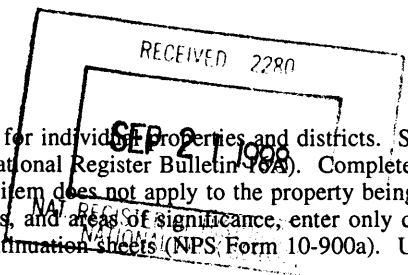


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

1285



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 488). Complete each item by marking "x" on the appropriate line or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name THE "HOME OF MARSHALL'S HORSERADISH"
other names/site number Marshall House, Stish House; Marshall's Horseradish Farm

2. Location

street & number 1546 2nd Place N/A not for publication
city or town Des Moines N/A vicinity
state Iowa code IA county Polk code 153 zip code 50314

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this (X nomination _ request for determination of eligibility) meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property (X meets _ does not meet) the National Register criteria. I recommend that this property be considered significant (_ nationally _ statewide, X locally). (See continuation sheet for additional comments.)

Patricia Christy DSHPD 9-14-98
Signature of certifying official/Title Date
STATE HISTORICAL SOCIETY OF IOWA
State or Federal agency and bureau

In my opinion, the property (_ meets _ does not meet) the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

- I hereby certify that the property is :
- entered in the National Register.
 - See continuation sheet.
 - determined eligible for the National Register
 - See continuation sheet
 - determined not eligible for the National Register
 - removed from the National Register.
 - Other, (Explain)

Edson A. Beall 10/22/98
Signature of Keeper Date of Action

The "Home of Marshall's Horseradish"
Name of Property

Polk County, Iowa
County and State

5. Classification

Ownership of Property
(Check as many lines as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one line)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
		sites
<u>1</u>	<u>1</u>	structures
		objects
<u>3</u>	<u>1</u>	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

Towards a Greater Des Moines (Amended 1997)

**Number of contributing resources
previously listed in the National Register**

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

DOMESTIC/single dwelling

AGRICULTURE/SUBSISTENCE/processing

Current Functions
(Enter categories from instructions)

DOMESTIC/single dwelling

AGRICULTURE/SUBSISTENCE/horticultural facility

7. Description

Architectural Classification
(Enter categories from instructions)

LATE VICTORIAN/Queen Anne

Materials
(Enter categories from instructions)

foundation Brick

walls Wood

roof Asphalt

other Glass

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

The "Home of Marshall's Horseradish"
Name of Property

Polk County, Iowa
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" on one or more lines for the criteria qualifying the property for National Register listing)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" on all the lines that apply)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

AGRICULTURE

Period of Significance

Circa 1886-circa 1940

Significant Dates

Circa 1886

Circa 1940

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Unknown

Narrative Statement of Significance - (Explain the significance of the property on one or more continuation sheets)

9. Major Bibliography References

Bibliography

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- previous determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Record
- designated a National Historic Landmark
- recorded by American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historical Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository

The "Home of Marshall's Horseradish"
Name of Property

Polk County, Iowa
County and State

10. Geographical Data

Acreage of Property Less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1 | 15 | 448 290 | 4606180 |

Zone Easting Northing

2 | | | |

Zone Easting Northing

3 | | | |

Zone Easting Northing

4 | | | |

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title William C. Page, Public Historian; Joanne R. Walroth, Project Associate

organization River Bend Association, Inc. date May 31, 1997

street & number 520 East Sheridan Avenue telephone 515-243-5740; FAX 515-243-7285

city or town Des Moines state Iowa zip code 50313

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs - Representative **black and white photographs** of the property.

Additional items - (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name George W. Stish, Jr. and Elaine K. Stish

street & number 1546 2nd Place telephone 515-282-1345

city or town Des Moines state Iowa zip code 50314

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 7 Page 1

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

GENERAL DESCRIPTION

The former "Home of Marshall's Horseradish" possesses four residential lots in Marshall's Second Addition. The site of the truck farm measures in total approximately 200' x 140' (width by depth). The size of this property is significantly larger than most residential properties in North Des Moines. This site is situated one block west of 2nd Avenue, an artery in and out of downtown Des Moines, in a transition zone between the flood plain of the Des Moines River and the heights of North Des Moines.

This property now features several resources, including the Marshall House, an automobile garage, the remains of a root cellar and small grotto, and extensive floral and vegetable gardens. Although the farm once possessed a factory building, it is now nonextant. The house and garage are contributing buildings, the root cellar a contributing structure, and the grotto a noncontributing structure.

HOUSE

The Marshall House is 2-1/2 stories in height and features balloon frame construction. It was built circa 1886 and sited on Lot 10. (Des Moines City Assessor's Office) Roughly speaking, the footprint of the Marshall House consists of a rectangle, which measures approximately 20' x 40' with the lesser measurement facing 2nd Place, and a projecting 2-story wing on the south. The house is now clad with asbestos siding. The building rests on a brick foundation. A facade porch wraps around its east and south elevations and contains an area of 209 square feet. This porch, which was constructed in the 1920s, probably replaced an earlier one. The porch is covered with a hipped roof. An attic is situated above the second floor.

The main roof of the building is designed in a cross-roof gable configuration. It is covered with asphalt shingles. This roof is steeply pitched. A brick chimney is situated on the ridge of the main roof slightly forward from its intersection with the cross gables.

About the time the porch was constructed in the 1920s, a side wing was also added to the house on the southwest corner. This wing is covered with a shed roof, which ties into one of the planes of the building's main roof.

Fenestration is original to the house and generally features 1/1 double hung sash windows. Paired windows are featured in the south and east elevations. A single-paned, diamond shaped window is situated on the south elevation where the building's entry hall stands in the interior.

In the interior, the first floor and second floor each contains a total area of approximately 1,162 square feet. The first floor possesses an entry hall, living room, dining room, kitchen, and bath. The wing addition, described above, contains the kitchen and bath. The second floor possesses three bedrooms and a bath. One of the bedrooms is situated in the wing addition already mentioned. The floors on the first and second floor are of hardwood, while those of the attic are softwood. Original, soft wood woodwork remains extant throughout the house and is painted. The basement, which is partial, features a concrete floor and contains about 400 square feet.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 7 Page 2

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

Overall the house is in very good condition.

GARAGE

This is a frame, single-bay garage, constructed circa 1915. It measures approximately 15' x 25' and features a front gable roof covered with asphalt shingles and narrow clapboard siding. The garage is sited on Lot 10.

ROOT CELLAR

The remains of what are presumed to be a root cellar are located at the rear of Lot 13. The remains consist of a slab of poured concrete, measuring approximately 5' x 15', and concrete block walls on the north, south, and east sides. These walls stand approximately 30 inches high. The west wall of the root cellar backs into the slope of hill behind it. It is presumed that the remaining walls of this facility and its roof were covered with earth.

SETTING AND SURROUNDINGS

The former "Home of Marshall's Horseradish" is situated on four residential lots. Each of these lots measures approximately 50' x 140'. A sketch plan of this property is attached as Continuation Sheet 7-7.

Lots 11, 12, and 13 are situated in a shallow basin area. The land contained in Lot 10 (site of the house and garage) slopes upward to the north, with a steep bank between its north line and the property adjacent to it. A steep bank is also situated between the western line of all these lots and the property to the west. An alley was platted to the west of these lots, but it was never improved. This is hardly remarkable since the land is quite steep and inappropriate for vehicular traffic.

The horseradish factory building was located near the south line of Lot 13. This frame, one-story building featured a front gable roof. This building was constructed sometime after 1920. It was subsequently razed, probably after Elizabeth Marshall sold the property in 1941. An historic photograph of the factory pictures it circa 1929. (See Continuation Sheet 8-18.)

The remains of a grotto are situated near the south line of the Lot 13 and north of the nonextant factory, and east of the remains of the root cellar. This grotto is purely decorative in nature. It is constructed of pieces of broken stone and concrete. The grotto measures approximately 4' x 8'. It contains a small pond, a little bridge, and what appears to be the remains of a wishing well. The grotto is evaluated as a noncontributing structure. Although its date of construction is not certain, it is thought to postdate the property's period of significance.

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NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 7 Page 3

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

There are three wooden sheds situated on the property. They are of frame construction, without footings or foundation, and constructed since the 1980s. They are not counted in this nomination because they are not permanently fixed on the site.

All four lots, which make up this site, are now owned by the same party. These lots were originally owned by the Marshall family but were subsequently sold off to different parties. Since 1986, the present owner has reassembled these lots under single ownership. Lots 11, 12, and 13 are now used for floral and vegetable gardens.

The four lots, which make up the property, are located on the west side of 2nd Place, a street one block west of 2nd Avenue which runs only between College and Forest Avenues. The Marshall House faces east.

The "Home of Marshall's Horseradish" is situated where the land in the flood plain of the Des Moines River begins its climb westward to the heights of North Des Moines. Second Place also slopes somewhat upward from the south to the north along this site.

The feeling of the immediate area is residential, improved with single-family dwellings of wood construction. Second Avenue, an important traffic corridor between downtown Des Moines and points north, is situated one block to the east. Over the years, it has been extensively developed for commercial purposes, although a few single-family dwellings still remain. Central Place, a recently developed industrial park, is situated immediately to the east of 2nd Avenue and reinforces the commercial feeling of this neighborhood. Although Central Place was badly damaged by the Flood of 1993, floodwaters did not reach the "Home of Marshall's Horseradish."

United States Department of the Interior
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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

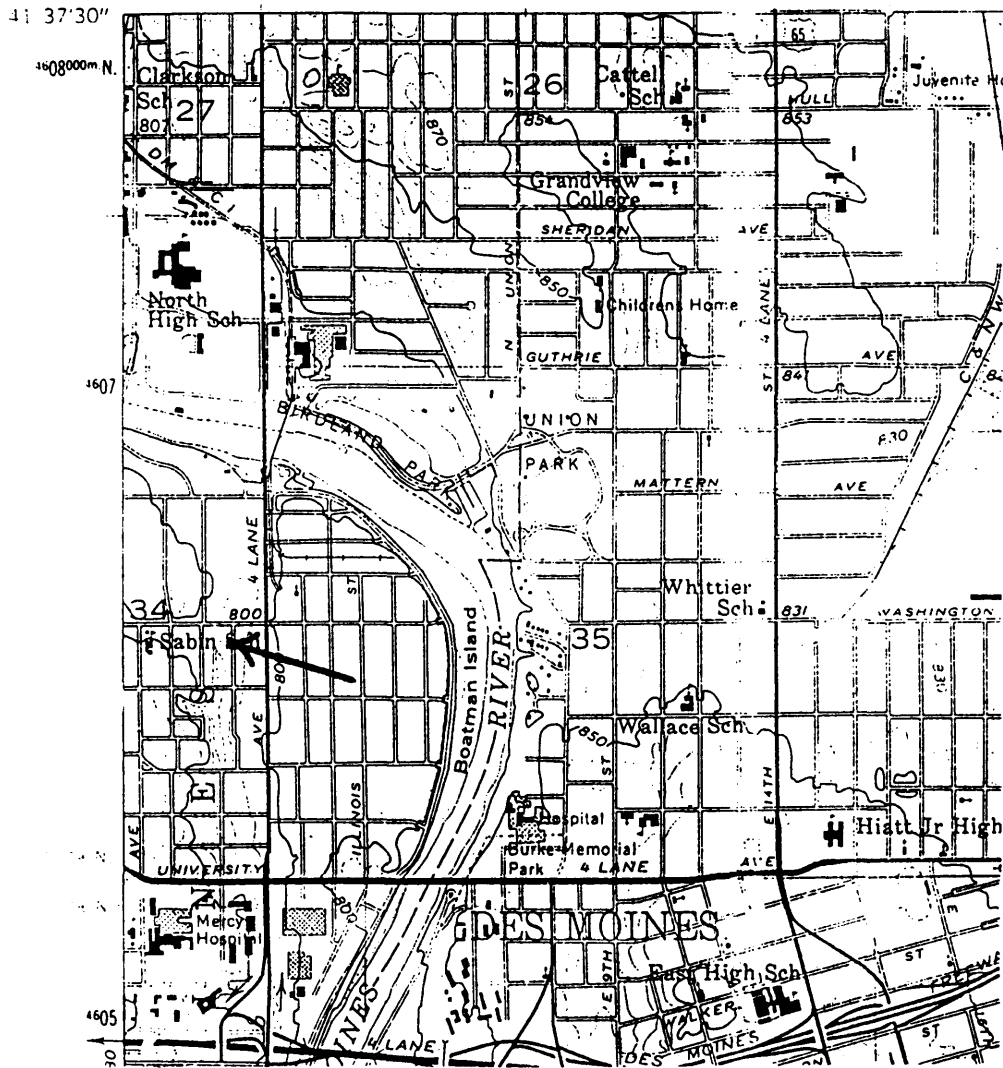
Section number 7 Page 4

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

SITE MAP

ARROW LOCATES PROPERTY



United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

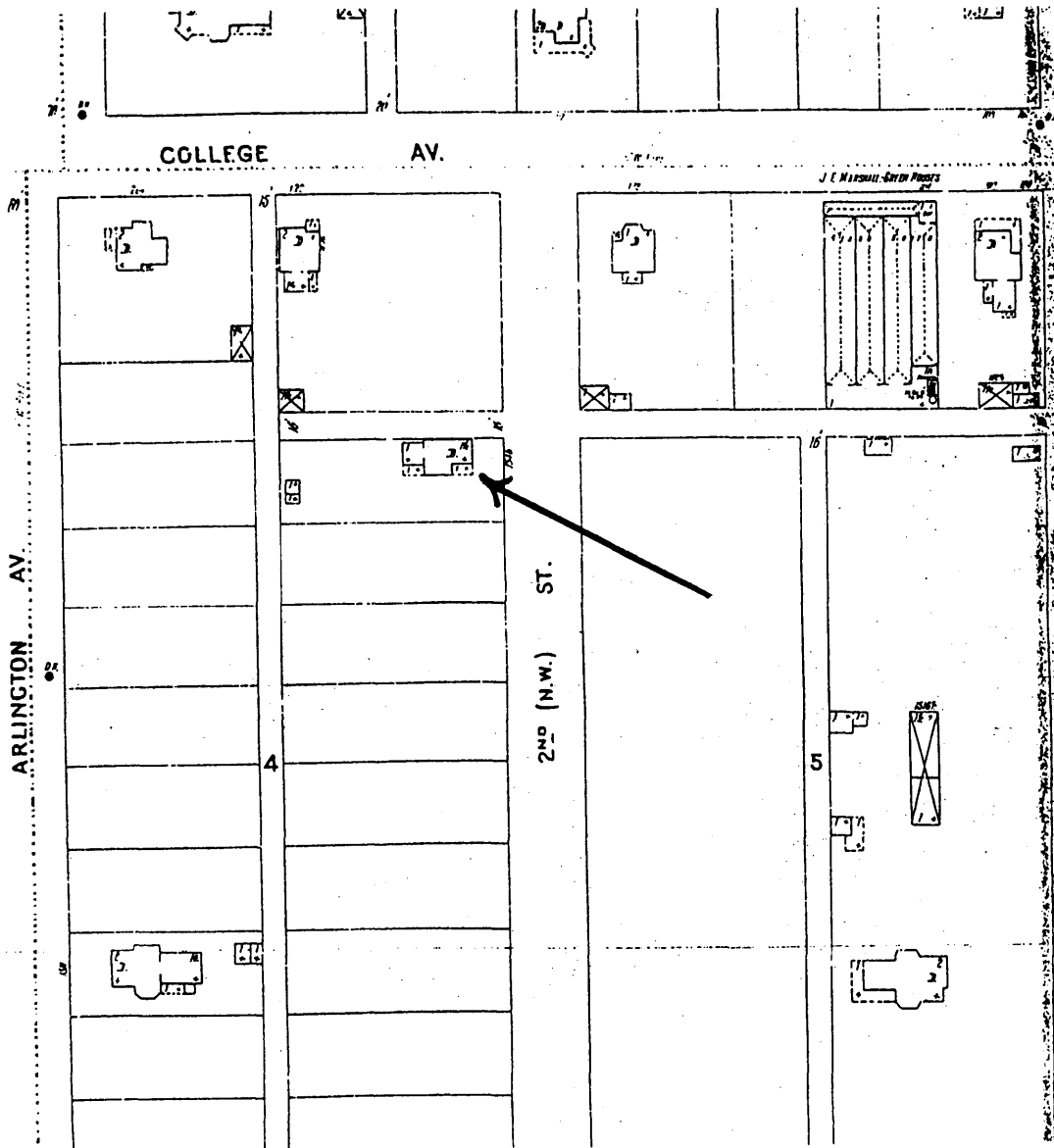
Section number 7 Page 5

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

1901 FIRE INSURANCE MAP

ARROW LOCATES PROPERTY



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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

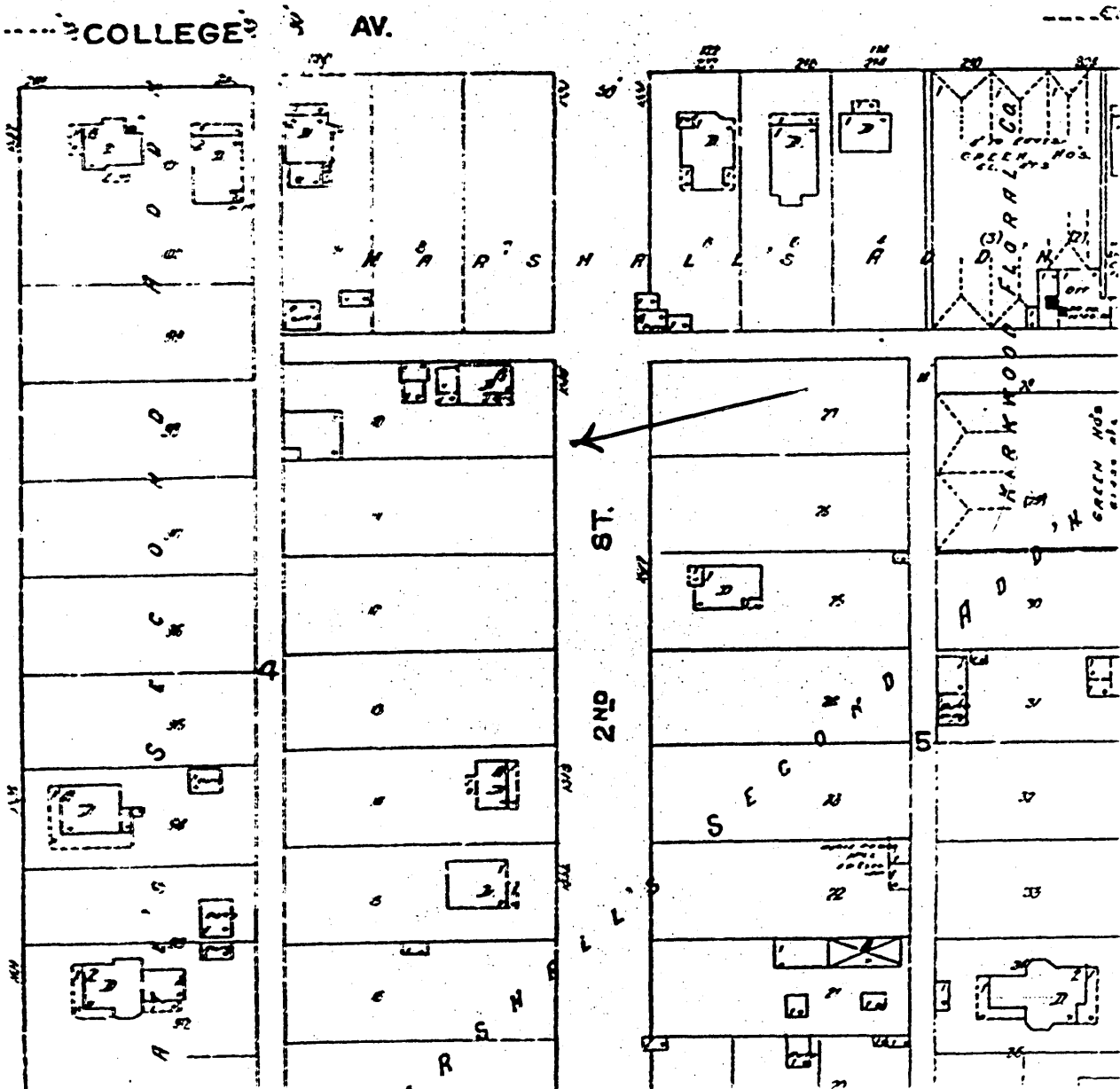
Section number 7 Page 6

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

1920 FIRE INSURANCE MAP

ARROW LOCATES PROPERTY



Source: Sanborn Map Company, Des Moines, 1920.

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National Park Service

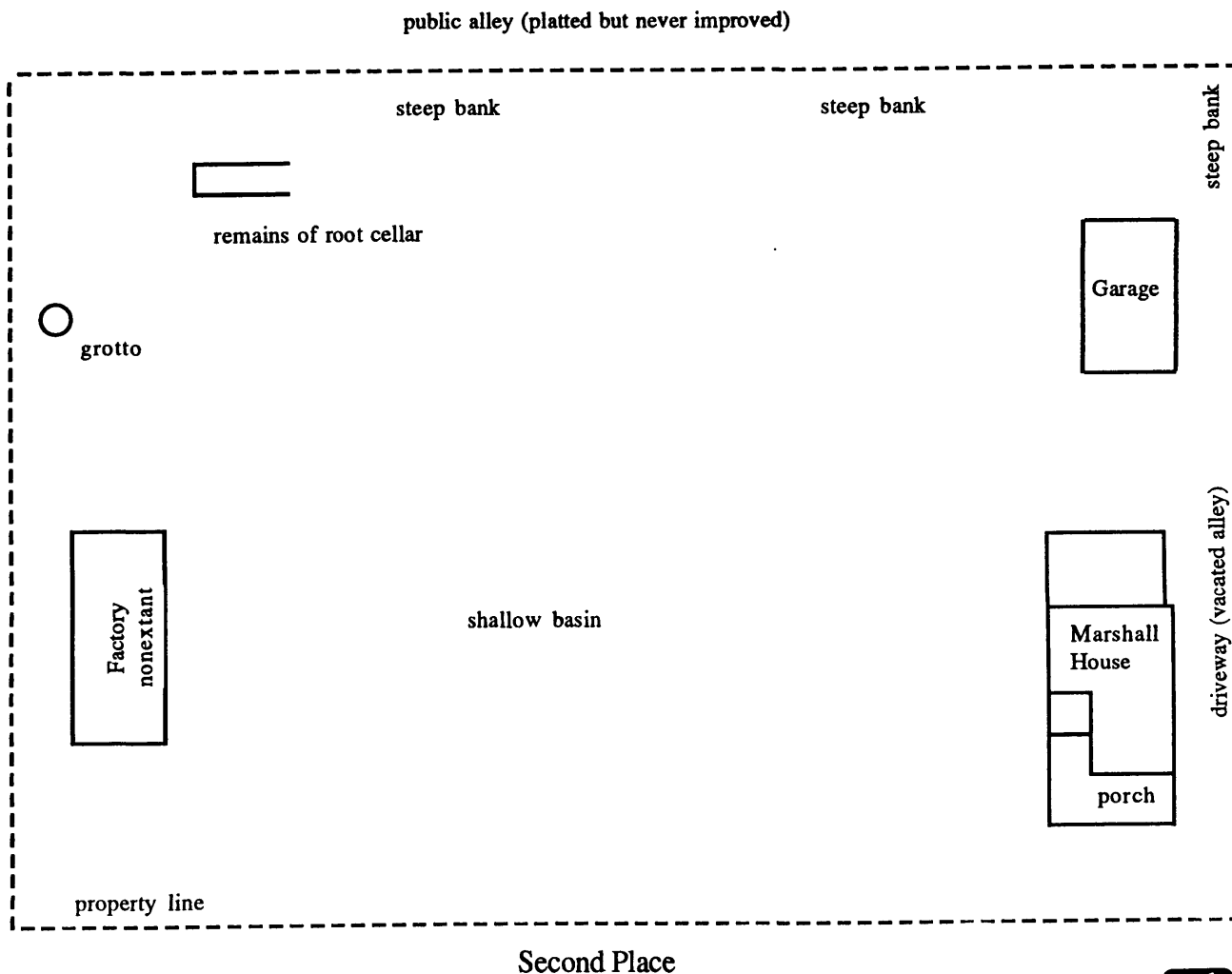
NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 7 Page 7

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

SKETCH PLAN OF SITE



Not-to-scale.

Source: William C. Page site inspection and computerized drawing.

United States Department of the Interior
National Park Service

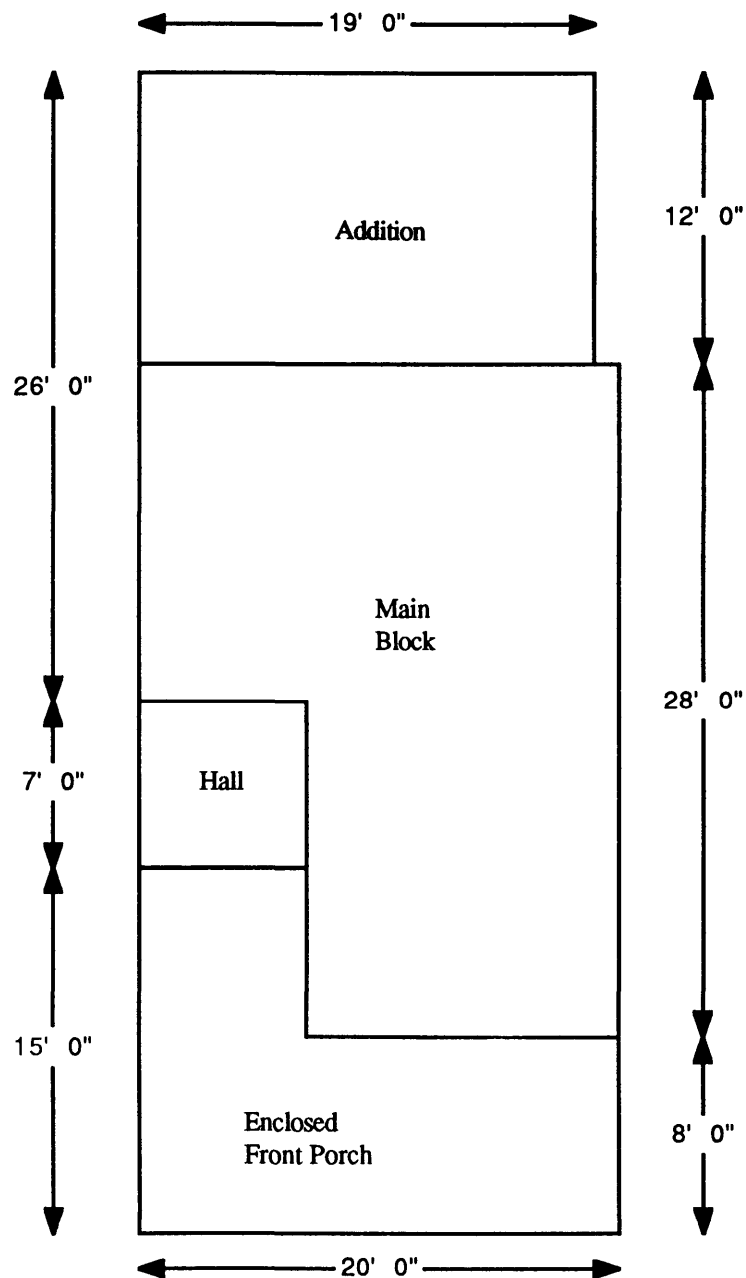
NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 7 Page 8

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

HOUSE FOOTPRINT



Source: Des Moines City Assessor Office measurements; William C. Page, computer drawing.

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 8 Page 9

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

SUMMARY OF SIGNIFICANCE

Reputedly established 1872 as a business and founded circa 1886 with the construction of a single-family dwelling on this site, the "Home of Marshall's Horseradish" is significant, under National Register Criterion A, because it calls attention to food processing for local consumption, a little-studied but important line of work in Des Moines during the late Nineteenth and early Twentieth Centuries. The "Home of Marshall's Horseradish" manufactured "Marshall's Horseradish" and "Marshall's Horseradish Mustard," popular local condiments in Des Moines. Three generations of the Marshall family owned and operated this business. During the period before large corporate food processors came to dominate the food industry, small, local operations such as breweries, soda pop bottlers, condiment manufacturers, and meat lockers provided the residents of Iowa communities with specialized foodstuffs. The "Home of Marshall's Horseradish" calls local attention to this phenomenon. Although the factory building is nonextant, other resources associated with the operation remain. They include the four residential lots, which comprised the site during its period of production, the Marshall House, the remains of a root cellar, and an automobile garage.

The period of significance, under Criterion A, for the "Home of Marshall's Horseradish" is circa 1886 to circa 1940, the years of production for which extant resources remain.

The property contains three resources for this nomination--the house, the garage, and the remains of the root cellar.

FOOD PROCESSING

Introduction

The "Home of Marshall's Horseradish" calls attention to food processing in Des Moines. Over the course of three generations, the Marshall family cultivated, manufactured, and marketed horseradish condiments. Although the agricultural fields were located elsewhere, the manufacturing and marketing operations of the business were headquartered on this property.

According to one local historian:

What did North Des Moines have? I remember some of the industries we had here. We had the old Marshall's Horse-radish place--acres and acres of horse-radish. The old bottling works down where the green house is now on Second Avenue. Gee! As a kid, at least as a boy, you wouldn't or couldn't belong to the gang until on your way to school you could pull up a horse-radish root and take a good-sized chunk out of it and eat it raw. I tried for 12 years. I never did join the club. (Pamham:5)

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 8 Page 10

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

Horseradish: Product and Process

Writing in 1911, one nationally-recognized expert within the food industry, noted that horseradish

is grown for its white, fleshy, very pungent roots, which are generally grated and mixed with vinegar for use as a condiment with oysters, meat, etc.

Grated Horse Radish is best when freshest--if exposed to heat and air, it rapidly loses its pungent characteristics. Jars and bottles in which it is put up should be hermetically sealed. When used without vinegar, it is best grated just before serving. (Ward:307)

This author also discussed other horseradish preparations, including horseradish sauce, horseradish vinegar, and horse radish powder. He recommended that "when grinding the root, it is advisable to use a meat chopper in order to save the eyes!" (*Ibid.*) From his description of grated horseradish, it can be seen that freshness constituted an important component in its enjoyment.

Unfortunately, the exact location of the Marshall horseradish fields has not been determined. Parnham implies at least some was grown in North Des Moines. Rosemary Rahm, the granddaughter of A. E. Marshall (the second generation proprietor of the business), believes some of the fields may have been located "north of town." (Rosemary Rahm Informant Interview) The fact that the Marshalls originally owned 160 acres of land around 2nd Place suggests that, at an earlier time, some of this land might have been as horseradish fields. Located in the floodplain of the Des Moines River, the soil there is very rich. A newspaper article, quoted below, states that A. E. Marshall cultivated ten acres of horseradish. Clearly the four residential lots featured in this nomination were of insufficient size. The present owner of that property has also noted that this land was rather marshy up until several years ago and not good for growing crops. (George W. Stish Informant Interview)

Although of a seasonal nature, growing the horseradish and processing it was labor intensive.

HORSERADISH AN INTERESTING CROP

A. E. Marshall, of Des Moines, supplies the city with horseradish that he grows and prepares for table use. He has a ten acre field that he plants with new roots every spring. By late fall this has grown to a size that justifies its digging, which is done with a specially designed plow. After it is plowed up it is thoroughly washed and run through the grinder. Vinegar is added and the bottling process follows. There is considerable skill required in keeping up the quality of the product because it soon loses its strength when ground into pulp if it is not bottled air tight. Mr. Marshall leaves some of his crop in the ground until the frost goes out in the spring. There is a bigger demand for the product at certain seasons of the year than at other times and the grower must take this into account and supply the market with fresh stock as needed. Marketing at the seasonable time is one of the problems that the grower must take into account if he expects to make a profit in the business. (Anonymous)

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 8 Page 11

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

Marketing

Marshall horseradish products were available through a variety of vendors. Probably the most common was the local grocer. Advertisements for Marshall products frequently referred to the grocer.

THANKSGIVING DINNER

Ask your grocer for Marshall's horseradish (Anonymous)

PATRONIZE HOME INDUSTRY

It is carried by all good grocers-- (Anonymous)

Although the grocer provided the standard venue for purchase, door-to-door vendors also sold Marshall products. For example, Elizabeth Clarkson Zwart fondly recalled in 1979 that:

Believe it or not, a man used to bring right to your kitchen door a bucketful of Marshall's fresh, HOT, home-grown and home grated horse-radish.

I don't remember what he ladled our share into. But I remember how I ladled my own share. (Zwart)

Marshalls also sold their products through the mail. This is attested by several printed mailing-labels, now owned by Rosemary Rahm, granddaughter of A. E. Marshall. It has been suggested that the Marshalls probably also sold horseradish root stock through the mail to people who wished to prepare their own horseradish or to grow the plant. (George W. and Elaine K. Stish informant interview)

As indicated in one of the newspaper feature above, it appears that the firm's market area was generally restricted to Des Moines. Marshall advertisements repeatedly urged Central Iowa residents to patronize local firms and boost the local economy. For example:

A. E. MARSHALL HORSERADISH

Mr. Marshall obtains the raw material here at home, employs much labor in the packing and distribution and their business activities are a contribution to the prosperity and progress of this part of the state. They aid in making of this district self-contained and the public owes them a debt of gratitude. (Anonymous)

WHEN

you buy a bottle of Marshall's horseradish you are helping Des Moines just that much. We own and operate the only exclusive horseradish factory in the state, growing our own

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 8 Page 12

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

horseradish on highly cultivated land thus assuring you of a quality that is seldom equaled but never excelled. Why not buy a bottle from your dealer today? Yours resp., A. E. Marshall. (Anonymous)

PATRONIZE HOME INDUSTRY

When you use this product you are helping to boost a Home Industry and to keep Iowa Money at Home. (Anonymous)

The Matter of the Label

A series of bottle labels remains one of the most tangible relics of the Marshall horseradish business.

The label is an important component in the marketing of a food product for several reasons. Because it provides the first visual impression of the product, the label should appear appealing on the grocer's shelf. The information contained on the label should also correctly represent the product. According to the American Grocer, a trade association, as quoted in a 1911 publication:

Every year improves the grade of the labels on all kinds of food and other grocery items, and by judicious purchases of suitable packages and good arrangement on the shelves, the appearance of a store can be very much improved. Some standard goods are put up under very plain labels, and especially those of slovenly appearance, generally indicate equal neglect in preparing the contents. . .

Experience teaches that consumers are quick to decide whether an article is wholesome or not, and if the exact nature of a food product is defined, a conclusion is much sooner reached than if its true character is concealed. (Ward:325)

How did the Marshall family products measure up to these desiderata?

Two different bottle labels survive from the firm's production. The label employed by James Marshall measured approximately 2" x 2". (See Continuation Sheet 8-20.) It pictures a draft horse centered on the label, with text surrounding on four sides. Printed in a carmine red color on pink paper, this label promised a "warranted strictly pure" product. It also provided contact information for the firm, including an address and the telephone number "Red 5712." Given the color of this label's ink and paper, it is clear that the color red was deemed appropriate for a product closely associated with fire. Although the circumstances surrounding the telephone exchange "red" are not presently known, the fact of this telephone exchange further emphasized the point, and possibly was selected for this purpose.

The later label, dating from A. E. Marshall's proprietorship, measures 1.5" x 3.5". The top of this label is canted slightly inward, so that it forms somewhat the shape of a bottle. (See Continuation

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section number 8 Page 13

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

Sheet 8-20.) The label's black typed text is printed on a fiery orange-red color. This visual clue promises a hot and tangy taste. The text itself reads:

Strictly
High Grade
Horse Radish
Mustard
(Net Weight 6 oz.)

The label also advertises its reliability and intimates customer satisfaction by its reference to purity. The text, "Put up by A. E. Marshall successor to James Marshall," prominently heralds the continuity, which two generations conveys. This label also provides the firm's address and telephone number for customers wishing to order directly from the firm. (As mentioned previously, shipping labels for the firm survive.)

The American consumer is a fickle animal. On the one hand, new products capture the public's imagination. On the other hand, tried-and-true products gain an everyday familiarity, and customers become attached to them. (A recent example of this is "Classic Coke"!)

Marshall's horseradish also experienced this phenomenon. For example, Elizabeth Clarkson Zwart wrote in a 1939 feature in her "Front Row" column:

The Marshall family has been putting up horseradish out at Second and/or Bluff streets since 1872--three generations of Marshalls in the horseradish business, as their labels shows.

That's 67 years of bottling horseradish--but I wish they would go back to the original label they used. . .

It's a charming old-pink label, with a fine picture of a horse in the middle of it.

Forty years later, Zwart returned to this subject. Exhibiting Iowa tenacity, she recalled her fondness for the long-ago label of a familiar household condiment.

Within this context, the "Home of Marshall's Horseradish" produced a locally important commodity over three generations that successfully fulfilled a market need.

MARSHALL FAMILY AND PROPERTY

The Marshalls, a family of local notables in eastern North Des Moines, contributed to the development of this section of the community as land owners, proprietors of a food processing business, and as long-time residents.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 14

CFN-259-1116

The "Home of Marshall's Horseradish," Polk County, Iowa.

James Marshall (1837-1917), founder of condiment Marshall's Horseradish, and Maria Marshall (1839-1919), his wife, purchased about 160 acres of land in this area in the 1880s from Benjamin F. Allen, the original purchaser from the U.S. Government. The Marshalls subsequently became the proprietors of two city plats laid out on this land--Marshall's Addition to the City of Des Moines and Marshall's Second Addition, which was platted in 1893. (See Continuation Sheet 7-5.) The time when the Marshalls purchased this land is inconsistent with the claim, quoted above, that the family had been manufacturing horseradish on this site since 1872. Claims to early beginnings are common in business. This inconsistency can be explained perhaps by this fact.

An 1895 advertisement in a local newspaper stated:

MARSHALL'S ADDITION

There is not on the market today as desirable convenient residence lots as in this Addition.

It adjoins Oakland on the South, Central Place on the West, and Bates' Addition on the East.

It is on the Belt Line, and is also easily reached by carriage over Bluff Street, or over the paved street on Sixth and Clark.

The Lots are 50x133 feet, and are in a delightful residence portion of the city.

It is within 10 minutes' walk of Oakland School and Three Church, and within 10 minutes drive from Walnut Street.

Lots can be had cheap and on easy terms from JAMES MARSHALL, who resides in the Addition. (*Des Moines Leader*, May 25, 1896)

Albert E. Marshall (1873-1937) was the son of James and Maria. Albert continued as the proprietor of the horseradish business and was assisted in it by his brother. Upon Albert's death, Elizabeth M. Marshall (1875-1953), his wife, lived in the Marshall House for several years. Albert's brother attempted to keep the horseradish business operating but was unable to make a go of it. In 1941, Elizabeth sold the property to George and Margaret Dayson. Later that year, the City of Des Moines purchased Lot 10 and Lot 11 in Marshall's Second Addition from the Daysons. George was employed by the City of Des Moines as a florist. He and his wife continued to live in the Marshall House on this property at 1546 2nd Place (City Directory 1943:172), indicating that the city had purchased it for employee living quarters.

The Des Moines Parks Department subsequently improved the nearby property by the construction of greenhouses, where plant material for municipal parks was propagated and raised. Located at 1538 Second Avenue, this facility also was known as the city nursery. (See Continuation Sheet 8-17.) Greenhouses were also constructed on the southwest corner of the intersection of College and 2nd Avenues and used by the Bach Floral Company. (City Directory 1943:881) This site has continued

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over the years to serve as a commercial floral establishment. Today, Doherty's Flowers is located at 1536 2nd Avenue, having constructed a new greenhouse and shop within the last several years. The father of the present owner took over the former city nursery and converted it into a retail floral establishment.

This succession of the generations of Marshalls in the horseradish business is complicated by other members of the family, who achieved local significance in their own right. For example, Ezra Marshall was another son of James and the brother of A. E. Ezra lived nearby. According to the 1889-1890 city directory, for example, he is shown residing at "w[est] 2[n]d bet Clark and State, North Des Moines." (City Directory 1889-90:377). The Sanborn fire insurance map of 1920 pictures the footprint of a now nonextant house at 1516 Bluff Street (as 2nd Avenue was then known). (Sanborn 1920:328) The setback of this house from the street and the large size of the building are nonconforming with its surroundings, strongly suggesting an earlier date of construction for it. It is thought that this building pre-dated the platting of this land and served as the family home of James Marshall. Ezra attended Iowa Business College in Des Moines and resided with his parents during this time. Ezra became an attorney and continued to reside and practice in Des Moines. He continued to reside in his family's home at 1516 Bluff Street (now known as 2nd Avenue). (City Directory 1889-90:377) He maintained his attorney offices also in that building.

In 1886-1887, Jacob F. Marshall is listed as a gardener, residing on Front at the northwest corner of Clark in North Des Moines. (City directory 1886-87:379) The same directory also lists James Marshall with the same occupation at the same address. In 1889-1890, Jacob F. Marshall and R. L. Blair operated in partnership a floral business known as Blair and Marshall. Their retail establishment was located at 322 7th Street and their greenhouse on 9th Street on the northwest corner of Mary Avenue. (City Directory 1889-90:216 and 377) Like Ezra, Jacob also studied at Iowa Business College. (City Directory 1886-87:379).

By the 1940s, many of the immediate members of the Marshall family had passed away or left the scene. In 1943, Elizabeth M. Marshall, widow of Albert, lived in Des Moines at 3815 Rollins Avenue, and Elizabeth Marshall, widow of Jacob, lived at 1067 21st Street. (City Directory 1943:417)

REPRESENTATION IN OTHER CULTURAL RESOURCES SURVEYS

This house was also surveyed in 1994 as part of the "Towards a Greater Des Moines" reconnaissance survey of Des Moines' Victorian suburbs. As one resource within the intensive survey of the River Bend neighborhood, (another part of this project), this property was evaluated as individually eligible, under Criterion A, for nomination to the National Register of Historic Places. The State Historical Society of Iowa concurred in this determination.

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POTENTIAL FOR HISTORICAL ARCHAEOLOGY

The site's potential for archaeological significance is, as yet, unevaluated. The exact location of the factory building might be identified and yield information. More information about the root cellar's construction might also be determined.

RECOMMENDATIONS FOR FURTHER RESEARCH AND REGISTRATION

The history of condiment manufacturing in Des Moines is a little-researched subject with the potential for many interesting and perhaps historically significant discoveries. Iowa's national and international role in food production lends credence to this possibility. The food products industry in Des Moines has included, for example, Tone Brothers, spice manufacturers, and Mrs. Clark's Foods, Inc. manufacturers of prepared salad dressings. Both firms are nationally recognized brands. In 1943, for example, two condiment manufacturers were listed in the city. They included Food Products Company at 1001 23rd Street and Sun Ray Salad Dressing at 1310 East Washington Avenue. (City Directory 1943:1079) This same publication listed, under "Food Products Manufacturers--Prepared" the following:

Clifford Hazel L Mrs 1161 24th
Frosted Foods Sales Corp 418 7th R722
General Foods Sales Co whse 824 Mulberry
Heinz H J Co 405 SW9th
Mansfield Products Co 940 65th
Mineral Research Inc 806 Walnut R406
Supplemental Foods Inc 919 Walnut R205
Watkins Products Co 1300 6th av

Source: Des Moines City Directory, 1943, p. 1088.

While some of these firms, such as Watkins Products Company, were distribution operations, others, such as Mrs. Hazel L. Clifford, were clearly of a food processing nature.

Further research might prove that the "Home of Marshall's Horseradish" is also significant under Criterion A within the context of community planning and development. The Marshall Family engaged in extensive agricultural pursuits in this section of North Des Moines in addition to their horseradish enterprise. These businesses included J. F. Marshall's floral business. This may have influenced the evolution of other agricultural-associated land use in and around this site. For example, the City of Des Moines' nurseries were built nearby. These nurseries later became Doherty's Flowers, a business which remains in operation on 2nd Avenue today.

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Marshall Horseradish Farm, Polk County, Iowa.

SECOND AVENUE

CIRCA 1934 LOOKING SOUTH AT FOREST AVENUE



This historical photograph places the Marshall House in context by depicting Second Avenue, the street immediately to its east, about 1934. Many elements of its neighborhood are evident. Concrete curbs and gutters are in place but the road itself lacks a hard-surface. This stretch of Second Avenue runs along the flood plain of the Des Moines River. Its flat topography is clearly evident and the richness of its soil can be imagined. The upland bluffs of North Des Moines, outside the picture to the left, begin west of Second Avenue, known formerly as "Bluff Street."

Source: Paul K. Ashby Photographic Collection, State Historical Society of Iowa, Des Moines.

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Marshall Horseradish Farm, Polk County, Iowa.

FACTORY BUILDING

NONEXTANT, LOOKING SOUTHWEST



The factory building was constructed sometime after 1920. (It is not shown in the fire insurance map of that year.)
The factory was probably razed after Elizabeth Marshall sold the property in 1941.

Source: Rosemary Rahm, Des Moines, Iowa.

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Marshall Horseradish Farm, Polk County, Iowa.

MARSHALL HOUSE

CIRCA 1920, LOOKING NORTHWEST



This photograph was taken between 1915 and 1921. The garage, pictured in the rear, was constructed in 1915, and the addition at the southwest corner of the house (not pictured in the photograph) was built in 1921.

Source: Rosemary Rahm, Des Moines, Iowa.

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Marshall Horseradish Farm, Polk County, Iowa.

MARSHALL CONDIMENT LABELS



Pictured in their actual sizes, the top label dates from James Marshall's period of production while the other dates from A. E. Marshall's later production. The horseradish label is printed in red ink on pink paper. The horseradish mustard label is printed in black ink on a fiery red-orange paper! Newspaper columnist Elizabeth Clarkson Zwart later lamented the loss of "the fine picture of a horse," when the one label was subsequently changed. Others questioned his appeal to the palette.

Source: Rosemary Rahm, Des Moines, Iowa.

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The "Home of Marshall's Horseradish," Polk County, Iowa.

BIBLIOGRAPHY

Please refer to Section I of the Multiple Property Documentation Form for complete bibliography.

PRIMARY

Anonymous local newspaper clippings. Scrapbook of Rosemary Rahm, Des Moines, Iowa.

"A. E. Marshall, Horse Radish"

"Horseradish An Interesting Crop"

"Patronize Home Industry, Use Marshall's Horseradish, It is Pure"

"Thanksgiving Dinner"

"When you buy a bottle of Marshall's horseradish you are helping Des Moines. . ."

Des Moines City Directory; 1886-87; 1889-90; 1899, 1920, 1943, 1954, 1962.

Sanborn Fire Insurance Maps for Des Moines, Iowa, for 1901 and 1920.

Zwart, Elizabeth Clarkson; *The Front Row* [feature column]; *Des Moines Register*; February 1979.

SECONDARY

Brigham, Johnson; *Des Moines, the Pioneer of Municipal Progress and Reform of the Middle West together with the History of Polk County, Iowa, the Largest, Most Populous and Most Prosperous County in the State of Iowa*; Chicago: The S. J. Clarke Publishing Company; 1911; 2 volumes.

Des Moines City Assessor's Office, City Assessor's Property Card.

McAlester, Virginia and Lee; *A Field Guide to American Houses*; New York: Alfred A. Knopf; 1984.

Page, William C., and Joanne R. Walroth; *Towards a Greater Des Moines: Early Suburbanization and Development, circa 1880-circa 1920*; Intensive cultural resources report prepared for and on file at the Des Moines Historic District Commission and State Historical Society of Iowa, Des Moines; 1992.

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Parnham, Harold; "Speech Given by Harold Parnham on the Occasion of the Seventy-Fifth Anniversary of Trinity Methodist Church"; Typewritten manuscript; On file at Trinity United Methodist Church and State Historical Society of Iowa, Des Moines, Iowa.

Rahm, Rosemary; Letter of Correspondence to Elaine K. Stish; Dated May 18, 1988.

Thank you for taking time to visit with me yesterday and showing me your home and gardens. I enjoyed it so much--and to think there is horseradish growing there again!

I am enclosing labels for the horseradish, used by the Great grandfather--James Marshall. I only have on label left for Horse Radish Mustard, used by my Grandfather--A. E. Marshall--and listing the 1546 - Second St. address. I'll bring the label to show you.

My Mom said that my Grandmother sold the house in 1941. My Grandfather died in 1936, and the business was continued for a short while by my uncle.

The window on the second story at the rear of the house looks the same in my picture, as on the house today.

Hope we can get together soon. My Mom and sister-in-law would love to come too. Thank you again. (Signed) Rosemary Rahm.

Stish relates that Mrs. Rahm's mother and sister-in-law subsequently visited the Marshall property.

Ward, Artemas; *The Grocer's Encyclopedia*; New York; Stationers' Hall; 1911.

ORAL HISTORY

Rahm, Rosemary; Informant interview with William C. Page; October 5, 1997. Rahm is the granddaughter of A. E. Marshall. She shared genealogical information about the Marshall family and data from her collection of Marshall Horseradish Farm memorabilia.

Stish, George W. (Jr.) and Elaine K. Stish; Informant interview with William C. Page; September 24, 1997. Mr. and Mrs. Stish have lived on the Marshall property since their purchase of it in 1986. They shared information about the property learned from interviews with Marshall relatives and their study of the site.

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The "Home of Marshall's Horseradish," Polk County, Iowa.

VERBAL BOUNDARY DESCRIPTION

Lots 10, 11, and 12 in Marshall's Second Addition in the City of Des Moines, Iowa.

BOUNDARY JUSTIFICATION

Contains all land associated historically with the homegrounds for this resource. The agricultural fields, where the horseradish was grown, have been excluded from this nomination because their location is unknown.

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LIST OF PHOTOGRAPHS

1. The "Home of Marshall's Horseradish"
1546 2nd Place
Des Moines, IA 50314
Looking northwest
William C. Page, Photographer
June 10, 1997

2. The "Home of Marshall's Horseradish"
1546 2nd Place
Des Moines, IA 50314
Looking northwest
William C. Page, Photographer
June 10, 1997