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SAN BERNARDINO COUNTY MUSEUM

# FEAST

## FOR THE EYES

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## TIME FOR DINNER

### 1846

- An American named Nancy Johnson invents the hand-cranked ice cream churn. Ice cream has been known in the United States at least as early as the 1740s. George Washington spent \$200 on ice cream in the summer of 1790.

### 1850

- The first commercial chewing gum is introduced, State of Maine Spruce Gum
- The first demonstration of a refrigerated ice-making machine. Dr John Gorrie received a patent for the machine on May 6, 1851.

### 1851

- Jacob Fussell, Baltimore dairyman, opens the first commercial ice-cream factory.

### 1853

- Chef George Crum invents potato chips at Moon's Lake House in Saratoga Springs, New York.

### 1856

- Gail Borden is granted a patent for a process to make condensed milk, which he developed in 1853.

### 1858

- John Landis Mason patents the Mason Jar.

### 1859

- William Goodale of Massachusetts patents a paper bag manufacturing machine.
- George B. Simpson patents the electric range.

### 1862

- John D. Lynde of Philadelphia patents the first aerosol dispenser

### 1863

- Granula, probably the first breakfast cereal, is introduced.

### 1865

- James H. Mason receives the first U.S. patent for a coffee percolator.

### 1866

- Charles Elmer Hires invents root beer.
- J. Osterhoudt patents the first tin can with a key opener.

### 1869

- Hippolyte Mege Mouries invents margarine. Emperor Napoleon III had offered a prize for a suitable substitute for butter, for use by the French Navy.
- Cornelius Swarthout receives the first U.S. patent for a waffle iron.
- Joseph Campbell, a fruit merchant, and Abram Anderson, an icebox maker, got together to can tomatoes, vegetables, and fruit preserves. This was the beginning of the Campbell Soup Company.
- Beer is first sold in bottles.

### 1871

- The first of many patents is issued for oleomargarine formulas and manufacturing techniques in the U.S. beginning.
- Luther Burbank developed the Russet Burbank potato.
- Thomas Adams patents a chewing gum producing machine. He manufactures the first commercially successful chewing gum, "Black Jack."

### 1872

- Samuel R. Percy of New York receives a patent for dried milk.
- John F. Blondel of Thomaston, Maine, patents the first doughnut cutter.
- Walter Scott of Providence, Rhode Island invents the horse drawn lunch wagon.
- Henry Tate, an English sugar merchant, patents a method of cutting sugar into small cubes. He made a fortune.

### 1873

- Luther Childs Crowell of Cape Cod, Massachusetts, patents a machine that made square bottom paper bags. It is the same basic design used today.
- Adolphus Busch develops a method of pasteurizing beer so it could withstand temperature fluctuations, allowing national distribution.

### 1875

- The NY Dairy Company becomes the first dairy to sell milk in factory-made bottles.

continues

# FEAST FOR THE EYES continues

## 1876

- Moxie carbonated soft drink is created.
- Canned sardines went on sale in the U.S. for the first time (some sources say 1873).
- Bananas become a popular treat for the first time in the U.S.

## 1878

- Harley Proctor creates Ivory Soap.
- Thomas Edison makes electricity available for household usage.

## 1879

- Nestle produces its first chocolate bar.
- Saccharin, an artificial sweetener, is discovered at Johns Hopkins University in Baltimore, Maryland.

## 1881

- The ice cream sundae was invented when a customer is served ice cream topped with chocolate syrup (used to flavor ice cream sodas). It was a Sunday, when flavored soda water was not served to respectable people.
- The first instant coffee is introduced at the Pan American World Fair.

## 1882

- Swiss flour manufacturer Julius Maggi begins commercial production of the first bouillon cubes. He developed them so the poor had a cheap method for making nutritious soup.

## 1883

- The "Ladies Home Journal" begins publication.
- Horlick's develops the process to dehydrate milk, calling it Malted Milk, as a food for babies and invalids that could be shipped without spoiling.

## 1884

- Dr. John Harvey Kellogg applies for a patent for 'flaked cereal' (corn flakes). His brother W.K. Kellogg became rich by marketing the new cereal commercially.
- Evaporated milk is patented.

## 1885

- Good Housekeeping Magazine begins publication.
- The first self-service restaurant, the Exchange Buffet, opens.
- Philadelphia brand cream cheese goes on sale.
- Dr Pepper is invented in Waco, Texas.

## 1886

- California oranges are first shipped east by rail.
- Coca-Cola is invented.

## 1887

- John Dickenson introduces paper napkins at his company's annual dinner.

## 1888

- The first patent for wax coated paper drinking straws (made by a spiral winding process) is issued.

## 1889

- Aunt Jemima Pancake flour mix is introduced. Invented at St. Joseph, Missouri it was the first self-rising flour for pancakes and the first commercial ready-mix food.

## 1890

- Peanut butter is developed by a St. Louis doctor for his patients with bad teeth.

## 1891

- Fig Newtons are created by Kennedy Biscuit Works.

## 1892

- The Diamond Match Company patents book matches.

## 1893

- Good & Plenty candy is introduced.
- R.W. Rueckheim invents Cracker Jack, a popcorn, peanut, and molasses confection. His brother Louis perfects the secret formula in 1896, which prevents the molasses coated popcorn from sticking together. The prize in each box was introduced in 1912.
- Henry D. Perky and William Ford patent shredded wheat. When their patent expires in the mid 1930s, the name became generic.
- William Wrigley, Jr. markets his own gum, Juicy Fruit and later that year Wrigley's Spearmint. His company becomes one of the largest advertisers in the U.S. and the largest chewing gum manufacturer in the world.
- Cream of Wheat is developed by Nabisco Foods.

## 1894

- Hershey's Chocolate Company is founded as a subsidiary of Milton S. Hershey's Lancaster Caramel Company.
- Coca Cola is first bottled. Before it was only mixed to order at the soda fountain.

## 1895

- Jell-O is created. In 1845, Peter Cooper obtained the first American patent for the manufacture of gelatin. In 1895, cough syrup manufacturer Pearl B. Wait purchased the patent and developed a packaged gelatin dessert. Wait's wife named it "Jell-O," introduced in 1897.
- C.W. Post introduces Postum Food Coffee, a coffee substitute made from wheat, bran, and molasses.
- The first pizzeria in the U.S. opens in New York City.
- The Tootsie Roll is introduced.

## 1897

- Dr. John Kellogg serves cornflakes for the first time to his patients at his hospital in Battle Creek, Michigan. They won't be sold commercially until 1906.
- Campbell's Soup invents condensed soup.
- The J.M. Smucker Company is founded when the company's namesake and founder sells his first product—apple butter—from the back of a horse-drawn wagon.

# FEAST FOR THE EYES continues

## 1898

- Post Grape Nuts are introduced.
- Pepsi-Cola is created in imitation of Coca-Cola. It was originally called Brad's Drink.
- The National Biscuit Company (later to become Nabisco) introduces Uneeda Biscuits and begins making Graham Crackers.

## 1899

- Carnation begins producing evaporated milk.

## 1900

- David Wesson develops a method to make pure cotton seed oil palatable and forms the Southern Oil Company. Wesson Oil was the first vegetable oil used in the U.S.
- Chiclets chewing gum, with a hard sugar coating, is introduced
- Dos Equis (XX) Mexican Beer is first brewed. It is originally named "Siglo XX" to signify the new millennium.
- Hershey's Milk Chocolate Bar is created.

## 1902

- Puffed Rice is developed and introduced to the world at the St. Louis World's Fair in 1904.
- The pastel-colored candy disks called NECCO wafers first appear, named for the New England Confectionery Company.
- The first Automat opens in Philadelphia: modern fast food is born.

## 1903

- Richard Hellmann creates a recipe for bottled mayonnaise. He begins to market it in 1912.

## 1904

- The Louisiana Purchase Exposition (St. Louis World's Fair) opens. It was at the fair that the ice cream cone was supposed to have been invented. The hot dog and iced tea were also popularized at the Fair.
- George J. French introduced French's mustard, the same year the hot dog was introduced to America at the St. Louis World's Fair.
- The tea bag was invented by Thomas Sullivan of New York City. He first used them to send samples to his customers instead of sending it in more expensive tins.
- Post Toasties (originally called "Elijah's Manna") is introduced by General Foods.

## 1905

- Popsicles are invented by Frank Epperson. They were originally called Epsicles.

## 1906

- The Hot Fudge Sundae is created at C.C. Browns, an ice cream parlor on Hollywood Boulevard.
- Battle Creek Toasted Corn Flake Company (W.K. Kellogg Company) was founded to manufacture breakfast cereals.

## 1907

- Scott Paper Co. introduces the first paper towel.

## 1909

- Nabisco debuts the Oreo cookie (may have been 1912).

## 1910

- Ward Baking Company opens the first completely automated bread plant in the U.S.

## 1911

- Crisco is introduced by Procter & Gamble.

## 1912

- A cranberry separator is patented and the first cranberry sauce is marketed.

## 1914

- The J.L. Kraft Bros. cheese factory is founded.

## 1916

- The first Piggly-Wiggly supermarket opens.
- J. L. Kraft, patents pasteurized process cheese, a low cost cheese that will not spoil. The U.S. army purchases over 6 million tins of it during WWI. During the depression, it becomes popular because of its low cost.
- Mr. Peanut is created.

## 1919

- The Volstead Act is passed, enforcing the 18th amendment prohibiting the sale of alcoholic beverages. It went into effect on January 16, 1920. Prohibition was repealed in 1933.
- A method to make chocolate adhere to ice cream is discovered and the I-Scream Bar (later called Eskimo Pie) is invented.
- The California Fruit Growers Exchange begins burning "Sunkist" on their oranges, the first trademarked fresh fruit.

## 1920

- Fortune cookies are invented in Los Angeles.
- Harry Burt creates the Good Humor Bar, named because its developer believed that the humors of the mind could be controlled by what one ate.

## 1921

- Wheaties breakfast cereal is created.
- Betty Crocker is created by advertising manager Sam Gale of General Mills. She is the fictional spokesperson who answers correspondence.

## 1922

- The Klondike Bar, squares of ice cream covered with milk chocolate, is invented.
- Girl Scout cookies go on sale for the first time in July.

## 1923

- Reese's Peanut Butter Cups are introduced.
- The Butterfinger candy bar is invented.
- Charcoal briquettes are introduced.
- Candy maker Frank C. Mars introduces the Milky Way candy bar.

# FEAST FOR THE EYES continues

## 1924

- Clarence Birdseye organizes the General Seafood Corporation: the birth of the frozen food industry.

## 1925

- The first paper napkins come on the market.

## 1926

- The first pop-up toasters go on sale.
- Hormel Company markets the first canned ham

## 1927

- Clarence Birdseye patents frozen fish fingers.
- Kool-Aid is invented.
- Pez peppermint breath mints are introduced.

## 1928

- Kraft's Velveeta Cheese is invented, packaged using the 1921 invention of a tinfoil lining that could house the cheese inside a wooden box. It replaced the canned cheese introduced by Kraft in 1915.
- Sliced bread was born after years of perfecting a bread-slicing machine starting in 1912.
- Bubble gum is invented.

## 1928

- Broccoli is introduced into the United States.

## 1929

- Seven-Up originates with the name "Bib-Label Lithiated Lemon-Lime Soda" as a hangover cure.

## 1930

- Frank C. Mars introduces the Snickers bar in 1930
- Twinkies go on sale for the first time.

## 1931

- Alka Seltzer is introduced.
- Bisquick and sliced Wonder Bread are introduced.

## 1932

- The Mars Bar is introduced.
- Fritos are born.

## 1933

- Procter & Gamble begins marketing 'Dreft,' the first synthetic detergent for home use.
- The Kit Kat candy bar is invented.
- A California packer homogenizes peanuts into a stable butter: Skippy Churned Peanut Butter.
- Kraft Miracle Whip Salad Dressing is introduced. It combines features of two existing products: mayonnaise and boiled salad dressing. It soon outsells mayonnaise in the U.S.

## 1934

- Ritz Crackers are introduced by the National Biscuit Company (now Nabisco).

## 1935

- The beer can (created by the American Can Co.) is introduced.

## 1936

- A patent is granted for the first bottle with a screw cap.
- The shopping cart is invented.
- The Oscar Mayer Wienermobile is invented.

## 1937

- The first Krispy Kreme doughnut is sold.
- Spam is developed and marketed by George A. Hormel & Co.
- The 5 cent Three Musketeers bar contains three bars in one wrapper, each with different flavor nougat.
- Kraft Macaroni & Cheese is introduced.

## 1938

- Nestle's Crunch candy bar is invented.

## 1940

- M&M's candy is invented.
- The 'Original Recipe' for Kentucky Fried Chicken is developed by Harland Sanders.
- The first Dairy Queen opens.

## 1941

- General Mills introduced 'Cherioats.' The name was changed to 'Cherrios' in 1945.

## 1942

- Corn dogs are invented for the Texas State Fair.
- War time food rationing begins in the U.S. It ends between 1945 and 1947.

## 1943

- Pre-sliced bread is banned in the U.S. for the duration of World War II, to conserve metal from spare parts that might be needed in bread-slicing machinery.

## 1945

- Wartime rationing ends in the U.S.
- The microwave oven is patented.
- E.W. Tupper invents resealable food containers.

## 1946

- The introduction of frozen french fries.

## 1947

- The first aluminum foil, Reynolds Wrap, goes on sale.
- Cake mixes from Betty Crocker and Pillsbury appear.

## 1948

- Whipped cream becomes available in an aerosol can (Reddi-Wip).
- V-8 Cocktail Vegetable Juice appears.

## 1949

- Sara Lee cheesecake makes its debut.

## 1950

- Pillsbury launches its annual 'Bake-off' to promote flour.
- Minute Rice is introduced with the first consumer advertising ever put behind rice.
- The first commercially packaged sliced process cheese is introduced by Kraft: Deluxe Process Cheese.
- Pillsbury and General Mills introduce prepared cake mixes.
- Sugar Pops are introduced

## 1951

- Swanson introduces beef, chicken, turkey pot pies.
- The first Jack-in-the-Box opens.

continues

# FEAST FOR THE EYES continues

## 1952

- The first sugar-free, no-calorie soft drinks are introduced.
- Lipton's dry Onion Soup Mix is introduced.
- Sugar Frosted Flakes, 29 percent sugar, is introduced.
- Clarence Birdseye introduces the first frozen peas.
- Pream, a powdered nondairy coffee lightener, is introduced.

## 1953

- The French Sardine Co. (since 1917) becomes Star-Kist Foods.
- Kraft Cheez Whiz is introduced. Originally created as an easy way to make Welsh rarebit, a survey of American housewives reveals more than 1,300 possible uses for the product.
- White Rose Redi-tea is the world's first instant iced tea.
- Kellogg's Sugar Smacks are introduced: they contain 56% sugar.

## 1954

- General Electric introduces colored kitchen appliances.
- C.A. Swanson & Sons introduced the first TV dinner: roast turkey with stuffing and gravy, sweet potatoes and peas. It sold for 98 cents and came in an aluminum tray, so you could just open the box and heat the dinner in the oven. Swanson stopped calling them TV dinners in 1962.
- The Butterball brand and the self-basting turkey are introduced. Through genetics, Swift develops a broad-breasted bird without tough tendons and uses a hot-water bath to remove feathers.
- M&M's Peanut Chocolate Candies are introduced, along with the famous slogan, "The milk chocolate melts in your mouth, not in your hand."
- Trix cereal, more than 46% sugar, is introduced by General Mills.

## 1955

- The first microwave oven for home use is introduced by the Tappan Stove Company. It costs about \$1,300.
- Campbell home economists develop the recipe for the Green Bean Bake, which continues today as one of the company's most popular recipes. Some estimates go as high as 20,000,000 servings a year!
- Instant Oatmeal is invented by the Quaker Oats Company.
- Kellogg introduces Special K breakfast cereal, with only 4.5% sugar.

## 1957

- Margarine sales exceed butter sales for the first time.
- General Foods Corp. introduces TANG breakfast beverage crystals.

## 1958

- The first potato flake manufacturing plant opens.
- Rice-A-Roni goes on sale.
- Cocoa Puffs cereal is introduced with 43% sugar.
- Cocoa Krispies is introduced with 45.9% sugar.
- Sweet n' Low is introduced as an artificial sweetener.
- Royal Crown introduces the first diet soft drink, 'Diet Rite'.



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