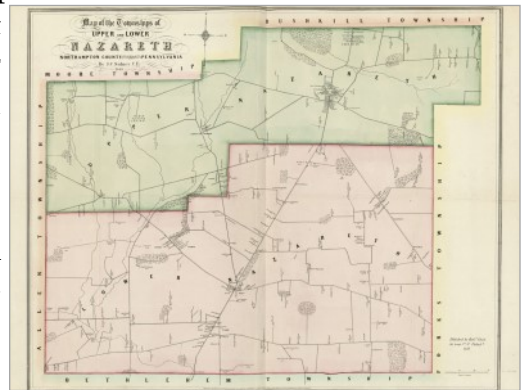
Bushkill Creek near Clewell family homesteads in Upper Nazareth Township, Northampton County, PA.

George Craft Clewell Jr. was 30 years old when he married Anna Johanna Knauss, and they became the parents of four sons and three daughters. Three of their sons and two daughters would survive to adulthood, to marry and have their own children in Northampton County.

George and Anna’s oldest son, William Henry Clewell, born September 5, 1790, became a tinsmith in Upper Nazareth township. He married Elisabeth “Elisa” Ettwein during his early 20s, and operated his tinsmith business across the road from his Great

Uncle Franz Thomas Clewell’s wheelwright shop, near his Uncle Augustus Clewell’s cabinet-maker’s shop and Jacob Bauer, the local blacksmith.

William and Elisa became parents of two sons and five daughters. While the oldest, a son Edwin, was born in 1814, the youngest daughter and son would arrive together as twins over 20 years later, on October 14, 1835. Infant Anna Elizabeth would live for only four days, but her brother George William Clewell would live to forever change the way Americans serve ice cream.



This 1850 Nazareth Township map shows Clewell homes, Rauch Confectionery, & Martin Guitars. Courtesy LOC Geography and Map Division.

At the time of George William’s birth in 1835, the Clewell family had lived in the Lehigh Valley near Nazareth for four generations, playing prominent roles in building a school and the Moravian church. Like many young Moravian boys, it is likely that young George spent his childhood attending church and school. When George was 10, his eldest and only brother Edwin passed away at age 31, so George may have begun learning his father’s tinsmith trade as well. George likely sought companionship among his cousins living nearby in Nazareth, like Edward, 3 years his junior, the son of his Great Uncle Benjamin Clewell, who was a tailor. While in town, George could also visit his Great-Great Uncle John and Aunt Mary Clewell, and stop in the local confectionery run by William Ferdinand Rauch, son of the Lititz, PA baker and confectioner John William Rauch.



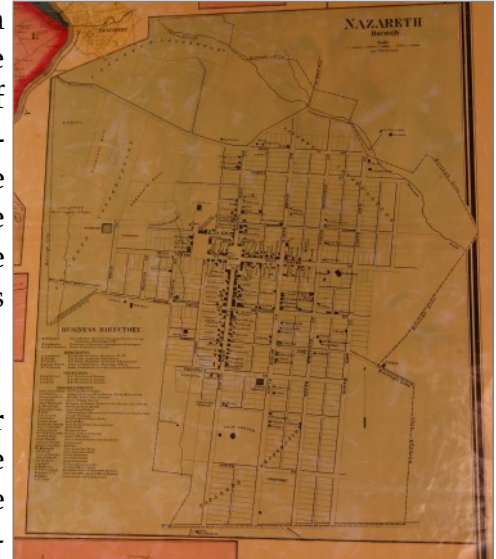
John William Rauch Confectionery, Lititz PA. Courtesy Lititz Public Library.

In 1820, John William Rauch had purchased the oldest business building in Lititz, PA, to bake and sell the first pretzels. Three of his sons became confectioners: by 1850, Ambrose Henry owned a shop in Bethlehem, and William Ferdinand operated one in Nazareth, while son Henry took over the Lititz operation in 1860. Henry sold the bakery in 1861 to Jacob Sturgis, who then founded the first commercial pretzel bakery in America. *Continued on the next page*

George William Clewell Dishes Ice Cream History

Continued

Back in Nazareth, Pennsylvania, the William Henry Clewell family spent the summer of 1850 with father William managing their 11 acre farm and his tinsmith shop, mother Elisa keeping house with 16-year-old Harriet, while 15-year-old George William and 11-year-old Israel Hoher, perhaps an immigrant redemptioner, most likely assisted in the tinsmith shop. Yet six months later, this household would splinter when George's father William died in January, 1851. During the next few years, Israel Hoher appears to have moved out of the area, while George's widowed mother moved into Nazareth near other Clewell family members, residing in the home of watchmaker Josiah Bietel's family by 1860. While Harriet may have initially remained in Nazareth, she would soon marry Ferdinand Herbst, and the couple was no longer residing in Nazareth by the summer of 1860.



This 1860 Nazareth Township map shows Bietel shop, Rauch Confectionery, Martin Guitars and more. Courtesy LOC Geography and Map Division.

George remained in Nazareth, in part to assist his mother in administering his father's estate, and in part to learn the confectionery trade. After all, he likely already knew the young, yet experienced and successful Nazareth confectioner William Ferdinand Rauch. Plus, another Northampton County contemporary of George's, Hugh Felker, opened an oyster saloon and confectionery in Nazareth during the 1850s. Yet in 1855, George moved to Reading, and by the summer of 1860, George had met and married Ellen Elizabeth Snell, daughter of Reading tinsmith Charles Snell, and had begun a career in general merchandising.

Although Clewell's first Reading employer is thus far unknown, perhaps he clerked in the William Addis variety store at 134 W Penn. The two certainly became acquainted when Clewell opened his own dry goods and grocery at 346 West Penn in the fall of 1863. In addition, William's son Jacob became Clewell's brother-in-law in 1867 when he married Emmaline Snell, Ellen Snell Clewell's sister.

HAMS AND SHOULDERS at WM CLEWELL'S.

SUGARS AND SYRUPS at reasonable prices at NO. 346 West Penn St.

346, WEST PENN ST., is the place to get your Goods good and cheap.

A SPLENDID assortment of Fancy and Domestic Dry Goods at WM CLEWELL'S.

PRIME MILD CHEESE at WM. CLEWELL'S.

NEW NO 1 MACKEREL for sale cheap at WM CLEWELL'S.

GLASS AND QUEENSWARE at WM. CLEWELL'S.

MERCER POTATOES—Those who wish to have a good Mercer Potatoe, should call at once at oct 10 WILLIAM CLEWELL'S. (New No) No. 346 West Penn St.

FRESH CRACKERS—of all kinds, at WM. CLEWELL'S

Clewell's store ad, Reading Times October 16, 1863. Courtesy Wayne Smith.

Clewell had also become acquainted with Reading Confectioner Alfred M Souders: Clewell had been admitted as a Mason in Reading's Lodge No. 62 in 1860, the year after Souders' admission. In 1865, Souders opened a bakery and ice cream saloon next to Clewell's store.

ALFRED M. SOUDERS'
Confectionary, Fancy Cake Bakery and Ice Cream Saloons,
No. 318 Penn St. below Fourth, Reading, Pa.
 Manufacturer of all kinds of Plain and Ornamental Confectionary Foreign and Domestic Fruits, Nuts, &c., at wholesale and retail.

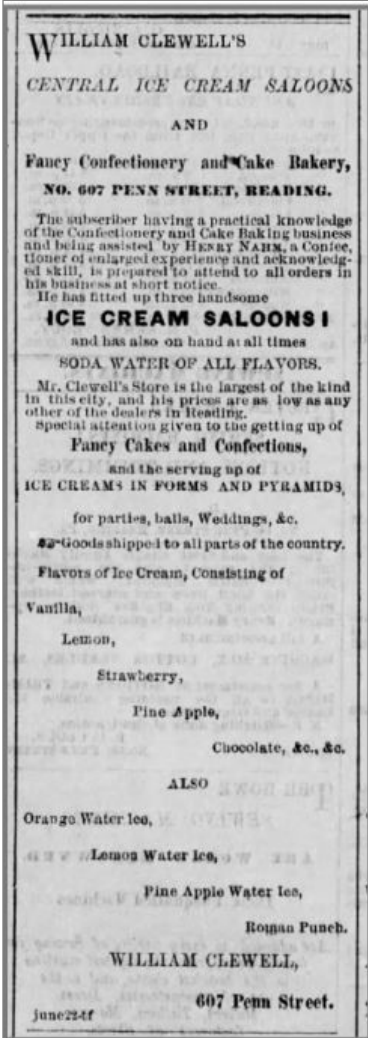
That same year, *Continued on next page*

Souder's Confectionery ad, Reading City Directory, 1866.

George William Clewell Dishes Ice Cream History

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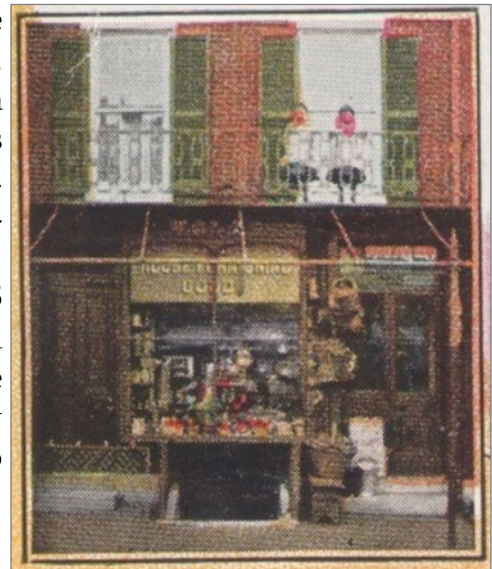
George held an inventory reduction sale, and William Addis apparently closed his variety store, but Jacob Addis remained employed as a clerk, perhaps in George Clewell's store.



George's Dry Goods and Grocery remained open during the Civil War, but the conflict was hard on others like William Addis, though his son Jacob worked as a salesman while he lived with his father. But all would change in 1867, when George William Clewell opened his first Confectionery at 607 Penn, next door to the tinsmith shop of his father-in-law Charles Snell. Meanwhile, William Addis served in the candy business, and his newly married son Jacob was employed as a clerk. Perhaps both worked in Clewell's new Confectionery.

By 1869, Clewell had hired Henry Nahm, "a confectioner of enlarged experience," but by 1870, Nahm was plying his trade in Philadelphia. Yet two other confectioners, Levin Hess and apprentice George Heager, would take Nahm's place, boarding with the Clewell family at 607 Penn Street. Three years later, in 1873, George and Ellen Clewell celebrated the birth of their second daughter Bertha.

As Clewell's confectionery business grew, George started tinkering with a method to deliver a measured and moulded yet attractive single serving of ice cream more quickly, easily and efficiently. He chose Philadelphia tinsmith Valentine Clad to manufacture his first design prototype. After all, Clad was an experienced producer of bakers' and confectioners' tools, and his shop was just a 45



Valentine Clad 1876 tinsmith shop, at 117 - 123 South 11th St, Philadelphia, PA. Post-card photo courtesy of Allan Mellis.

minute ride by rail or stage from Reading. The end result was the first ice cream disher, dated May 3, 1876. Although this disher includes a patent date mark, no associated patent is known. In addition, even though this

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First ice cream disher by George William Clewell, with pat. May 3, 1876 V Clad Maker mark on handle. Courtesy Wayne Smith.

George William Clewell Dishes Ice Cream History

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disher was completed one week before the [Philadelphia Centennial Exposition](#) began, no evidence yet confirms that Clewell's new disher was among the exhibits.

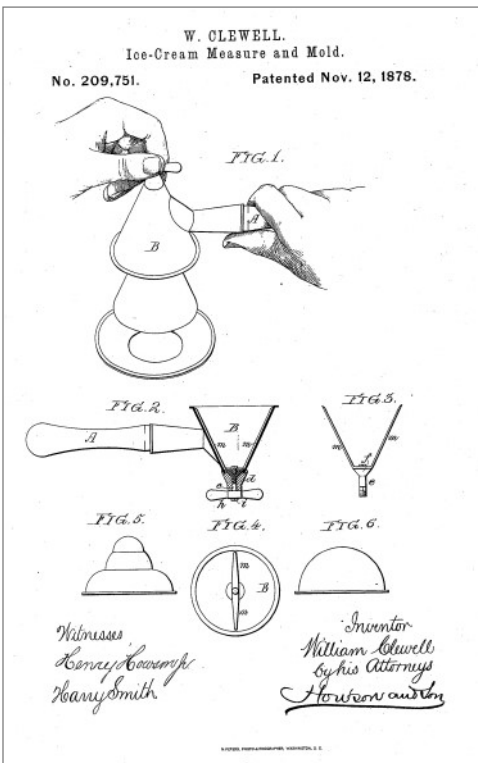
Clewell continued to tinker with his design and run his confectionery, renaming the shop Clewell & Addis in 1877 upon engaging Jacob Addis as a partner. George's father-in-law Charles Snell moved his family to Franklin Street, while his son John took over the tinsmith shop next door to the confectionery. Business at Clewell & Addis was brisk, particularly after fellow Mason Charles S Birch purchased the nearby hotel, renaming it the American House.



1878 ice cream disher by George William Clewell, featuring patent Nov 12,

1878 V Clad Maker mark on cone. Courtesy Wayne Smith.

In 1878, Valentine Clad produced a second disher for Clewell, for which Clewell received a patent on November 12, 1878, establishing Clewell's invention as the first patented disher. Over the next 30 years, a number of companies would produce variations of the Clewell disher design, with its conical mold shape, key release and handle. But Clewell apparently did not profit from this business.



In fact, ten weeks after Clewell received his patent, the Clewell & Addis Confectionery would close, when his father-in-law and a second creditor produced claims of monies owed. George and partner Jacob Addis sold the confectionery and its assets to experienced Reading Confectioner Christian M Groff, the owner of a shop at 829 Penn.

AMERICAN HOUSE



**Late Housum's Hotel,
356 Penn Street,**

This long established and favorite hotel has recently changed hands, and has been fully refitted and furnished. Steam heat is introduced into every room, and

HOT AND COLD BATHS.

can be had at any time.

In connection with the Hotel there is a good Stable and an Indooal Yard, where excellentivery accommodations can be obtained.

Stages are always in readiness on arrival and departure of trains.

CHAS. S. ERB, Wm. H. PARVIN, C. S. ERB & CO. Proprietors.

American House hotel ad, 1878 Reading City Directory.

Penn Street Confectionery Closed.

Clewell & Addis, confectioners, Penn street above 6th, were closed by the Sheriff to day. The execution creditors are J. A. Seltzer and G. W. Turner, trading as Seltzer & Bro., and Charles K. Snell, the former party's claim being \$505.18, and Mr. Snell's claim \$2,821.

News of shop closure, January 22, 1879, Reading Times. Courtesy Wayne Smith.

[Click here to view Clewell's 1878 Patent for the first ice cream disher.](#)

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George William Clewell Dishes Ice Cream History

Continued

Jacob became an insurance agent, while George served as a clerk at the American House. Further sorrow would befall the Clewell family when Bertha, age 13, died in January, 1873.

Happier times would return in 1887 when oldest daughter Lucy was married. George continued to work at the hotel until 1888, when he returned to the confectionery business, apparently to take over the shop of fellow Mason and long-time friend Alfred Souders. Perhaps Souders' ill health was the cause: 1887 was his last year of operating his shop, although he continued to live at the rear of the 348 Penn address until his death in 1895. Yet after one year in business as Clewell's Confectionery in 1888, Clewell formally retired from the profession. No further record of a Clewell or Alfred Souder shop in Reading, or another confectionery at this location, has been found.

...William Clewell, proprietor of the confectionery store at 348 Penn street, has retired from business and sold his stock to Alfred M. Souders.

News of Clewell's retirement from confectionery business, March 29, 1889 Reading Times. Courtesy Wayne Smith.



Clewell's Turkish Bath ad, Reading Times March 13, 1900. Courtesy Wayne Smith.

By 1889, men and women were enjoying Clewell's Turkish Bath on Court Street, just two blocks from the square where he had worked and lived in Reading. Clewell ran this business until his untimely death on November 23, 1903.

Although Clewell's confectioneries are no longer standing, his ingenious dishers are still found in collections, recalling the days of the early ice cream industry, and the inventor who forever changed the way ice cream is served.

CLEWELL—In this city, on the 23d inst., G. William Clewell, aged 74 years. Funeral services at the St. Paul Reformed church, North Sixth street, on Friday at 11 a. m. Interment private in Charles Evans cemetery.

Click here to read the Nov 23, 1903 Reading Times news of Clewell's death. Courtesy Wayne Smith.

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Share your History, Soda Fountain Collectibles and Sundae Drives

We welcome photos, articles and ads of your collectibles, soda fountain and ice cream history, mysteries, events or news. Send your content to Editor Mary Jane anytime. Send to Editor Mary Jane Cary, 2073 Painted Palm Dr, Naples FL 34119, or email me at sodajerk@icescreamers.com.

We especially want to hear from those of you who operate ice cream parlours and soda fountains! Email a few photos and a little background about the shop to your sodajerk@icescreamers.com.