



ICE HARVEST
Frozen lake
water is
carved for
worldwide
sale.

How To/ **Freeze Time**

What did it take to get that ice in your cup? A quirky idea, a bold campaign, and a century of human progress.

BY JOEL WARNER



Sure, we live in a now culture, but the old adage still rings true: Good things take time. On the following pages, discover 12 things that are worth waiting for.

Frederic Tudor, most agreed, was a bit odd. Living in Charleston, South Carolina, in the 1810s, the self-educated New Englander would show up for dinner at his boardinghouse dressed in a flashy blue frock coat carrying a 4-gallon cooler jar filled with ice water. His quixotic plan was to sell pond ice from his native Massachusetts all over the world.

Using ice was rare at the time. Some considered it mysterious, even sacrilegious, although in many ways ice had been a commodity for millennia. In 1700 B.C. an underground pit near the Euphrates River was used to store imported ice; in 600 B.C. Chinese rulers built icehouses to store provisions; and Ancient Romans filled buckets with ice chips to chill wine.

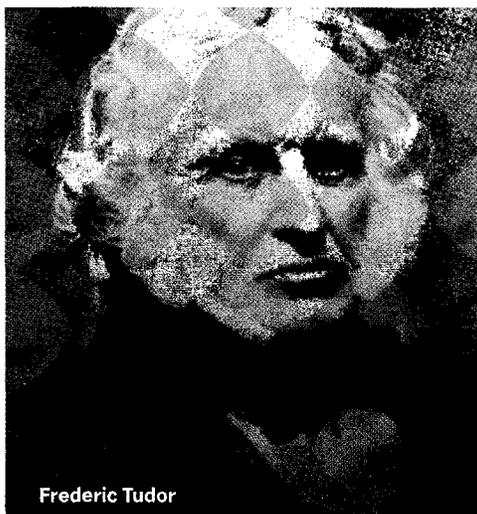
But these luxuries were limited to the rich and powerful. Most had little access to cooling, and as a result people ate fewer fresh foods. Urban growth was in part curbed by the inability to distribute agricultural products to city dwellers without much of it spoiling.



RUNNING THE NYC MARATHON
THE WAIT: 1 YEAR
Entry often requires running nine other races and volunteering at one.



THE 2017 SOLAR ECLIPSE
THE WAIT: 2.5 YEARS
It's the first with prime U.S. viewing since 1979.



Frederic Tudor

Tudor aimed to change that, but he first embarked on a series of quests to prove the value of frozen water, including teaching people on the Caribbean island of Martinique how to make ice cream. Eventually, he hooked so many people that horse-drawn ice cutters were hurriedly crisscrossing frozen New England rivers and lakes to keep up with demand. The blocks were packed in sawdust and shipped to South America, India, and China. Queen Victoria was partial to ice from Massachusetts' Wenham Lake. Tudor became known as the Ice King. He made a fortune.

More than anyone, Americans became addicted. Southerners took to frosty mint juleps, and folks across the country developed a taste for cold German lagers. More than a hundred ice house storage facilities lined the Hudson River between New York City and Albany. Icemen made daily rounds replenishing customers' iceboxes, and rival companies smashed up each others' crops with ice-breaking steamships.

"Ice is an American institution—the use of it an American luxury—the abuse of it an American failing," declared the *De Bow's Review* in 1855. Americans harvested 8 million tons of ice in 1879 (3 million melted before reaching customers). By the early 20th century, New Yorkers feared ice famines during warm winters, and electric refrigerators were adopted in the 1920s and '30s, far earlier than in Europe.

This ended the ice trade—until now. The Tudor Ice Company, a Florida operation that counts Frederic Tudor's great-great-grandson as a shareholder, has developed prefilled containers that, once frozen, produce perfectly shaped, slow-melting ice cubes.

"We are literally creating an entirely new category," says Tudor Ice CEO (and non-Tudor) Nestor Villalobos. "I never thought I would be disrupting the ice industry."

Will Tudor Ice transform the world just as Tudor did with his ships full of frozen pond water? Only time will tell.

Joel is co-author of *The Humor Code: A Global Search for What Makes Things Funny*.