

# Shopping for ice cream — a way of life?

**ICE CREAM!** In the summer of 2010 there were 15 establishments serving ice cream in the villages and Saugatuck Township carrying on a tradition which began in the **1880s** when the first ice cream factory opened in Saugatuck. When the drug store built a new building in 1913, a long soda fountain was installed, where it was rumored the chocolate soda was invented. Shop keepers who dip the frozen dessert say that this area is one of the few places they have ever been where customers actually shop for their ice cream cones, going down the street noting flavors available, prices, types of cones, and the length of the lines waiting, before deciding what and where to buy.



An outdoor ice cream and popcorn stand, probably set up for some special occasion in Saugatuck about 1920.



Street cuties, Mason Street, 1940.



Soda fountain, Saugatuck Drug Store.



A teenage Bill Wilson serving up ice cream at the East Shore Pavilion about 1940.



William and Joyce Janns, owners of the Round the Corner Ice Cream store in the 1980s, expanded their shop, a former barbershop, from a tiny corridor which held only about six customers at a time to a full-sized room.