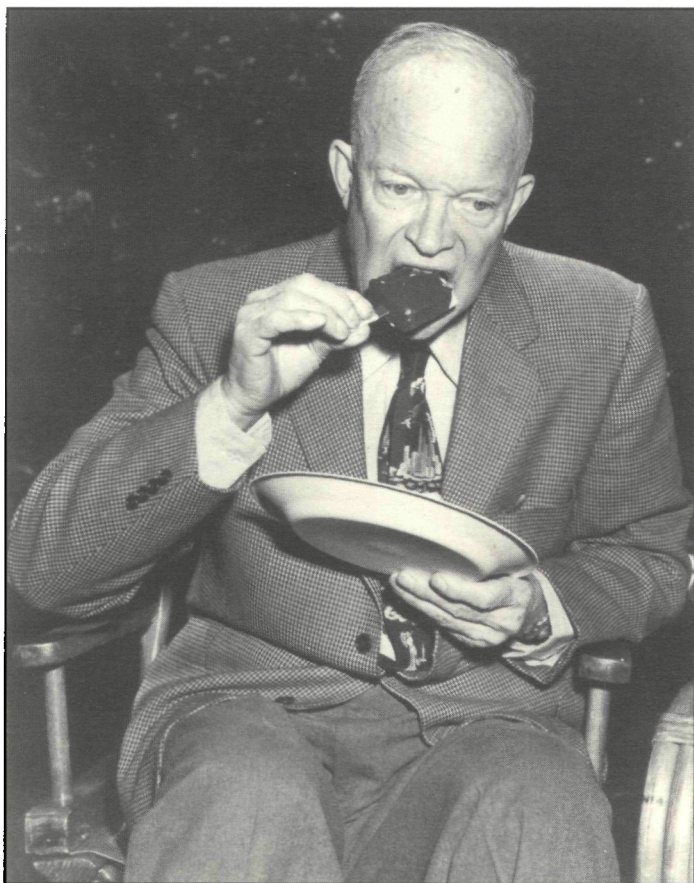


BUSINESS HISTORY REVIEW

AUTUMN 2002



Ike and Mamie (on back cover) enjoying Good Humor ice cream, 1955

Cover: President Dwight D. Eisenhower and his wife, Mamie, eating Good Humor ice cream in 1955. The president's father was chief engineer in an ice cream factory in Abilene, Kansas, where Eisenhower worked as a boy, an experience that made him a life-long ice cream fan. Good Humor sold its ice cream using immaculately dressed street vendors, who became American icons. In 1961 the controlling Mehan family sold Good Humor to T. J. Lipton for \$10.5 million. The brand languished under Unilever ownership until the 1990s. (Photograph courtesy of the Good Humor Company.)



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