

Town of Greenburgh
**ASSISTANT
TOWN HISTORIANS**



— felicia barber + riley wentzler —



*How a Flat Tire led to a Happy
Escape: The Story of Carvel in
Greenburgh*

By: Riley Wentzler & Felicia Barber

It was a hot Memorial Day in 1934, when a young Greek immigrant named Thomas Carvelas began traveling all over Westchester selling ice cream out of his ice cream truck. It was going well, as expected, until he came to 95 South Central Avenue in Hartsdale. It was here that one of the tires on his truck went flat (<https://regalpest.net/locations/hartsdale-ny/>). Thomas had two choices, he could call for help and go home or continue selling his product where he was stranded. He chose the second option. He made a few sales, and then suddenly, his hard ice cream started to melt. He thought this would be the end of his dream, but it wasn't. Much to his surprise, his sales increased dramatically because people loved the new softer ice cream!! He was so successful that day that he decided to buy the land where he was stranded and set up a new soft-serve ice cream shop there. He called this shop Carvel, and the company's slogan was "A Happy Escape" (<https://www.carvel.com/about-us>). Thus, Carvel was born.

At that time, Carvel sold 4 different flavors (personal communication from Patrick in Carvel's Guest Relations Department) This original Carvel remained in business on this very spot until October, 29th 2008 when the business and the surrounding land were sold (<http://www.greenburghny.com/Cit-e-Access/news/index.cfm?NID=6342&TID=10&jump2=0&Print=1>). Today Banzai's Hibachi & Sushi Lounge is at this location, but a plaque can be seen marking this as the spot of the first Carvel, and at every Memorial Day Parade the Hartsdale Fire Department commemorates the birth of Carvel by distributing free flying-saucer ice cream sandwiches (<https://regalpest.net/locations/hartsdale-ny/>).



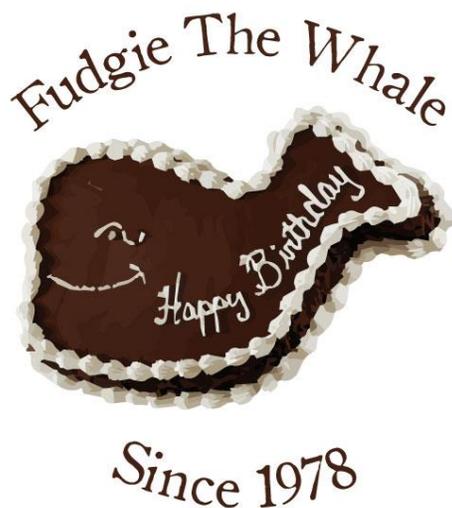
While the original Carvel no longer stands, Carvel still has a sizable presence here in Greenburgh, they have three locations:

419 N Central Avenue, Hartsdale, NY

262 N Saw Mill River Rd Elmsford, NY

666 Saw Mill River Rd, Ardsley NY.

Today, Carvel serves 34 flavors (personal communication from Patrick in Carvel's Guest Relations Department)



Apart from selling ice cream Tom Carvel also helped Greenburgh by being an active philanthropist. Some causes he contributed money to were: Jewish community organizations, Catholic community organizations, schools for disabled children and organizations which promote the welfare of the LGBT community.



Previous Slices of History include:

A Thousand Words Which You Never Knew: The Forgotten Story of the Seal of Greenburgh. (11/17/18)

<http://www.greenburghny.com/Documents/Slice%20of%20History%20-%20A%20Thousand%20Words.pdf>

"The Disappearing Railroad Blues" in Greenburgh: The Fate of the Putnam Railroad Line and the old Putnam Trail ((11/6/18)

<http://www.greenburghny.com/Documents/Slice%20of%20History%20-%20%20Railroad%20Blues.pdf>

A Different Kind of Rebel: Greenburgh's Contributions to the Underground Railroad (10/27/18)

<http://www.greenburghny.com/Documents/GREENBURGH.pdf>

Greenburgh at The Great American Crossroads: Greenburgh's Civil War Story (10/19/18)

<http://www.greenburghny.com/Cit-e-Access/news/index.cfm?NID=47461&TID=10&jump2=0>

Greenburgh's Hall of Heroes: Ferncliff Cemetery Where Memories Live Forever (10/12/18)

<http://www.greenburghny.com/Cit-e-Access/news/index.cfm?NID=47403&TID=10&jump2=0>

A Final Resting Place for "Man's Best Friend": The Peaceable Kingdom (9/29/18)

<http://www.greenburghny.com/Cit-e-Access/news/index.cfm?NID=47331&TID=10&jump2=0>

Greenburgh and The Arts (9/22/18)

<http://www.greenburghny.com/Cit-e-Access/news/index.cfm?NID=47278&TID=10&jump2=0>

Greenburgh's BROTHERLY LOVE, RELIEF AND TRUTH: A History of The Freemasons in Greenburgh (9/12/18)

<http://www.greenburghny.com/Cit-e-Access/news/archnews.cfm?NID=47212&TID=10&jump2=0>

About the Authors:

We are both interns at Greenburgh Town Hall and we are engaged to be married and are currently looking for permanent employment.

Riley Wentzler:

I was born and raised in a small rural town in central Pennsylvania. In high school, I took every honors course available including four years of Spanish. I received A's in all of them. I graduated third in my class of 146 students. This brought me to Edinboro University of Pennsylvania. Once there, I continued my trend of academic excellence. I graduated summa cum laude in Political Science with a minor in Spanish and a Master's in Communication Studies, with a G.P.A of 3.94. It was also there that I met my lovely fiancée, Felicia Barber. My Master's in Communication has promoted public speaking, teamwork, and customer service. My Political Science degree has developed my research skills using computer-based tools and provided me with experience using the Microsoft Office products. My minor in Spanish has facilitated my bilingual capabilities. During my internship at Greenburgh, I created the petition for the State Roads project using website tools. My diverse education and areas of interest have provided me with a wide range of skills. I look forward to finding a career opportunity in business or government. **To learn more about Carvel you can contact me at**

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or to help me find employment you can contact me at rjwentzler413@gmail.com

Felicia Barber:

I was born in New York City and raised in Hartsdale, New York. I graduated from Ardsley High School. I recently earned a Bachelor of Fine Arts degree in Graphic Design at Edinboro University of Pennsylvania. It was here that I met my fiancé, Riley Wentzler. As a result of my academic excellence, I won a scholarship every year. I learned and applied many graphic design skills to projects during my summer internships and at school. I am proficient in using Adobe graphic design applications including Photoshop, Illustrator and InDesign. For my Identity/branding course at Edinboro, I created logos to appear on the tee-shirts of Physical Education majors. For a veteran's upcoming event, I used a typeface to focus the reader to the soldier in the poster. For the State Roads Legislative Campaign project, I created the embedded graphic-photo that accompanied the petition I am looking for a job to utilize my skills as a Graphic Designer in an agency, print shop, company or government. **To suggest a topic for next**

week's article, you can contact me at assistanthistorian@greenburghny.com

or to help me find employment you can contact me at feliciadbarber@gmail.com.

Interview with the Authors:

<https://wcbs880.radio.com/articles/news/stories-main-street-couple-cerebral-palsy-brings-many-talents-town-greenburgh>

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