

MALONEY'S PROCESS

Researching the Sources

by Mark Wiseman

This bottle was a mystery for many years.

This early blob soda with an unusually wide mouth has been found in Des Moines on a couple of instances in the past. It was believed to be from the 1860's or 1870's based upon items it had been found with

The previous research I had done was based only on the early Des Moines City Directory listings. The 1866-1867 Des Moines City Directory listings are: "Thos. Maloney Bakery and Confectionary, 97 Second, Frank Maloney boards 97 Second". The 1869 Des Moines City Directory lists: "Thomas Maloney, dealer in fruits and confectionary, east side 2d bet Walnut and Court Avenue", "Maloney & Shannon (Frank Maloney, H. Shannon) bakery and confectionary south side Locust bet 4th and 5th east side river, Frank Maloney (Maloney & Shannon) res with Thomas Maloney". Thomas Maloney was also listed in the 1871 and 1873 Des Moines City Directories as a confectioner on Second Street between Court Avenue and Walnut Streets. The 1871 directory also lists Maloney & West confectionary on the east side of the river on 5th Street between Walnut and Locust.

Top Image: Maloney's Process Bottle Soda/Hutchison Bottle

Bottom Image: Maloney's Blob top and original Metal Closure



In the 1860s and 1870s, some confectioners (candy makers) who also were bakers, would produce bottled flavored sweet drinks as a summer sideline or advertise for soda in their ice cream saloons. Early Des Moines drug stores were also producing and serving soda drinks their "in store" soda fountains. Fred Stehm, a noted mineral water, beer, and soda bottler in the Des Moines City Directory listings beginning in 1871, was listed as running a bakery and confectionary in the 1866 directory, and a bakery and fancy groceries store in the 1869 directory. It's interesting to note Stehm's business was at 68 and 70 Second street, just down the block from Thomas Maloney's place of business. So for many years after the initial research was done for this bottle there was no proof or clear tie-in to put Thomas Maloney in the bottling business. I have been reading the 1860s and 1870s newspapers on Microfilm at the State Historical Library recently, researching the early Des Moines druggists. Reading these early newspapers is a tedious task, the ads are repetitive and were used sometimes for months at a time. The fine print local news is very spotty, but occasionally a good little nugget of information is found. I had found an east side business directory listing in The Des Moines Statesman dated November 30, 1869 for Maloney & West Confectionary Fifth Street between Court Avenue and Walnut East Des Moines. The Statesman microfilmed pages are "positive texts" (black on white) and reasonable to read. However, they are limited in years and I had to begin reading the Daily State Register and Iowa State Register newspapers for more dates and information and these are "negative texts" on the microfilm (white on black) and a little more difficult to read. I was bouncing around date-wise trying to find the druggists and ads, when in the May 30th, 1871 State Register I found the following advertisement.

The same ad was running every day in the State Register from May 30th, 1871 to September 5th, 1871, in various columns of the daily paper, and then was never run again as far as I could read in the papers. Of important note in the ad is the first sentence which says, "We call attention to our process for bottling Soda." There was the key word "process" on the bottle. Later in the ad, it says "We are now prepared to furnish the bottles, thimbles and preparations to dealers" There were the bottles for the "Process," so how did it work?

Thos. Maloney is listed as the "Patentee." It was time to look for the patent. Unfortunately, multiple attempts on the U.S. Patent Office web site search pages were getting me nowhere without a patent date. I went back to reading more newspapers. I found the earliest ad from Mr. Maloney in the Daily State Register of Wednesday, June 7, 1865, for his "Ice Cream Saloon." Then on

SODA WATER.

EVERY MAN HIS OWN SODA MAKER!

WE call especial attention to our process for bottling Soda through a simple device whereby every dealer can be his own bottler.

A want that has been long felt is now met in this complete arrangement, consisting of a graduated measure made of glass (being inserted into the bottle) conveying one of the component parts necessary to generate the gas, whereby the mixture becomes a perfectly carbonated water, without the use of vitriol, marble dust, whitening, chalk or lime. This process combines ingredients in such proportion and character as to give a beverage both pleasant and healthy, at a cost not exceeding 15 to 18 cts. per dozen. The simplicity of this process, its convenience, can readily be appreciated when a dealer, on his own counter, can bottle as fast and turn out as many bottles per day as the manufacturer can by expensive machinery. Families can use it as well as dealers. We are now prepared to furnish the bottles, thimbles and preparation to dealers, families and picnics at reasonable rates. All are invited to call and test and see its merits. Dealers, especially, should call upon, or write for information to,

THOS. MALONEY, Patentee,
May 30d3m. Des Moines, Iowa.

Top Image: May 30th, 1871 *State Register*

Bottom Image: The "*Daily State Register*" of April 14, 1867

SOMETHING NEW!

THE undersigned is pleased to announce that he is better prepared than ever to furnish Pies, Cake and Fresh Bread, of all kinds, to customers, and will keep constantly everything kept by a first class Bakery and Confectionery. As in the past, our aim will be to please all who may favor us with a call. Thankful for past patronage, we still hope to make it the interest and pleasure of all who may give us a call. Candies manufactured at wholesale and retail.

Ice Cream always on hand. Parties, picnics, &c., furnished with any quantity on short notice.

One hundred barrels Apples for sale, and constantly arriving at lowest figures.

April 14—dtf. **T. MALONEY.**

Friday, September 2, 1865, for his "Bakery and Confectionary" and on April 14, 1866, it sounded like he was just getting started in the confectionary business. Under "Something New," I found a small type ad on September 19th, 1867, "Maloney on Second Street, has just received 200 barrels of choice apples, which he will sell cheap." So he was on Second Street. I found beginning on February 25th, 1868 a large ad for the "New England Mutual life Insurance Co. of Boston, Mass." with a "Thos. Maloney Agt." listed at the bottom, with no address given. This ad was running through most of 1868 in the Daily State Register. Maybe he was selling life insurance on the side. On the front page of the July 14th ,

BAKERY AND CONFECTIONERY.
THE undersigned is now prepared to furnish Candies and Confectioneries of all kinds, at wholesale or retail. Having procured the assistance of experienced workmen, his aim will be to please all that may favor him with a call. Pies and Cakes always on hand. Cakes furnished to order. Second St., between Court Avenue and Walnut.
T. MALONY.

130 bbls. of Apples just
 Sept. 22—dtf

ICE CREAM SALOON!
MALONEY'S Ice Cream Saloon on Second Street is receiving a very liberal share of patronage. Remember the place:

SECOND STREET,

Between Walnut and Court Avenue.

June 7, 1865—dtf

Top Image: Newspaper Ad, 1870's for Confectionist

Image to the right: *Daily State Register*, Wednesday, June 7, 1865

1868 *Daily State Register* I found the following small type editor's article:

"Maloney! Maloney!! Maloney!!!- That prince of eaterers whose headquarters on Second Street are so well known as to require no further finger-boarding in this article, yesterday, with characteristic liberality, invited the entire Register family from hold to hurricane deck, to a general cooking match, in his well-appointed ice cream saloons. In the language of John Chinaman now visiting the United States, the "American (Maloney) cooks very excellent ice cream.""

In the 1870 State Register, I found in the "Local Notices" column quite a few small type ads beginning on May 22nd, 1870. "Maloney's ice cream has a reputation state wide. Remember that Maloney continues to furnish the best of ice cream, in quantities or by the dish. Maloney's Ice Cream Parlors are as cool and inviting as ever, and his cream unexcelled." On May 24th, I found: "Maloney will continue to furnish parties, evening gatherings & c, with the best Ice Cream at low rates, Hie to Maloney's for the choicest kind of a dish of ice cream, his rooms are pleasant cool and comfortable." On May 27th, I found: "Wholesale Confectionary dealers should not fail to examine the largest stock in the city at Maloney's, second street. For the Trade Mr. Maloney has just received and has on hand one of the largest stocks of confectionary in the State, purchasers should take notice."

On July 19th, 1870, small ads in the Local Notices state: "Going to Maloney's new rooms this evening?",

Elegant the new rooms Maloney has fitted up at the corner of Seventh and Walnut, to accommodate the lovers of Ice Cream. Maloney's Opening this Evening! The excitement this evening will be at Maloney's new ice cream rooms, corner of Seventh and Walnut Streets." A longer small article from the editor followed:

"Maloney's Opening - A large proportion of our city readers are aware Maloney the popular Ice Cream man, has been fitting up a suit of rooms in the new Brick Block, at the corner of Walnut and Seventh streets, over Vincent & Co's store. He will complete arrangements to-day, and this evening throw open to the public one of the most elegant suits of rooms in the West. His furniture, carpets, curtains, & c, are all new and tasty, the rooms are cool, airy and very pleasant, and his Cream is always conceded to be the best and never surpassed. Nothing will be overlooked that can add to the pleasure or comfort of his throngs of patrons, and our citizens cannot but feel under obligations to Mr. Maloney for this liberal manifestation of enterprise, and take a personal pride in it as one of the institutions of our city. Give him a crowded house this evening."

The July 22nd Local Notices contains: "Maloney is still dispensing his unexcelled Ice Cream at the old stand on Second Street, go there for nice fruit, confectionary, Ice Cream, & c."

It should be noted that Mr. Maloney had a lot of competition in the ice cream business. Other firms running small ads for their ice cream businesses' over this time period included "Higgins & Carter, Pfau's, Ewing &

Top Image: March 19th , 1871 Iowa State Register

Bottom Two Images: The Patent and Drawing Sketch

Walker, Shaffer, Will Cueler, and others.

The 1870 Census was taken on the first day of August, and reveals Thomas Maloney age 37, MW, born in Ireland, a confectioner, with 5,000 dollars value in Real Estate. His wife Marina was 38 and from Pennsylvania. Living in the same dwelling was William F. Maloney age 22 (appears to be his brother) born in Wisconsin, also a confectioner and his wife Mary E. Maloney age 21. Two younger Maloneys are Julia, age 18, and Nettie, age 16. Also living in the same domicile are Ellen Thompson, age 23, from Norway; John Brown, age 17, from South Carolina, works in the confectionary, and Abram Miller, age 51, from Virginia also works in the confectionary. The Maloneys are not listed in the 1880 Des Moines Census.

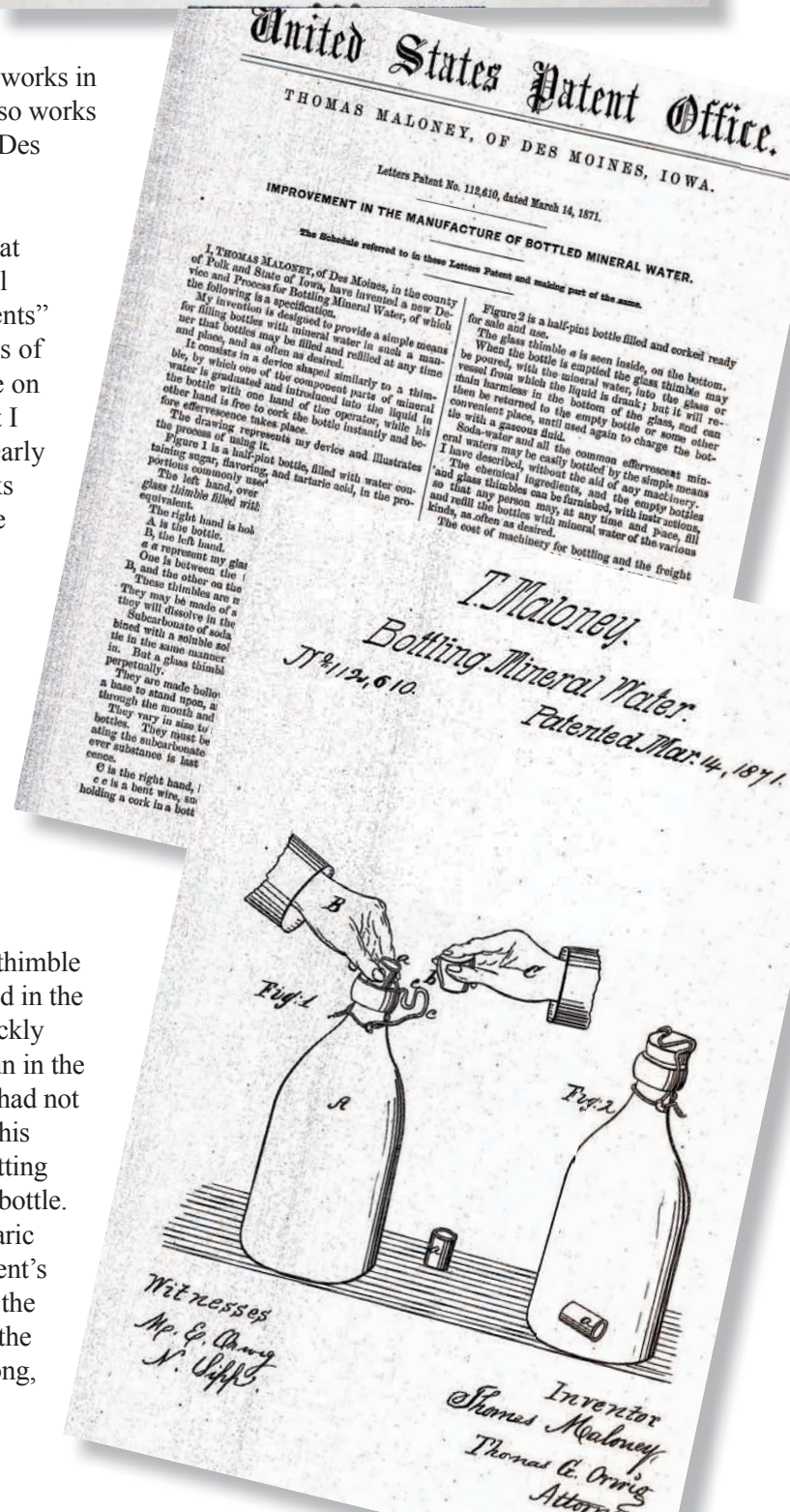
I had noticed now while reading all these newspapers that occasionally usually on Tuesday or Wednesday in the "Local Notices," column there were short listings for "Western Patents" for the patents issued during the previous week, for the states of Iowa, Illinois, Missouri, and Wisconsin. This gave me a clue on how to find the patent date for the "Maloney's Process." But I would have to re-read a lot of newspapers in late 1870 and early 1871, and hope the patent was listed, because on some weeks there were no patents listed. I started in and finally found the listing in the Sunday March 19th , 1871 State Register, with the patent issued for the week ending March 14th , 1871.

The patent was for Mineral Water, and after downloading some free software, I was able to search by the date March 14th , 1871. The search revealed 270 patents with that date. I could only go through them one at a time until I found the right one and it was on the 184th patent I found Thomas Maloney's Letters Patent No. 112,610, "Improvements in the Manufacture of Bottled Mineral Water."

The patent describes the procedure of dropping the glass thimble of subcarbonate of soda or tartaric acid into the prepared liquid in the bottle (with the wide mouth) and then the bottle had to be quickly corked. The advertisement for Maloney's Process had been run in the newspaper for just over three months in 1871 and apparently had not taken off as a business venture. We can only conjecture why this system did not catch on. Perhaps, it was the glass thimbles getting lost or broken, or interfering with pouring the fluid out of the bottle. Possibly the mixtures of either subcarbonate of soda, and tartaric acid were difficult to manipulate easily, or one of the constituent's price may have risen enough to make it hard to compete with the locally established Fred Stehm's bottling business. Whatever the reason, it does not appear Thomas Maloney pursued it very long, or at least gave up advertising it.

Western Patents.
The following Western Patents were issued from the United States Patent Office for the week ending March 14, 1871, as reported by Farwell & Co., solicitors of patents and counselors in patent causes, 133 Dearborn street, Chicago, Ill. :

IOWA.
Lamp—Henry J. Goff, Dubuque.
Mineral Water—Thos. Maloney, Des Moines.
Truss—Henry Howe, Council Bluffs.
Pad for horse collars—L. L. Hull, Oskaloosa.




In the "Local Notices" ads from June 12th to August 28th, 1872, in the Daily State Leader, Thomas Maloney has many small print ads including the following: June 12th: "Cool yourself at Maloney's ice cream parlors;" June 15th: "Principe, New Capital and Captain Jinks cigars, soda water and ice cream at Maloney's;" June 17th: "Try Maloney's French and home-made candies;" June 18th: "Try Maloney's delicious ice cream this evening;" June 22nd: "Nuts, fruits, and Cigars at Maloney's;" June 26th: "Ice Cream, Soda, and Lemonade at Maloney's;" "Home-made Chocolate drops at Maloney's;" June 28th: "Tickle your taste with Maloney's confectionary," "Froze up last Night - Maloney's fountain, but It's running today strawberry, vanilla, lemon, or cream at Maloney's;" July 3rd: "Ladies, a sour lip can be sweetened at Maloney's," Refreshing - The Soda at Maloney's," "Maloney's parlor's are the neatest and their cream the sweetest;" July 8th: "Fresh home made Candies at Maloney's;" "Still they come, Everybody to Maloney's for Ice Cream." "The Thermometer is falling at Maloney's Fountain;" July 12th: "Please return Maloney's buckets." "The best drink this hot weather is the Lemonade Maloney makes." These small type one line ads in the "Local Notices" continue until August 28th, 1872, and this type of advertising appears to be used by Maloney through the end of 1874, mostly in the warmer months of the year.

Thomas Maloney is listed as a confectioner in the 1873-1874 Des Moines City Directory, with his brother W.F. Maloney listed as having a confectionary at 89 Walnut and both living at the same location on 2nd Street. The 1874-1875 City Directory lists W.F. Maloney as the proprietor of a confectionary and ice cream parlors with Thomas and W.F. living at 563 Seventh Street. The last listing for Thomas Maloney is in the 1877-1878 City Directory. His occupation is not listed and he is listed as residing at 514 Tenth Street, and W.F. Maloney is not listed after the 1874-1875 directory.

At this time, I have not been able to determine the final facts concerning the Maloney's exit from the Des Moines area. The ice cream saloon craze may have tapered off, or the competition was too strong, or maybe there were better opportunities elsewhere. The records do indicate that the Maloneys were very popular confectioners in the early 1870s and it appears even though Thomas Maloney received a patent for his "Maloney's Process" for producing mineral water, he just was not able to make it a stand-alone business venture, and the few bottles that survived led me to his story. x

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