

What Was George Henry's Great Winner?

If you have a taste for the past, try his 'Whipped Cream Soda'

By Peter Jablonski

In an attempt to keep my sanity amidst the COVID19 quarantine I went out metal detecting with Digger Don at the site of an old fair-ground in Lockport, N.Y. My first target unearthed was what appeared to be a flat metal dog head the size of my hand.

No old coins were recovered despite the valiant efforts of the author. The only other remnants of the old fair discovered was a metal ring to tie down horses.

Upon washing it when I returned home I found out my dog was a much larger mammal, a bovine cow's head. Much to my delight it was embossed "Whipped Cream Trademark & Patent Geo. C. Henry Burlington, Iowa." Researching this unusual artifact, I found out that George received the patent for it in 1889 and it was called Whipped Cream Soda. Among the pharmacist community he became quite famous for his invention, as well as gaining financial success.

"By the use of Whipped Cream many advantages are claimed, prominent among which is, we may mention, the banishment of ice cream soda and like nuisances, for which there is a perfect substitute, and will neither sour nor foul your rinse water. Whipped Cream is the

result of much study on the part of the manufacturer, and has been tested by a large number of druggists who speak of it in the highest terms."

George Henry believed the success of his product was correlated to heavy advertising, as can be seen in these printed testimonials for Whipped Cream Soda:

"Whipped cream soda is helping us to make a fortune. Fountain space thronged with people, all asking for whipped cream soda. Sales Enormous." — W.A. Graham Drugs & Medicines, Sandusky, Ohio, April 25, 1889.

"Thankful - Big run - Everybody likes it. — F.G. Heinze, Palace restaurant, Mankato, Minn., April 15, 1889.

"Bought on faith - Just perfect - More than pleased with it - Handsome - Attractive - Delicious - Boom." — William P. Draper, Pharmacist, Springfield, Mass., April 26, 1889.

"Making new trade - Crowned with success - Increased profits." — C.A. Bonner, Pharmacist, Dayton, Ohio, April 24, 1889.

"A great winner - Far ahead of any drink on the market" — White & White, Pharmacists, Morton House Pharmacy, Grand Rapids, Mich. April 25, 1889.

"Nothing has created so much unqualified approval in the line of summer beverages as whipped cream soda. It is usually a difficult thing to get a new idea introduced to public favor, but "Whipped Cream Soda" has sprung at once into lively demand. It deserves its success, and it is the most delightful summer drink in the market, sold only at Morley Bros., 206 East Pecan Street" — from the *Austin American Statesman*, Austin, Texas, July 16, 1889.

The following ad appeared in the *Larned Eagle Optic*, Larned, Kansas, June 6 1890: "Whipped cream soda is on draught at Eggleston Brothers' soda fountain. Whipped cream soda is a delightful rich, creamy and

PHOTOS (from top left):

Henry's Almond Cream, A Sure Skin Cure bottle.

The metal cow head found by the author.

A portrait of George Henry.

George Henry's drugstore.

Newspaper ad clipped from *The Morning Call*, Allentown, Pennsylvania, May 19, 1889.

Henry's Drug Store bottle from Burlington, IA.



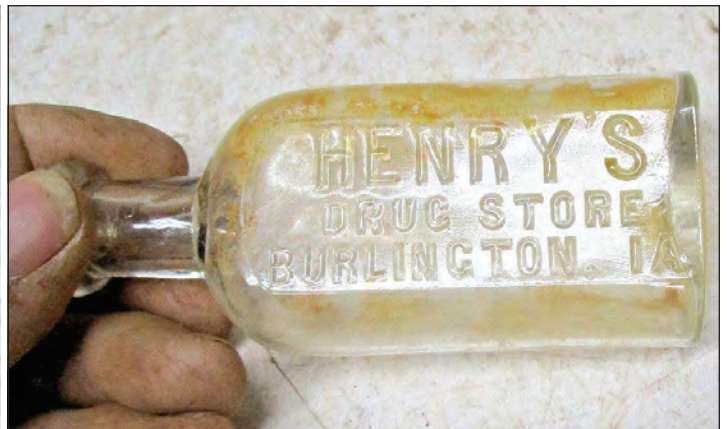
GOOD - FOR - ONE - FREE - DRINK.

By special arrangement with **HEBERGER & STEM, THE CRITIC** will give to every person who cuts this notice out and presents it at
Their Pharmacy, Sunday, May 19th, 1889, (TO-DAY.)
 A FREE DRINK from their new fountain, of Heiberger & Stem's
Popular Whipped Cream Soda.

This is **THE CRITIC's** treat, and it wants every reader to enjoy a glass from Heiberger & Stem's famous Siberian Missouri fountain. This ticket will not appear again. It is good for the day and date named only.

AT HEIBERGER & STEM'S, 727 HAMILTON-STREET.

As this is The Critic's treat, you must not be backward. Cut this out, and get a glass of the most palatable drink to be had in the city. You will be courteously received by Messrs. Heiberger & Stem, at their handsome pharmacy.



healthful beverage, everybody likes it. For the last week ice cream and milk shakes have had a bound up and down until whipped cream soda came and knocked them both out of time. When they tried to rally again, but to no good. Whipped cream soda has gained the day and has come to stay at Eggleston Brothers popular confectionery.”

As with any popular product, there were always other proprietors trying to capitalize on Henry's success. A large advertisement was placed in the journal *Pharmaceutical Record* in 1891 warning infringers of his patent that they would have to pay, no matter what they named their product, no matter what it contained; they were using his patent to produce their soda fountain product.

George Henry earned his degree as a pharmaceutical chemist from the Ann Arbor (Mich.) School of Pharmacy in 1874 and then engaged in the retail drug business with J.W. Price in 1875. Their firm was named Price & Henry, Wholesale & Retailer Dealers in drugs, medicines, druggist sundries, surgical equipment and appliances, paints, oils and artists supplies. They were located at Nos. 321, 323 North Third St. in Burlington, Iowa.

In addition they had a warehouse on the bluff north of the Water Works, which was filled with goods. No druggists in the city of Burlington stood higher or had a stronger hold on the retail trade. George established his own drugstore at 400 Jefferson in Burlington, Iowa, from 1886 to 1904, when he incorporated as Henry's Drug Co.

George Henry was known as a progressive and resourceful man. His practicality and ingenuity were evidenced by the many attractions and specialties introduced at his store. The unique furnishings of his show windows alone were immense aids to his popularity and fame.

Henry's Drugs had three embossed bottles that I'm aware of. They were embossed

4 PHARMACEUTICAL RECORD. June 11, 1891.

GET READY,

THIS IS THE YEAR I SETTLE WITH INFRINGERS.

In two years I have spent thousands of dollars warning the trade. This year interest and capital will be collected. Everybody knows that Whipped Cream has revolutionized the manner of making soda.

A PATENT
For the process(manner) of making has been granted to me, besides the patent on composition. No similar beverage, no matter what it contains, or under what name, can be made without conflicting with my patents.
Read the following:

YOU DON'T
want to lose what money you have, but you will if you defy me in my rights.

YOU DO
want to save and make money easier than you have ever done, and I offer you a good partnership in a money maker and I do most all the work. To prove what I say in regard to patent read what follows:

United States Patent Office.
Process of preparing Carbonated Beverages. Specifications forming part of Letters Patent No. 49,792, dated September 25, 1890. Application filed May 15, 1888. Serial No. 313,791. (No Apportionment.)
The process of preparing carbonated beverages, which consists in charging with carbonic acid gas plain water in a retort, and charging with carbonic acid, gas an enriching fluid in another retort, then drawing them under pressure separately and mixing and combining them in the same vessel to form a foamy, creamy beverage, substantially as described.
If you wish to know all about Whipped Cream write for Fountain Pointers FREE.

GEO. C. HENRY, Ph.C., Burlington, Iowa.

“Henry's Almond Cream, A Sure Skin Cure, Burlington Iowa; Henry's Antiseptic Tooth Powder Made By Henry's Drug Store Burlington Iowa; and Henry's Drug Store Burlington, Iowa.” He was working on a patent for a mechanical apparatus for soda fountain machines.

In his personal life George was an avid sculler, receiving two badges at a regatta held in St. Louis, Missouri. George loved hunting, as could be seen by the many mounted heads he displayed. The proudest moments of his life were when fishing in the Cascade Mountains of British Columbia. Once, after a forty minute struggle, he landed a 5.25-pound speckled trout. He was an avid traveler, having seen all portions of the U.S., including Alaska. He crossed the Rocky Mountains eight times, four by horseback.

Rain or shine, George spent an hour each day riding his Kentucky thoroughbred horse, following the advice of a physician who said, “The best thing for the inside of a man is spending an hour on the outside of a horse.” He was a great lover of the Stars and Stripes, making sure that every school in his city flew the American flag before it was legislated by the state. He



TOP: George Henry's 1891 warning to patent infringers in the *Pharmaceutical Record*.

ABOVE: Henry's Antiseptic Tooth Powder.

was a colonel to the governor and helped recruit soldiers for the Spanish American War. He died in 1916 at Barnes Hospital in St. Louis.

Researching tangible pieces of the past brings as much joy as unearthing them, yet always leaves a bit of mystery. What did “Whipped Cream Soda” taste like? Are there any embossed bottles for the product or was it strictly a soda fountain drink? If you have more info, please contact me at (716)440-7985 or e-mail pjablonski66@gmail.com.