



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Eskimo Pie
Corporation Records, 1921-1996

NMAH.AC.0553

Maurtia Baldock

1998

Archives Center, National Museum of American History
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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Eskimo Pie Corporation Records
Identifier:	NMAH.AC.0553
Date:	1921-1996
Extent:	15 Cubic feet (31 boxes, 19 folders)
Creator:	Eskimo Pie Corporation. Nelson, Christian Kent, 1893-1992
Language:	English Collection is in English.

Administrative Information

Acquisition Information

Collection donated by Dave Clark, Eskimo Pie Corporation, July 12, 1996.

Separated Materials

Related artifacts housed in the Division of Culture and the Arts.

Processing Information

Collection processed by Maurtia Baldock, 1998.

Preferred Citation

Eskimo Pie Corporation Records, 1921-1996, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

Copyright and trademark restrictions.

Biographical / Historical

Eskimo Pie, America's first chocolate covered ice cream bar, was invented by Christian Kent Nelson in his home laboratory in 1920. Nelson patented his invention and the ice cream bar quickly rose in popularity in America. By 1922, Nelson was earning \$2000 per day in royalties on his product.

Christian K. Nelson was born on March 12, 1893, in Gunstrup, Denmark, to Pedar Nelson and Margerethe Madesen Nelson. While Nelson was an infant, the seven Nelson children and their parents emigrated to the United States. The dairy farming family settled in Illinois, Wisconsin, and finally in Iowa in 1903. In Onawa, Iowa, Nelson opened a small confectionery shop near the high school where he worked as a teacher. The inspiration for the invention of Eskimo Pie was a boy's indecision in Nelson's confectionery store in 1920. A boy started to buy ice cream, then changed his mind and bought a chocolate bar. Nelson inquired as to why he did not buy both. The boy replied, "Sure I know--I want 'em both, but I only got a nickel." For weeks after the incident, Nelson worked around the clock experimenting with different methods of sticking melted chocolate to frozen ice cream until he found cocoa butter to be the perfect adherent.

Immediately, he produced 500 ice cream bricks with a chocolate candy coating. The "I-Scream Bars" were a hit at the local village fireman's picnic and Nelson began searching for companies to manufacture his new product.

On July 13, 1921, Nelson and chocolate maker Russell C. Stover entered into a joint agreement to market and produce the product. It was decided the name would change from Nelson's "I-Scream Bar" to "Eskimo Pie". In the hand-written agreement composed the same day the two met for the first time, the entrepreneurs agreed to "coat ice cream with chocolate [sic] divide the profits equally." They decided to sell the manufacturing rights to local ice cream companies for \$500 to \$1000, plus royalties on each Eskimo Pie sold.

Nelson and Stover began their business venture with an advertising campaign in Des Moines, Iowa. The first 250,000 pies produced were sold within 24 hours. By spring 1922, 2,700 manufacturers sold one million Eskimo Pies per day. On January 24, 1922, the United States granted patent number 1,404,539 for the Eskimo Pie. Nelson's patent applied to any type of frozen material covered with candy. Nelson also had the name "Eskimo Pie" trademarked. Initially, even the word "Pie" in a brand name frozen treat was covered by this trademark. The breadth of the patent was detrimental to Eskimo Pie because of growing legal costs associated with its defense.

Russell Stover sold his share of the company in 1922. Because of the cost of litigation, high salaried salesmen, and difficulties in collecting royalties, the company was sold in 1924. Eskimo Pie became a subsidiary of United States Foil Company, the supplier of the Eskimo Pie wrapper. Headed by R.S. Reynolds, Sr., the company later became known as Reynolds Metals Company.

In 1925, dry ice was invented. Nelson was eager to find a way to make buying Eskimo Pie as easy as buying another snack from a vendor. Nelson began to market thermal jugs with dry ice supplied with Eskimo Pies to vendors without access to a freezer. This increased visibility and distribution and made Eskimo Pie an "impulse" item.

The patent litigation continued until October 3, 1929, when the U.S. Circuit Court of Appeals upheld the decision of the lower courts declared that the 1922 patent was invalid, due to "lack of invention." Eskimo Pie resembled an earlier product that also called for ice cream with cocoa butter dipped in chocolate. The judge declared that Nelson had merely changed the shape for an existing product. Even his trademark on the work "pie" was invalidated, as the judge said the word had a wide variety of use.

Nelson retired to California and assigned his royalties to his wife, Myrtle Skidmore "Skid" Nelson. However, Nelson, reportedly "bored," came out of retirement in 1935 to rejoin Eskimo Pie and work on

new products. Nelson continued to create ice cream innovations such as ice patties and colored ice cream holiday centers within Eskimo Pie products. In 1955, Nelson was awarded a patent for his Eskimo Machine. The machinery squeezed out ice cream of the correct dimensions which was then cut into bars. This process was faster than the older method of molding the ice cream bar. After a decline in sales during the Great Depression, Eskimo Pie received a boost from sales to the United States armed forces during World II. Rising commodity prices in the post war era forced the company to reduce the size of the product. However, the distinct foil wrapper remained the same. Nelson officially retired from Eskimo Pie in 1961 as vice-president and director of research. Surviving his wife by one year, he died March 8, 1992.

In 1992, Eskimo Pie became independent of Reynolds' Metals. The company continues to market dozens of shapes, sizes, and types of frozen treats. The brand name Eskimo Pie continues to have strong consumer recognition and has appeared in cartoons, movies, and even in Funk and Wagnall's Dictionary.

Sources

"He Made Kids Scream for Ice Cream," 1959, manuscript from collection Nelson-Stover Agreement, July 13, 1921, manuscript from the collection U.S. Patent 1,404,539 January 24, 1922, manuscript from the collection

Scope and Content Note

The Eskimo Pie Collection consists primarily of materials relating to the advertising, business, and packaging of its ice cream products. The collection includes numerous photographs, printed advertisements, and packaging materials. It also contains company annual reports and newsletters, business history, information on machines and equipment used in manufacturing the product, and the history of the invention of Eskimo Pie. The formulas and directions for creating many of the Eskimo Pie products are included.

Series 1: CHRISTIAN NELSON PAPERS, 1921-1992 - Contains personal information on the inventor of Eskimo Pie, Christian Nelson, including his correspondence and financial information. Most of the correspondence is business related. Subseries 1: Christian Nelson Personal Papers, 1933-1988 - These materials include tax information, bank account information, and a few documents related to his personal life. Not many documents of a personal nature are in the collection. Most details of his life are found in magazine and newspaper clippings in Series 2, Subseries 4. Subseries 2: Nelson Correspondence (by correspondent), 1944-1946 - This subseries contains Nelson's business correspondence previously arranged alphabetically by correspondent. The correspondence only dates from 1944-1946. Subseries 3: Nelson and Business Correspondence (by date), 1920-1990 - Arranged chronologically by decade, this correspondence consists of letters on various topics that were scattered throughout the collection. Most of these letters are business related but many have personal notations within them. Not all letters include Nelson.

Series 2: HISTORICAL AND BACKGROUND INFORMATION, 1921-1992 - This series includes any information that helps to narrate the story of the invention of Eskimo Pie and the company that sold the product. It contains company scrapbooks of specific years, important historical documents regarding Eskimo Pie history, and newspaper clippings and magazine articles that summarize the detailed history of the company. Subseries 1: Background Information on Company, 1921-1992 - This information includes company scrapbooks that contain articles, letters, promotions and/or advertisements for a particular year. The scrapbooks often relate the history of Eskimo Pie in past years as well as representing the year of the scrapbook. Other materials such as the Eskimo Pie patent, and information on Christian Nelson and Russell Stover with their original agreement are included. Subseries 2: Information on Related Companies, 1947-1987 - This material contains annual reports and the company publications of Reynolds Aluminum which supplied the Eskimo Pie wrapper. Eskimo Pie became a subsidiary of Reynolds (then known as US Foil Company) in 1924. Other companies whose products are related to Eskimo Pie are also included. Subseries 3: Patent and Legal Information, 1921-1965 - Important legal documents of the Eskimo Pie business are arranged in this subseries by type of document. The patents include many

of Nelson's patents as well as other patents of invention related to ice cream. Subseries 4: Newspaper Clippings and Magazine Articles, 1920-1990 - Most articles in the subseries are related to the history or business of Eskimo Pie, although a few are not. Cartoons that use the Eskimo Pie name are included.

Series 3: MANUFACTURING AND EQUIPMENT, 1922-1990 - This series documents the machinery and equipment used to produce, package, and freeze the ice cream. It also includes the specific formulas of Eskimo Pie products with ingredients and directions for their preparation. Subseries 1: Machinery, 1922-1990 - This series is comprised of catalogues, plans, and brochures on general types of machines used to create ice cream along with very specific types of machines with specific names (such as the Eskimo Machine). It also includes video footage of a 1990 production line. Some photographs of equipment are included in the catalogues but other photographs of machinery can be found in Photographs under Series 5, Subseries 1. Subseries 2: Formulae and Directions, 1942-1963 - Formulas and specifications to create certain Eskimo Pie products make up this series. The formulas and directions were sent to franchise manufacturers and field personnel and state how to use the machinery to create the desired product. The folders labeled with product numbers include booklets of formulas and the folders labeled with formulas of specific products are loose pages or additions to the booklets. Other formulas and directions for specific products can be found in some of the promotional brochures in Series 7 Subseries 4.

Series 4: ESKIMO PIE COMPANY RECORDS, 1951-1995 - The company records in this series are comprised of Annual Company Reports and Company Newsletters. Subseries 1: Eskimo Pie Annual Reports, 1951-1995 - The Annual Reports include financial information as well as the names of the directors, officers, and management personnel for that particular year. Subseries 2: Eskimo Pie Newsletters, 1968-1979 - These monthly newsletters function as a company information tool for employees. They include company news along with general interest features such as cartoons, news of the company sports teams, announcements of vacations and birthdays, etc.

Series 5: PHOTOGRAPHS AND NEGATIVES, 1928-1990 - This series consists of photographs and negatives of various subject matter. Subseries 1: Photographs, 1928-1990 - These photographs are arranged by subject matter. Some of the main subject categories of the photographs include machinery and equipment, advertising, promotions, and pictures of Christian Nelson at company events. Subseries 2: Photograph Negatives and Slides, 1928-1990 - This subseries includes many negatives of the photographs already contained in Subseries 1. Only one folder in this subseries is slides.

Series 6: ESKIMO PIE BUSINESS INFORMATION, 1921-1990 - This series consists of any records pertaining to the business of the Eskimo Pie company including finances, marketing, sales, promotions, personnel information, packaging, and publications. It does not include advertising. Subseries 1: General Business Information, 1922-1990 - Business information that did not fit into any particular business category comprises this series. Each folder's information is very specific to its own particular topic and is arranged chronologically. Subseries 2: Marketing, 1927-1996 - This series includes any marketing information that attempts to sell Eskimo Pie to the consumer. This information does overlap with some aspects of advertising and packaging, as they also function as marketing tools to promote increased buying. It also includes promotional materials for the film "AWho's Minding the Mint?" which featured an Eskimo Pie ice cream man as a character. The information is organized by specific years or time periods. Subseries 3: Employee Information and Incentives, 1952-1970 - This subseries includes general information such as personnel lists and phone lists but also includes incentive campaigns for employees. These incentive campaigns were directed towards salesmen, particularly route driver salesman, and propose prize rewards for sales. The booklets in box 31 include the ads for incentives to be sent out to the salesmen throughout the year. Along with the ads are explanations of the incentive and the company's reasoning behind its approach to the salesmen in that particular ad. The prizes to be awarded are not specifically listed but are displayed in pictures in many of the incentive ads. Subseries 4: Premiums and Promotions, 1937-1990 - Information on premiums in which consumers save wrappers and send them to Eskimo Pie for goods as well as special promotions are included in this subseries. Lists of goods that can be purchased with the corresponding number of wrappers are included. Other promotions

include prizes for contests or special offers with Eskimo proofs of purchase. This subseries includes promotional brochures that explain the new promotions. Subseries 5: Financial Information, 1932-1990 - Any business information pertaining to Eskimo Pie's finances, sales, and/or profits is included in this subseries. It also includes U.S. Foil Royalty Reports that report the number of wrappers shipped and manufactured of different businesses including those of Eskimo Pie (Eskimo Pie was a subsidiary of U.S. Foil). The U.S. Foil reports are addressed to Myrtle Nelson. Bank information of Frozen Products, Inc., which manufactured Eskimo Pie and Eskimo confections, is also included. Subseries 6: Packaging, 1921-1954 - This subseries consists of actual boxes, wrappers, lids, and sticks that were used in packaging Eskimo Pie products. The materials are organized by types of packaging and the dates of the materials are generally unclear. Subseries 7: General Publications Related to Ice Cream, 1935-1990 - Listed in chronological order, these publications provide information on the ice cream, dairy, and chocolate industries in a specific time frame. These publications generally do not mention Eskimo Pie products.

Series 7: ADVERTISING MATERIALS, 1922-1992 - The advertising materials included in this series mainly consist of the actual advertisements. Little written information on specific advertising campaigns is included with the print, radio, and television advertisements. The promotional brochures do include some written information on the product the company is promoting. Subseries 1: Print Advertisements, 1922-1989 - This subseries includes a range of types of advertisements. Some ads include printed ads in magazines and newspapers while many are proofs of advertisements that will go to print. Other types of advertisements include banners, decals, and railstrips which appear to be point of purchase displays for vending machines, ice cream stands, ice cream carts or trucks, or even the grocery store. Although the scrapbooks mainly consist of advertisements, they also include packaging, machinery, and marketing information. Subseries 2: Radio Advertisements, 1930-1985 - This small subseries includes scripts for radio announcements and advertisements. The sheet music for the radio jingles, "I Scream, You Scream, We All Scream for Ice Cream," "Oh My, Eskimo Pie," and "New Eskimo Pie on a Stick" are included here. Subseries 3: Television Advertisements, 1948-1992 - The television materials included consist of story boards, scripts for television advertisements with corresponding still photographs, television commercials, and little written information on television campaigns. Subseries 4: Promotional Brochures, 1951-1964 - This subseries consists of materials pertaining to new products or special occasion items (e.g. Christmas, Halloween). The brochures were probably sent to vendors, distributors and /or ice cream producers. The brochures intended for vendors and distributors contain samples of advertising, packaging, point of purchase displays and in some instances, inexpensive premiums to be awarded to consumers. The brochures for ice cream manufacturers contain some of the same material as well as the formula and directions for the product, a list of equipment required, and a price list for rental of that equipment. The material, contained in the boxes has been organized alphabetically where possible.

Series 8: MISCELLANEOUS, 1921-1979 - This series includes materials found in the collection with no apparent relation to Christian Nelson or Eskimo Pie. Random materials that display the Eskimo Pie logo are also included.

Provenance

The Eskimo Pie collection was donated on May 10, 1996, to the National Museum of American History, Archives Center.

Related Collections The Division of Cultural History has several objects which are also part of the Eskimo Pie Collection.

The Archives Center holds many collections related to ice cream and the food industry including: #58 Warshaw Collection of Business Americana (see Dairy)

#78 Faris and Yamna Naff Arab-American Collection, 1880-1995 (see waffle cone machine)

#112 Famous Amos Collection, 1979-1983

#300 Sam DeVincent Collection of Illustrated American Sheet Music, 1790-1980 (see Ice Cream)

#451 Good Humor Collection, 1930-1990

#588 Carvel Ice Cream Records, 1934-1989

#594 Krispy Kreme Donut Corporation Records, 1937-1997

Scope and Contents

Printed advertisements, photographs (including negatives and slides), sales presentation materials and packaging; patent and legal information, clippings, posters, scripts for radio commercials, sheet music for jingles, etc. Also includes personal papers (correspondence) of Christian Nelson, inventor of the Eskimo Pie.

Arrangement

The collection is divided into eight series.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Ethnic imagery
- Ice cream industry
- Ice cream industry -- Equipment and supplies
- Polar bear in art
- Stereotypes (Social psychology)
- advertising -- 20th century

Types of Materials:

- Advertisements
- Business records -- 20th century
- Clippings
- Legal records
- Photographs -- 20th century
- Photographs -- Black-and-white negatives -- Glass -- 1890-1920
- Posters
- Sheet music -- Advertising

Container Listing

Series 1: Christian Nelson Papers, 1921-1992

Subseries 1.1: Christian Nelson Personal Papers, 1933-1988

Box 1, Folder 1	Personal papers of Christian Nelson
Box 1, Folder 2	Tax information and return 1933, 1934, 1944
Box 1, Folder 3	Bank of America Statements, 1944
Box 1, Folder 4	Bank of America Statements, 1945
Box 1, Folder 5	Bank of America Statements, 1946
Box 1, Folder 6	Bank of America Statements, 1947
Box 1, Folder 7	Nelson insurance policies, 1943-1945
Box 1, Folder 8	Who's Who in the East form for Christian Nelson
Box 1, Folder 9	Purchase receipts
Box 1, Folder 10	Recipes
Box 1, Folder 11	Eskimo Pie history in directory of counties in Missouri River Valley, 1988
Box 1, Folder 12	Happy Birthday Chris Nelson sign and card

Subseries 1.2: Nelson Correspondence (by correspondent), 1944-1946

Box 2, Folder 1	Ambrosia Chocolate Company
Box 2, Folder 2	John N. Anhut
Box 2, Folder 3	J. Murray Brown
Box 2, Folder 4	Pete Bruner
Box 2, Folder 5	R. E. Bruner Jr.
Box 2, Folder 6	Tom Cochtran
Box 2, Folder 7	Golden State, L.A. and San Francisco
Box 2, Folder 8	Golden State Company. Ltd.
Box 2, Folder 9-10	D. L. Gunn

Box 2, Folder 11	Brinton Hamid - Ford Hospital
Box 2, Folder 12	Tom Hanrahan
Box 2, Folder 13	Tom Hanrahan - Los Angeles
Box 2, Folder 14	Bob Horrobin
Box 2, Folder 15	R. E. Horrobin
Box 2, Folder 16	J. L. Hudson
Box 2, Folder 17	R. C. Hutchinson
Box 2, Folder 18	Delora and Olav Johnson
Box 2, Folder 19	L.A. Athletic Club
Box 2, Folder 20	Miss Langley - Frozen products
Box 2, Folder 21-22	W. J. Leahy
Box 2, Folder 23	P. D. Nelson
Box 2, Folder 24	J. B. Pearl - Nell and Jacks
Box 2, Folder 25	F. S. RedField
Box 3, Folder 1	F. S. Redfield
Box 3, Folder 2	The Reed Company
Box 3, Folder 3	Redman's Storage
Box 3, Folder 4	U. S. Foil And Reynolds Metals
Box 3, Folder 5	Joe Ryan
Box 3, Folder 6	Wm. Burleigh Skidmore
Box 3, Folder 7	Skunk's Services
Box 3, Folder 8	Bill Staninger
Box 3, Folder 9	Win Warnick
Box 3, Folder 10	Win G. Warnick
Box 3, Folder 11	W. S. Watts

Subseries 1.3: Nelson and Business Correspondence (by date), 1920-1990

Box 4, Folder 1	Correspondence, no dates
Box 4, Folder 2-3	Correspondence 1920's
Box 4, Folder 4	C. Nelson 1922 Correspondence File
Box 4, Folder 5	Correspondence 1930's
Box 4, Folder 6	Correspondence 1940's
Box 4, Folder 7	1943 Letters of Congratulation on Appointment as Vice-President
Box 4, Folder 8-9	Correspondence 1950's
Box 4, Folder 10	Correspondence from J. Louis Reynolds and Staff 1953-1954
Box 4, Folder 11	C. Nelson 1957-1958 File
Box 4, Folder 12	Correspondence 1960's
Box 5, Folder 1	Correspondence 1960's
Box 5, Folder 2	Correspondence File 1960-1962
Box 5, Folder 3	Correspondence - personal and business, 1962-1964
Box 5, Folder 4	Correspondence re 1960 sale of stock to Nelson (Proposed)
Box 5, Folder 5	Correspondence 1970's
Box 5, Folder 6	Correspondence 1980's
Box 5, Folder 7	Correspondence 1990's

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Series 2: Historical and Background Information, 1921-1992

Subseries 2.1: Background Information on Eskimo Pie, 1921-1992

Box 36, Folder 1	Scrapbook, 1922
Box 46, Folder 1	Loose pages from 1922 scrapbook
Box 46, Folder 2	Scrapbook, 1928
Box 37, Folder 1	Scrapbook, 1961-1962
Box 38, Folder 1	Scrapbook, 1963
Box 6, Folder 1	Information re: Eskimo Pie
Box 6, Folder 2	Articles re: history of Eskimo Pie
Box 6, Folder 3	Interview re: Eskimo Pie history
Box 6, Folder 4	Personal information re: Christian Nelson
Box 6, Folder 5	Biographical information on Russell Stover
Box 6, Folder 6	Original agreement Between C. Nelson and R. Stover, July, 1921 Image(s)
Box 6, Folder 7	Eskimo Pie Patent
Box 6, Folder 8	Ice Cream History
Box 6, Folder 9	He Made Kids Scream for More Ice Cream, draft of an article

Subseries 2.2: Information on Related Companies, 1947-1987

Box 6, Folder 10	Information on Heath Bars
Box 6, Folder 11	Product information on other companies
Box 6, Folder 12	Eskimo Pie and Beatrice Foods
Box 6, Folder 13	Beatrice Foods Annual Report, 1957
Box 6, Folder 14	Southland Corporation 1977 Annual Report
Box 34, Folder 1	Reynolds Metals Company Annual Reports, 1947
Box 34, Folder 2	Reynolds Metals Company Annual Reports, 1953
Box 34, Folder 3	Reynolds Metals Company Annual Reports, 1978

Box 34, Folder 4	Reynolds Metals Company Annual Reports, 1981
Box 34, Folder 5	Financial Data, 1985
Box 34, Folder 6	Aluminum's Centennial: Reynolds role 1985
Box 34, Folder 7	Reynolds Review Mar/Apr '56 and July/Aug '61
Box 34, Folder 8	Reynolds Review Nov/Dec '61 and Jan/Feb '62
Box 34, Folder 9	Reynolds Review May/June and July/Aug '64
Box 34, Folder 10	Reynolds Review Sept/Oct and Nov/Dec '64
Box 34, Folder 11	Reynolds Review Jan/Feb and Sept/Oct '65
Box 34, Folder 12	Reynolds Review Jan/Feb '69 and July/Aug '78
Box 34, Folder 13	Reynolds Review Winter '80, Spring '82 and Summer '82
Box 34, Folder 14	Reynolds Review Winter '83 and Summer '85
Box 34, Folder 15	Reynolds Review Winter '85 and Spring '86
Box 34, Folder 16	Reynolds Review Summer '86 and Spring '87
Box 34, Folder 17	Reynolds Review Summer '87 and Fall '87
Box 34, Folder 18	Brochure for Reynolds Aluminum Foil

Subseries 2.3: Patent and Legal Information, 1921-1965

Box 7, Folder 1	Patents
Box 7, Folder 2	Articles re patents
Box 7, Folder 3	Agreements
Box 7, Folder 4	Agreement for the manufacture, sale, and distribution of Eskimo Pie (labeled new contract)
Box 7, Folder 5	Franchise Agreement
Box 7, Folder 6	Legal information
Box 7, Folder 7	License contract for manufacture, sale, and distribution
Box 7, Folder 8	Petition and license contract
Box 7, Folder 9	Official Gazette of the U.S. Patent Office

Subseries 2.4: Newspaper Clippings and Magazine Articles, 1920-1990

Box 8, Folder 1	Newspaper clippings, no dates
Box 8, Folder 2	Newspaper clippings and magazine articles, 1920-1929
Box 8, Folder 3	Newspaper clippings and magazine articles, 1930-1939
Box 8, Folder 4	Newspaper clippings and magazine articles, 1940-1949
Box 8, Folder 5	Newspaper clippings and magazine articles, 1950-1959
Box 8, Folder 6	Newspaper clippings and magazine articles, 1960-1969
Box 8, Folder 7	Newspaper clippings and magazine articles, 1970-1992
Box 8, Folder 8	Cartoons regarding Eskimo Pie
Box 8, Folder 9	Cartoons unrelated to Eskimo Pie

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Series 3: Manufacturing and Equipment, 1922-1969

Subseries 3.1: Machinery, 1922-1990

Box 9, Folder 1	Brochures for Machinery
Box 9, Folder 2	Photographs and Brochure of Machinery
Box 9, Folder 3	Customers under equipment rental agreement
Box 9, Folder 4	Catalogues of machinery and equipment, 1944-1945
Box 9, Folder 5	Photographs and catalogues of equipment, 1946
Box 9, Folder 6	New equipment, 1952
Box 9, Folder 7	Plans for machinery
Box 9, Folder 8	Commercial ice cream plants, 1959
Box 9, Folder 9	Advertisements for refrigerated cases
Box 9, Folder 10	Eskimo-Nelson Machine, July 1952
Box 9, Folder 11	Eskimo-Nelson Machine brochure
Folder OV 533.2	Factory Footage, 1990
Folder RV 533.2	Video documentation of Eskimo Pie automated production line.
Box 10, Folder 1	Eskimo Machine
Box 10, Folder 2	Eskimo Machine, 1954
Box 10, Folder 3	Eskimo Machine, February 1957
Box 10, Folder 4	Plans for the Eskimo Machine, May 1959
Box 10, Folder 5	Eskimo Quick Freeze Machine Brochure
Box 10, Folder 6	Eskimo Pie display cabinet, 1959
Box 10, Folder 7	Information re liquid nitrogen freezing
Box 10, Folder 8	Progress technical report on liquid nitrogen freezing, 1953-1954

Subseries 3.2: Formulae and Directions, 1942-1963

Box 10, Folder 9	Formulae and directions for Eskimo Stickless Products No. 2083
Box 10, Folder 10	Formulae and directions for Eskimo Stickless Products No. 6165

Box 10, Folder 11	Formulae and directions for Eskimo Stick Products No. 8094
Box 10, Folder 12	Formula and directions for Eskimo Deluxe Fudge Pie (with and without stick)
Box 10, Folder 13	Formula and directions for Eskimo Pie Festive Fancies (Turkey Center)
Box 10, Folder 14	Formula and directions for Eskimo Pie Festive Fancies (Christmas Tree Center)
Box 10, Folder 15	Formula and directions for Eski-Mold
Box 10, Folder 16	Formula and directions for Eskimo School Bar
Box 10, Folder 17	Formula and directions for Eskimo Big Event
Box 10, Folder 18	Formula and directions for Eskimo Cone

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Series 4: Eskimo Pie Company Records, 1951-1995**Subseries 4.1: Eskimo Pie Annual Reports, 1951-1997**

Box 11, Folder 1	1951-1954
Box 11, Folder 2	1955-1959
Box 11, Folder 3	1960-1964
Box 11, Folder 4	1965-1969
Box 11, Folder 5	1970-1972
Box 11, Folder 6	1973-1975
Box 11, Folder 7	1976-1979
Box 11, Folder 8	1980-1982
Box 11, Folder 9	1983-1985
Box 11, Folder 10	1986;1987
Box 11, Folder 11	1988;1989
Box 11, Folder 12	1990-1994
Box 11, Folder 13	1995-1997

Subseries 4.2: Eskimo Pie Newsletters, 1968-1979

Box 12, Folder 1	1968
Box 12, Folder 2	1969
Box 12, Folder 3	1970
Box 12, Folder 4	1971
Box 12, Folder 5	1972
Box 12, Folder 6	1973
Box 12, Folder 7	1974
Box 12, Folder 8	1975
Box 12, Folder 9	1976
Box 12, Folder 10	1977

Box 12, Folder 11	1978
Box 12, Folder 12	1979
Box 12, Folder 13	Company newsletters, 1984

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Series 5: Photographs and Negatives, 1928-1990

Subseries 5.1: Photographs, 1928-1990

Box 13A, Folder 1	Photographs of technical equipment, 1945
Box 13A, Folder 2-4	Photographs of equipment Image(s)
Box 13A, Folder 5	Photographs of packaging
Box 13A, Folder 6	Photographs: Color transparencies of packaging Image(s)
Box 13A, Folder 7	Vending booths
Box 13B, Folder 1	Photograph of small [refrigerated?] container
Box 13B, Folder 2	Vending machines
Box 13B, Folder 3	Photographs of refrigerated cases Image(s)
Box 13B, Folder 4	Photographs of refrigerated carts
Box 13B, Folder 5-6	Photographs of trucks
Box 13B, Folder 7-8	Photographs of trucks Image(s)
Box 14, Folder 1	Photographs of fairs Image(s)
Box 14, Folder 2	Photographs of trade shows
Box 14, Folder 3	Photographs of store displays
Box 14, Folder 4-5	Photographs of window displays
Box 14, Folder 6	Photograph of National Ice Cream Company with Eskimo Pie sign
Box 14, Folder 7-9	Photographs of outdoor advertising signs Image(s)
Box 15A, Folder 1	Photographs of electric signs
Box 15A, Folder 2	Photographs of theatre sales counters
Box 15A, Folder 3	Photographs of advertising on automobiles
Box 15A, Folder 4-5	Photographs of advertising on buses

Box 15A, Folder 6	Sales [personnel] photographs
Box 15A, Folder 7	Photographs of personnel
Box 15A, Folder 8	Photographs of original store in Onawa, Iowa
Box 15A, Folder 9	Photographs of Louis Reynolds
Box 15A, Folder 10	Photographs of Fenton Hord (former president)
Box 15A, Folder 11	Photographs of men at the South Pole
Box 15A, Folder 12	Photographs of Christian Nelson Image(s)
Box 15A, Folder 13	Photographs of 1961 tribute to Christian Nelson
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Folder OV 553.1 [Television Commercials - Eskimo Pie, c. 1980s)

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