

**A SHORT STORY ABOUT  
LOCAL ICE CREAM MAKING  
IN THE FIRST HALF OF THE 1900s**



**BY SAMUEL T STEWART - FEBRUARY 2023**

The Adcock family had a history of ice-cream making and selling in the area, and the Swannington History website records that Arthur and Edith M Adcock moved to Elm Farm in Swannington after the First World War as dairy farmers, and that their son Albert, who was born in 1915, made legendary ice-cream there.

Just alongside the last (now closed) of three official Post Office's opened in Coleorton, there is a track which leads to Coleorton Paddock. On the left of this track in a field, is where Bert Adcock built a new brick ice-cream factory in the late 1940s. This must have been the same Bert Adcock who made ice-cream at Elm Farm, Swannington.

The ice-cream made there was unlike any other I have ever tasted, and it was always a treat when my father took me in there as a child, after we had been to Joe and Fanny Robinsons to collect the weekly ration of eggs. I have never forgotten the smell of the ice-cream in that factory. Joe and Fanny ran the factory, but I have no recollections of it being sold around the area from there in vans, although locals were able to purchase it from the factory as cornets or wafers. The ice-cream, after it was made, was kept in alluminum barrels which had an inner and outer layer with ice packed between the two. Joe and Fanny Robinson lived further down on the opposite side, in the row of terraced cottages and kept a number of hens. Fanny and her son Len eventually moved to run a poultry business at Newbold in the fields opposite the Railway Inn (now the Gelsmoor).

At some point, the business changed hands and was thought to have been taken over by Jack's Ice's, Standard Hill, Hugglescote, where Jack Frearson already ran an ice-cream business. It is recorded that Jack Frearson had made ice-cream there for many years before the Second World War and progressed to selling it from his horse and cart at the corner of Marlborough Square in Coalville on Friday and Saturday afternoons. He later sold it around the area in "Jack's Ices" blue and cream vans.

Some local shops, like "Stewarts Shop" at Newbold, also made their own ice-cream, and my auntie made it in a barrel there.