

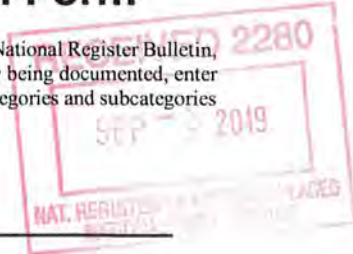
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United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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.



### 1. Name of Property

Historic name: Parker's Dairy Palace  
Other names/site number: Parker's Dairy Queen, DE CRS# N14739  
Name of related multiple property listing: N/A

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

### 2. Location

Street & number: 2 Jay Drive  
City or town: New Castle State: DE County: New Castle County  
Not For Publication:  Vicinity:

### 3. State/Federal Agency Certification

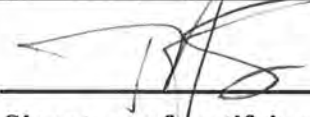
As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination \_\_\_ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural 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 at the following level(s) of significance:

\_\_\_ national \_\_\_ statewide X local

Applicable National Register Criteria:

X A \_\_\_ B X C \_\_\_ D

|  |   |
|--|---|
| <br>_____<br><b>Signature of certifying official/Title:</b> | SHPO<br>8/30/2019<br>_____<br><b>Date</b>                           |
| _____<br><b>State or Federal agency/bureau or Tribal Government</b>  |   |
| In my opinion, the property ___ meets ___ does not meet the National Register criteria.<br>_____<br><b>Signature of commenting official:</b>   |   |
| _____<br><b>Date</b>   |   |
| _____<br><b>Title :</b>  | _____<br><b>State or Federal agency/bureau or Tribal Government</b> |

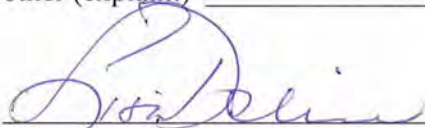
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**4. National Park Service Certification**

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

  
Signature of the Keeper

10/15/19  
Date of Action

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

**Category of Property**

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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**Number of Resources within Property**

(Do not include previously listed resources in the count)

| Contributing      | Noncontributing   |            |
|-------------------|-------------------|------------|
| <u>1</u>          | <u>          </u> | buildings  |
| <u>          </u> | <u>          </u> | sites      |
| <u>          </u> | <u>          </u> | structures |
| <u>          </u> | <u>          </u> | objects    |
| <u>1</u>          | <u>          </u> | Total      |

Number of contributing resources previously listed in the National Register 0

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**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/Specialty Store/Roadside Ice Cream Stand

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**

(Enter categories from instructions.)

COMMERCE/Specialty Store/Roadside Ice Cream Stand

\_\_\_\_\_  
\_\_\_\_\_

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

OTHER/Roadside Commercial

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**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: Concrete-block, glass, brick

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

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#### Summary Paragraph

Parker's Dairy Palace, built in 1954, is a drive-in, soft-serve ice cream stand located at 2 Jay Drive in suburban New Castle vicinity, New Castle Hundred, New Castle County, Delaware. Measuring just 630 square feet of interior floor space, it is a one-story, rectangular building constructed predominantly of concrete-block, with a prominent mid-century modern "visual front" glass façade incorporating the front third of the building. It has a flat roof, featuring extended, rounded eaves and an aluminum awning at the façade, which wraps nearly halfway around either side. The roof is topped by a projecting neon sign, which features a large, tiled ice cream cone—a relic from the building's roots as a Dairy Queen. Fronting Basin Road (DE 141/US 202), the building is sited just northeast of the New Castle County Airport and a half mile northwest of the intersection with DuPont Highway (US 13). Jay Drive runs from Basin Road along the northwest side of the lot and serves as an access road for two neighboring mid-twentieth century residential subdivisions, Chelsea Estates and Wilmington Manor. Parker's Dairy Palace is representative of mid-twentieth century vernacular commercial roadside architecture, as well as a specific building form designed for Dairy Queen from the late-1940s through the early 1960s. Due to little alteration since it was constructed in 1954, Parker's Dairy Palace retains a high degree of historic integrity including setting, location, workmanship, materials, design, association, and feeling.

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## Narrative Description

Parker's Dairy Palace is situated adjacent to the northbound lanes of Basin Road (DE 141/US 202), set close to this busy, four-lane thoroughfare near the intersection with Jay Drive. Standing alone on a large corner lot, it offers vehicle access via Jay Drive to the northwest of the building and from Basin Road near its southeast elevation. It is surrounded by an asphalt parking lot, with poured concrete immediately around the building. Bright yellow concrete bollards stand along the front and side elevations, protecting both the building and the customer waiting area at the front of the building. The exterior of the concrete-block building is parged and painted white, except for its front third, which consists of a window wall of large plate glass in metal framing, wrapping from the façade around to the side elevations, with two customer service window bays at the facade. A low brick foundation wall trims the full facade at ground level and runs partially around each side elevation underneath the glass window wall. The flat roof features overhanging eaves and suggests a flair of Streamline Moderne design in its rounded profile. Its iconic neon "Dairy Palace" sign, which extends outward with a tilted ice cream cone from the center of the roof at the façade, is a holdover from its early days as a Dairy Queen. Once the Parkers severed their ties with the company and officially changed the name of the business to Parker's Dairy Palace, "Palace" replaced "Queen" in a different yet complimentary font, and the cone was repainted to obscure embossed "DQ" company symbols. Dairy's Queen's distinctive curled ice cream tip—the slogan had been "The Cone with the Curl on Top"—was also snipped to further distinguish it from its former parent company.

### *Southwest Elevation (Front)*

The symmetrical façade features a glass window wall with two customer service window bays, creating a visual front. The window wall is composed of large fixed plates of glass, which angle outward conservatively from bottom to top. The walk-up customer service windows are incorporated into the visual front, each containing a sliding vinyl window, with a sliding two-light vinyl window above for ventilation, and a rectangular fixed pane at the top. At the base of each service window rests a rounded-edge, metal counter extending outward. A low brick wall runs around the base of the building along the full façade and continues under the window wall on the northwest and southeast elevations. There are three stretcher courses of brick, topped by a single course of rowlock.

### *Northwest Elevation*

The window wall of large plate glass continues from the facade, effectively wrapping the visual front around to the northwest elevation. The low brick wall continues from the façade and runs under the glass window wall. Towards the rear of the building and positioned near the ceiling are two bays, each containing a small, sliding vinyl two-light window (to light the interior rear storeroom and work spaces and provide ventilation), consistent in size and material to those at the façade above the service windows.

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### *Northeast Elevation (Rear)*

Only a single, centered opening is located on this elevation: a painted metal door with a vinyl-covered transom, which contains an opening for a louvered metal vent. This is the sole access point to the interior of the building. As on the other elevations, the wall surface is parged concrete-block, and the roof overhangs the rear wall approximately four feet, creating a covered entryway for workers.

### *Southeast Elevation*

The window wall of large plate glass continues from the facade, effectively wrapping the visual front around to the southeast elevation. The low brick wall continues from the façade and runs under the glass window wall. Towards the center and rear of the building and positioned near the ceiling are three bays, each containing a small, sliding two-light metal window (which would light the interior storeroom and work spaces and provide ventilation but are currently closed-in), consistent in size with those located on the façade and northwest elevations.

### *Interior*

The interior is divided into two main sections, with a transverse, non-load-bearing wall segregating the two areas: a well-lit and publicly-visible customer service area at the front third of the building, and a storeroom and work area with partitions at the rear. A center passage divides the storeroom longitudinally and connects it to the service area at the front. There is no customer access to the interior of the building.

Upon entering the Dairy Palace from the northeast (rear) elevation, there is a doorway to the right along the northwest elevation, which opens into a small space with a sink. Just beyond this space, through another door, is a bathroom, lighted by the window located in the first or northernmost bay of the northwest elevation. Continuing to the southwest along the northwest elevation, there is a commercial kitchen area with a multi-basin sink and stainless-steel food preparation counters and shelves. The window in the second bay of the northwest elevation lights this area. Adjacent is a large, Uniflow brand walk-in freezer, which is original to the building.<sup>1</sup> On the freezer's left side, along the center passage, is a makeshift office space containing shelving, a telephone, and a dry erase board, with paper memos hanging by magnets on the side of the freezer. Across the center passage, the northeast side of the storeroom is partitioned with wire mesh and wooden framing and serves mainly as an inventory storage area with built-in shelving, plus a stand of metal lockers for employee use. The three bays on the southeast elevation, though currently closed-in on the exterior, are visible from the interior and retain their original two-light metal windows.

The southwest front third of the building—constituting the publicly-visible customer service area—is accessed via a central opening in the interior transverse wall, with plain wooden trim and a transom with wooden lattice. Two additional transom openings, featuring the same wooden

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<sup>1</sup> Joy A. Parker (owner of Parker's Dairy Palace), conversation with author, October 10, 2018.

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lattice, run along the ceiling on either side of the door in the interior wall. These transoms would have originally provided much needed ventilation in the small facility with few windows for a business operating mainly during the hottest months of the year and in an era before air conditioning was commonplace. Within the service area, stainless-steel food preparation counters run along the perimeter to the northeast, with a gelati machine and soda fountain to the rear west side of the room. A stainless-steel workstation is positioned at the center of the space, with multiple handwashing sinks on the side closest to the storeroom and a refrigerator cabinet on the side closest to the serving area. To each side is a soft-serve ice cream machine with built-in freezer and a rolling cart housing an ice cream cone dispenser. The southwest interior wall features two customer service windows, with stainless-steel counters spanning from the windows into the service area, and extending between the two windows. There is a single wooden drawer located below the counter at each window. Housed below the center counterspace are various individual containers for ice cream toppings. In the window space in front of where the toppings are housed is the original menu board. At either end of the counter, to the far west and south corners, are custom-made, built-in wooden stands with three shelves and a desk top for employee workspace. The confined customer service space necessitates a spatially-efficient operation, which is evidenced in its effective arrangement.

### **Integrity**

Parker's Dairy Palace is considered an increasingly rare surviving example of mid-twentieth century commercial roadside architecture in New Castle County, Delaware, because of its high degree of integrity, especially along this well-traveled and expanded public thoroughfare. This type of building is ephemeral by nature and of a category least likely to be preserved, as transitioning businesses that fill these sort of spaces are apt to alter the appearance for visual read.<sup>2</sup> The "Historic Context for Evaluation of Commercial Roadside Architecture," prepared for the Delaware Department of Transportation in 1992, noted that, at the time of publication, most post-World War II roadside sites were less than 50 years of age and thus not eligible for recognition in the National Register of Historic Places. The report cautioned that, by the time of eligibility, "few of the best examples of certain property types may remain extant" and that it was "important that outstanding examples of endangered properties be recognized before they are lost."<sup>3</sup> Due to their inherent close proximity to roads, these commercial buildings are intrinsically threatened by the creation of additional travel lanes, road realignment, the expansion of roads into highways, and thereby the construction of highway interchanges. In fact, intersections of major roads were among the most prime locations for early commercial roadside buildings, easily accessible and conspicuous to a greater number of motorists. Unfortunately, their location along the busiest thoroughfares has posed a preservation challenge, as heavily-trafficked routes have required expansion to meet the demands of increased vehicular traffic—resulting in frequent demolitions of vulnerable roadside sites. Franchise owners of roadside chains would also inevitably face pressures from parent companies to modernize and redevelop older buildings to meet evolving

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<sup>2</sup> Chester H. Liebs, *Main Street to Miracle Mile: American Roadside Architecture* (Boston: Little, Brown and Company, 1985), 225.

<sup>3</sup> Elizabeth Rosin and Martha H. Bowers, "Historic Context for Evaluation of Commercial Roadside Architecture," Delaware Department of Transportation, Archaeology Series No. 99 (Cultural Resource Survey of U.S. Route 113, Milford-Georgetown, Sussex County, Delaware, 1992), 25.

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specifications (as the Parkers experienced with Dairy Queen by 1970). While some commercial roadside examples withstand the passage of time and redevelopment pressures, many are lost.

Parker's Dairy Palace possesses a high level of integrity of location, setting, design, materials, workmanship, feeling, and association. For all of these criteria, it also meets or exceeds the standards identified in the Delaware Department of Transportation report.<sup>4</sup> Of particular note is that context's statement that "the association with the automobile as seen in a property's location and setting are intrinsically important to roadside architecture," emphasizing the inclusion of "direct access to an improved road in a setting that incorporates the automobile as evidenced by a drive court and/or on-premises parking."<sup>5</sup> That the Dairy Palace property retains its general configuration and layout, in addition to retaining much of its original design and early fabric, further enhances its integrity as an intact commercial roadside architecture site.

**Location:** Parker's Dairy Palace retains its original location at the intersection of Jay Drive and Basin Road (DE 141/US 202), surrounded by its own parking lot, with access from both Jay Drive and Basin Road.

**Setting:** Parker's Dairy Palace retains a high level of integrity of setting. The landscape of which it is a part has changed little since its construction in 1954—the suburban neighborhoods to its north and northeast were newly developed at the time Parker's Dairy Palace was built, and the New Castle Airport to its west across Basin Road was also extant. Basin Road was then, too, an arterial road running between New Castle and points north, serving as a western bypass of the City of Wilmington. While this section of Basin Road is part of an historic roadway along which numerous farms, ranging in size from 30 to 350 acres, had been established prior to the late-nineteenth century, twentieth century highway construction and the resulting suburban development transformed the area, most drastically between the years leading up to and the decade following World War II.

**Design:** Parker's Dairy Palace retains a high level of design integrity. No significant alterations to the exterior or interior of the building have occurred. The Delaware Department of Transportation context for commercial roadside architecture indicates that "the original design of a property should be visible in the plan and form of the building" and that its "original function (restaurant, service station, auto show room, motel) should be identifiable, as should the company if the property belonged to an architecturally standardized chain (such as a Texaco or Gulf gas station or a Howard Johnson restaurant)."<sup>6</sup> The Dairy Palace building remains clearly identifiable in plan and form as a type of early building executed by Dairy Queen franchisees.

**Materials:** Since its construction in 1954, few material changes have occurred to the building. Except for the replacement vinyl service windows at the façade and replacement vinyl windows on the northwest elevation, the materials are original. Though the vinyl windows, installed c. 2000,

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<sup>4</sup> Rosin and Bowers, 25-26.

<sup>5</sup> Rosin and Bowers, 25.

<sup>6</sup> Rosin and Bowers, 26.

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are not original to the building, they are consistent with and sympathetic to the original design and materials used.

**Workmanship:** Parker's Dairy Palace has a high level of integrity of workmanship, including the glass window assemblies that create the important "visual front" for this roadside building, as well as the still-functioning neon sign atop the roof.

**Feeling:** Parker's Dairy Palace retains high integrity of feeling. Besides the continued rush of automobile traffic just a few feet away from its service windows, and the consistent arrivals and departures of customers by automobile, the business evokes a palpable sense of place in its community and serves as what sociologist Ray Oldenburg coined a "third place"—defined as a community gathering space outside of home (first place) and work (second place) that serves as a social hub and contributes to the development of a sense of community.<sup>7</sup>

**Association:** Parker's Dairy Palace has a high level of integrity of association. Still owned by the Parker family who took over the operation in 1956 (first by lease, later by purchase), it is an increasingly rare example of a mid-twentieth century commercial roadside business in New Castle County that survives adjacent to the mid-twentieth century subdivisions that have long provided much of its customer base.

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<sup>7</sup> Ellen Dunham-Jones and June Williamson, *Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs* (Hoboken, NJ: John Wiley & Sons, Inc., 2009), 59-60.

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## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes 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" in all the boxes that apply.)

- 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 old or achieving significance within the past 50 years

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**Areas of Significance**

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

TRANSPORTATION

RECREATION

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1954-1970

\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1954 (date of construction)

1970 (end date of Dairy Queen franchise)

\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Parker's Dairy Palace is eligible for listing in the National Register of Historic Places under Criterion A as part of the post-war, automobile-driven, suburban development outside of the City of Wilmington during the 1950s. The Dairy Palace is also eligible for listing under Criterion C for its distinctive mid-twentieth century commercial roadside architecture. It is illustrative of several national building trends and is representative of a specific building form executed by Dairy Queen company franchisees from the late 1940s until the early 1960s. This property is eligible at the local level with a period of significance ranging from 1954 to 1970, at which time the Parkers separated from Dairy Queen and began an independent business as a direct result of company pressures to modernize the building and which ultimately preserved the historic integrity of the Dairy Palace.

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**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

### **Criterion A**

#### **Rise of Roadside Restaurants in the Mid-Twentieth Century**

In the course of one decade, between 1950 and 1960, the population of suburban New Castle County nearly doubled, with an increase of more than 100,000 residents.<sup>8</sup> As people migrated from the city to the suburbs, new businesses sprung up to serve their needs, including all manner of stores, automobile service stations, and eateries.<sup>9</sup> Parker's Dairy Palace is a surviving product of the post-World War II, automobile-driven suburbanization of New Castle County, which dramatically altered the landscape of northern Delaware. Before this era, during the earliest suburban development in the first part of the twentieth century, new settlements were mostly limited to streetcar suburbs sited along a few trolley lines extending from the City of Wilmington. However, between 1940 (just prior to the U.S. entering World War II) and 1957 (the year after the Parkers leased the Dairy Queen), automobile ownership in the United States had doubled, from about 27 million to 54 million vehicles owned.<sup>10</sup> The post-World War II years witnessed a tremendous expansion of housing into rural areas, which had previously been out of practical reach for most people.<sup>11</sup> Many of these new suburbanites were veterans and their young families buying homes through the Servicemen's Readjustment Act of 1944, known as the GI Bill, "which created

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<sup>8</sup> "City's Population Drops to 94,262 as County's Soars," *Journal-Every Evening* (Wilmington, DE), May 23, 1960 (Newspapers.com).

<sup>9</sup> Susan Mulchahey Chase, David L. Ames, and Rebecca J. Siders, "Suburbanization in the Vicinity of Wilmington, Delaware, 1880-1950+/-: A Historic Context," Center for Historic Architecture and Engineering, University of Delaware, 1992, 2.

<sup>10</sup> Based on statistics from the USDOT Federal Highway Administration.

<sup>11</sup> Chase, Ames, and Siders, 14.

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a Veterans Administration program to help the sixteen million soldiers and sailors of World War II purchase a home.”<sup>12</sup> This, along with other New Deal-era mortgage reforms, furthered the post-war urban exodus—creating demand for both new housing and new commercial enterprises to serve the growing (and mobile) suburban populations.<sup>13</sup>

Roadside food stands were one of the first and most common types of commercial ventures to appear on the landscape as a result of the automobile—and Americans’ increased ownership and dependence on them—as a means of transportation. The earliest forms tended to be basic wooden sheds set up by farmers selling their produce on the side of the road to traveling motorists.<sup>14</sup> As road networks grew and motoring increased, more and varied dining options developed along the roadside to meet consumer needs, including family-style, dine-in restaurants and drive-ins. Roadside dining options were typically less formal than their counterparts downtown, while offering speedier service and—perhaps most fundamentally—off-street parking for customers who were now automobile-reliant.<sup>15</sup> Parker’s Dairy Palace, originally a Dairy Queen franchise, is illustrative of this roadside dining trend—a drive-in/walk-up soft-serve ice cream stand serving both pass-through motorists and local customers in the developing suburban neighborhoods nearby.

### **Screaming for Ice Cream: When Dairy Queen was King**

Parker’s Dairy Palace originally opened as a Dairy Queen in 1954, first licensed to Ernest Overby. Dairy Queen traces its roots to the late 1930s, when father-and-son team J. F. and H. A. McCullough, who owned the Homemade Ice Cream Company of Green River, Illinois, began exploring the marketability of soft ice cream.<sup>16</sup> They preferred the flavor and texture of this creamier, fresh product as opposed to the traditional hardened, frozen variety, and after some experimentation, decided to test a version with consumers. In collaboration with one of their ice cream retailers, businessman Sherb Noble, they offered a special sale of soft-serve ice cream on August 4, 1938—which resulted in 1,600 servings sold in just two hours. After this success, the McCulloughs actively sought a device that would be able to produce the soft-serve variety to make it available for regular sale. They discovered a machine patented by Harry M. Oltz of Hammond, Indiana, and, with a few modifications, began manufacturing these freezer-dispensers.<sup>17</sup> In 1940, Noble opened the first Dairy Queen in a storefront in Joliet, Illinois.<sup>18</sup> The McCulloughs opened their own shop the following year in Moline, Illinois, and Noble launched a handful of additional

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<sup>12</sup> Kenneth T. Jackson, *Crabgrass Frontier: The Suburbanization of the United States* (New York: Oxford University Press, 1985), 204.

<sup>13</sup> Chase, Ames, and Siders, 81.

<sup>14</sup> Rosin and Bowers, 16-17.

<sup>15</sup> Rachel M. Kennedy and William J. Macintire, “Roadside Architecture of Kentucky’s Dixie Highways” (Kentucky Heritage Council, 2004), 16-17 (<https://heritage.ky.gov/historic-places/Pages/roadside-architecture.asp>).

<sup>16</sup> John A. Jakle and Keith A. Sculle, *Fast Food: Roadside Restaurants in the Automobile Age* (Baltimore: The John Hopkins University Press, 1999), 186.

<sup>17</sup> Jeri Quinzio, *Of Sugar and Snow: A History of Ice Cream Making* (Berkeley: University of California Press, 2009), 192-193.

<sup>18</sup> “Joliet makes site of 1<sup>st</sup> Dairy Queen a landmark,” *Daily Herald* (Chicago, IL), January 1, 2011 (<https://www.dailyherald.com/article/20101231/news/101239886/>).

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locations in several cities outside of Chicago. Though World War II stalled the company's expansion, its post-war growth was dramatic—between 1946 and 1953, Dairy Queen jumped from less than two dozen stores to 2,500.<sup>19</sup> The majority were seasonally operated, closed during the winter months.<sup>20</sup>

### **Dairy Queen, Dairy Palace: Adopting and Adapting a Franchise**

In 1956, Joyce and Vincent Parker began operating the Dairy Queen at 2 Jay Drive. The Parkers were experienced in the ice cream business, having operated a Dairy Queen store in Seaford, Delaware, during the summer of 1955 and, prior to that, assisted Vince's brother Charlie in the operation of the bayside Dairy Queen in Lewes, which opened in 1954.<sup>21</sup> The Parker's later leased a second Dairy Queen location at 3060 New Castle Avenue, just a few miles away from their Basin Road location.<sup>22</sup> Parker's Dairy Queen operated as a franchise until 1970, when, due to corporate policy changes issued by Dairy Queen—including pressure to modernize the building to then current standards—the Parkers severed their ties with the company and officially changed the name of the business to Parker's Dairy Palace.<sup>23</sup> Dairy Queen removed the franchise-licensed machinery, but the Parkers purchased their own equipment and—in addition to previous offerings—introduced chocolate soft-serve, as well as hot dogs, which the Dairy Queen chain had not allowed. Joyce Parker handled the day-to-day operations of the Dairy Palace, while her husband, Vince, a Korean War veteran, worked during the day as a teacher at West Park Elementary School in nearby Newark. Their daughter, and the current owner, Joy Parker, officially began working for the family business at age 14 and took over operations in 2000.<sup>24</sup>

The Dairy Palace, now open for more than 65 years and operated by the same family since 1956, has become something of an institution in the local community. The Parkers sponsored at least two neighborhood Little League teams—the Chelsea Cardinals and the Chelsea Redbirds—which, for a time, played in a baseball field that was located just to the east, behind the store.<sup>25</sup> The Parkers pride themselves on knowing regular customers both by name and favorite ice cream flavor. Parents and grandparents who grew up visiting the Dairy Palace now take their own children and grandchildren to the same spot—not solely for the ice cream itself but for the feeling of nostalgia it evokes. A vignette from a local newspaper captures that community attachment: even 25 years ago, during the winter of 1993-1994, while workers repaired the roof, several people stopped at the Dairy Palace to voice their concern and to ask that no changes be made. “They have been

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<sup>19</sup> Philip Langdon, *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants* (New York: Alfred A. Knopf, Inc., 1986), 68.

<sup>20</sup> Jakle and Sculle, *Fast Food*, 186-187.

<sup>21</sup> The location of this early Dairy Queen building is unclear but may be the same location as the current Seaford Dairy Queen Grill & Chill, which is a more modern building at the intersection of U.S. 13 and Middleford Road. The Lewes Dairy Queen building survives and continues to operate as a Dairy Queen franchise, located at U.S. 9 and Bay Avenue, but has been highly altered and features a gable-front façade.

<sup>22</sup> While this early Dairy Queen building survives, it has been highly altered and operates at present as New York Fried Chicken.

<sup>23</sup> Joy A. Parker (owner of Parker's Dairy Palace), conversation with author, October 10, 2018.

<sup>24</sup> Victor Greto, “Frozen in Time,” *Sunday News Journal* (Wilmington, DE), June 25, 2006 (Newspapers.com).

<sup>25</sup> Greto, “Frozen in Time.”

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coming here since they were teeny tiny bits, and they want to keep it the same,' Joyce Parker told *The News Journal*. "It's like a landmark."<sup>26</sup>

Indeed, in *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*, Philip Langdon captures the appeal of the Dairy Queen—and other roadside ice cream stands and eateries like it—to children and adults alike:

To children, who spent much of their time in the monumental realm of schools, libraries, churches, and other intimidating institutions, a diminutive Dairy Queen was a relief. The older chains specializing in hard ice cream...occupied conventional stores where service took place inside, where there were rules, written or unwritten, about how noisy a person could be, where to sit or stand, and other aspects of behavior. Such regulations of daily life become second nature to adults, but to young children and adolescents, interiors can be uncomfortably constricting, and refreshment stands offered the attraction of a much freer outdoor environment. Everyone but the employees stayed outside the building, in an informal atmosphere. At the Dairy Queen, people relaxed on summer evenings under a fluorescent-lighted overhang, watching as the ice cream flowed from stainless steel machines into a succession of ice cream cones.... The parking lot provided an uninhibited area for socializing. Not only was this a friendly, entertaining place for young children and a relatively unrestrictive environment for teenagers; it was also comfortable for parents, who didn't have to worry about how they were dressed or whether their children would be quiet.<sup>27</sup>

The Dairy Palace has served as exactly this sort of comfortable retreat—and as a focal point for the local community—for two-thirds of a century.

## Criterion C

### *Roadside Design: Accommodating & Appealing to Automobile Consumers*

The Delaware Department of Transportation report on early roadside architecture in Delaware notes that the sudden "pervasiveness of the car in American culture," especially after World War II, was evidenced by the stunning "speed with which the automobile was integrated into architectural designs."<sup>28</sup> John A. Jakle and Keith A. Sculle, in *Remembering Roadside America: Preserving the Recent Past as Landscape and Place*, also address how "America's embrace of the automobile, and the important changes in landscape and place that accompanied it, is of fundamental historical significance" to twentieth-century American history.<sup>29</sup>

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<sup>26</sup> Esteban Parra, "Soft-Serve Summer," *The News Journal* (Wilmington, DE), July 14, 1994 (Newspapers.com).

<sup>27</sup> Langdon, 70-71.

<sup>28</sup> Rosin and Bowers, 18.

<sup>29</sup> John A. Jakle and Keith A. Sculle, *Remembering Roadside America: Preserving the Recent Past as Landscape and Place* (Knoxville, Tennessee: The University of Tennessee Press, 2011), 4.

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The design and spatial layout of the Dairy Palace property, though of a type highly familiar to us today (especially for “fast food” and other “drive-thru” enterprises), employed a relatively new approach to arranging commercial space and attracting customers. One of the biggest differences for new roadside businesses along highways, versus their traditional counterparts on downtown Main Streets, was the prioritized accommodation of the automobile. The design of roadside architecture was often as much about the site layout and visibility as the actual architecture of the building. While parking had often been a challenge for densely-settled Main Street business districts, the developments along new roads and highways offered plenty of off-street parking space, whether at service stations, motels, or restaurants. The average size of commercial lots grew substantially to accommodate at least a drive court, and often a large parking lot, with most businesses able to offer customers ample parking alongside or behind their buildings. Noted architectural historian Richard Longstreth, in his look at nascent, automobile-related transformations of commercial spaces in Los Angeles, observes the commonplace (but often overlooked) role of parking lots in changing the way Americans shopped and ate:

The exterior space, the parking lot, appears amorphous, but is in fact carefully calculated to accommodate the motor vehicles of customers, staff, and delivery personnel alike—while moving and while stationary—with efficiency and convenience. The requirements of this space weigh heavily in the selection of the site and in the configuration of the building, which in many cases occupies but a small portion of the acreage. While not accorded any stature by the public, even if it is adorned with landscaping and other embellishments, the large open space is considered absolutely essential by consumers. Without it, they would not come. There would be no store.<sup>30</sup>

### **Roadside Architecture & Dairy Queen Design**

The architecture found on these new, automobile-friendly, roadside lots tended to be forward-looking and modernistic, but also economical and pragmatic. Historian Chester H. Liebs, in his seminal text, *Main Street to Miracle Mile: American Roadside Architecture*, notes that:

[T]he programmatic imperatives of curb-side architecture—to attract and then accommodate as many cars as possible in varying climates for the lowest possible investment—led to the development of a distinctive drive-in restaurant building type consisting of a rectangular or circular building capped by a giant sign or illuminated pylon, around which customers parked their cars like spokes radiating from the hub of a wheel.<sup>31</sup>

Dairy Queen architecture, like many post-World War II chain restaurants, tended to combine all of the above features, resulting in small ice cream stores that were accessible, visible, and modern. This model incorporated specific design tactics for roadside businesses—strategic siting and building placement, increased parking, flashier signage, and shifts in the overall construction and form of the buildings, including a new feature called the “visual front.” An informal survey of

<sup>30</sup> Richard Longstreth, *The Drive-In, the Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914-1941* (Cambridge, Massachusetts: The MIT Press, 1999), xiii.

<sup>31</sup> Liebs, 210-211.

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early Dairy Queen buildings (locating surviving examples and studying vintage company advertisements) reveals that those built from the late 1940s into the early 1960s were of an archetypal form, of which Parker's Dairy Palace is a prime example.<sup>32</sup> The building design, siting, and specific features—modest and straightforward though the package may seem, especially as compared to the whimsical “Googie” style architecture or exaggerated later modernist forms—makes for quintessential mid-century roadside architecture.

The design of the early Dairy Queen prototype is based on the blueprints from the McCulloughs' original store in Moline, Illinois, but may have also been influenced by Harry Oltz, who patented the freezer-dispenser machine that the McCulloughs initially adopted for the Dairy Queen franchise.<sup>33</sup> Oltz was also a franchise holder and operated a Dairy Queen in Miami, Florida, and the design of his building may have been influential, directly or indirectly, to other early Dairy Queens. A 1947 Dairy Queen in Charlotte, North Carolina—and several others in the area—were reportedly built based on plans provided by Oltz that were used in the construction of his Miami store.<sup>34</sup> The design of the 1947 Dairy Queen in Charlotte is similar in style to the Dairy Palace and others built like it, though with some variation in the form.

A Dairy Queen constructed in Olympia, Washington, in the same style as the Dairy Palace (but built five years earlier in 1949), was designed by architect Joseph Wohleb.<sup>35</sup> <sup>36</sup> However, Wohleb evidently designed the building around fairly precise specifications circulating within the Dairy Queen company, as at least some locations that were constructed in 1948, prior to the Olympia building, are also of the same style and plan—among them, stores in Beatrice, Nebraska;<sup>37</sup> Freeport, Illinois;<sup>38</sup> and Salem, Oregon.<sup>39</sup> An announcement for the opening of the Salem location declares, “All of the buildings are on the same specifications and all are of the drive-in type.”<sup>40</sup> Plans for a Dairy Queen in Greenville, Pennsylvania, in 1952, called for “a building 20 by 34 feet of the usual Dairy Queen style” and noted that “the remainder of the 75 by 100-foot plot will be blacktopped.”<sup>41</sup> A 1952 newspaper article highlighting Oltz and his son Harold Oltz—then Dairy Queen corporation President and Executive Vice President, respectively—mentions how franchise

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<sup>32</sup> Informal survey of early Dairy Queen stores was conducted using digitized newspaper archives at Newspapers.com and Google Street View to assess extant examples.

<sup>33</sup> Caroline H. Otis, *The Cone with the Curl on Top: The “Dairy Queen” Story* (Minneapolis: International Dairy Queen, Inc., 1990), 59.

<sup>34</sup> William H. Huff, untitled historical significance report for Dairy Queen located at 2160 Wilkinson Boulevard, Charlotte-Mecklenburg Historic Landmarks Commission, 1985 (<http://landmarkscommission.org/wp-content/uploads/2018/03/Dairy-Queen-Historical-Significance.pdf>).

<sup>35</sup> “Mid-Twentieth Century Olympia: A Context Statement on Local History and Modern Architecture, 1945-1975,” City of Olympia Heritage Commission, Olympia, Washington, April 2008 (<http://olympiawa.gov/~media/Files/CPD/Hist-Preservation/MAContextStatementAPRIL2008reformatted.pdf>).

<sup>36</sup> “Dairy Queen building/site of Washington Equal Suffrage Association,” Olympia Historical Society and Bigelow House Museum, Olympia, Washington (<https://olympiahistory.org/dairy-queen-buildingsite-of-washington-equal-suffrage-association/>).

<sup>37</sup> Dairy Queen advertisement, *Beatrice Daily Sun* (Beatrice, NE), June 3, 1948 (Newspapers.com).

<sup>38</sup> Dairy Queen advertisement, *Freeport Journal Standard* (Freeport, IL), May 20, 1948 (Newspapers.com).

<sup>39</sup> Dairy Queen advertisement, *The Capital Journal* (Salem, OR), September 17, 1948 (Newspapers.com).

<sup>40</sup> “Dairy Queen Store Opens at Junction,” *The Capital Journal* (Salem, OR), July 16, 1948 (Newspapers.com).

<sup>41</sup> “Dairy Queen to be Opened Here,” *The Record-Argus* (Greenville, PA), July 1, 1952 (Newspapers.com).

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owners “invest a certain amount of capital to put up the buildings to specifications,” but without further detail about those specs.<sup>42</sup> When a Lumberton, North Carolina, store opened the same year, the local newspaper published an article noting that “the building was erected to specifications of the national association and incorporates many of the best features of other buildings of the chain.”<sup>43</sup> Nevertheless, there is some variation among the model type—for instance, some buildings originally featured rounded overhanging eaves while others were squared. This inconsistency can likely be attributed to the local builder responsible for any given Dairy Queen location, which underscores the vernacular nature of these structures, even while corporate specifications guided the overall aesthetic.

### *Siting*

While the earliest Dairy Queen franchises were sometimes located in traditional storefronts, like the original store in Joliet, Illinois, the majority of those developed during the company’s post-World War II expansion were newly constructed, standalone buildings. While first and foremost oriented towards the road—an essential characteristic of commercial roadside architecture—there is another discernable pattern in the siting of early Dairy Queens. Most of those discovered during informal survey were located in front of suburban residential developments, either early streetcar suburbs—gridded neighborhoods full of early-twentieth century Bungalows and American Foursquares—or, like the Dairy Palace, in front of mid-twentieth century subdivisions—curvilinear lanes packed with ranches and split-levels.<sup>44</sup> They were also typically sited not merely along the road but specifically on a large corner lot at an intersection, increasing their visibility among motorists who must pause at a stop sign or traffic signal. Location was important. Dairy Queen founder J. F. McCullough’s grandson, Hugh F. McCullough, in a 1951 interview with *The Dispatch* of Moline, Illinois, affirmed, “You have to have the right location, on a busy highway, but not too busy to stop people from stopping at your stand.”<sup>45</sup> Siting these buildings adjacent to residential neighborhoods undoubtedly also encouraged a target audience operating vehicles of another sort—children riding bicycles, as well as walk-up pedestrian business.

### *Parking*

In addition to selecting a prime location oriented towards the road, a fundamental component of commercial roadside architecture and most Dairy Queens, was the presence of a parking lot. Every identified extant example and advertisement found for the early Dairy Queen model features a parking lot, which generally surrounded the building on all elevations except around the front service windows. Surviving examples often have concrete bollards or metal railings as a safety feature, in order to physically separate the space between vehicles and the customer service area. Store advertisements and newspaper articles commonly highlighted parking availability in the

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<sup>42</sup> “From a Tent to 2,000 Stores—That’s Father-Son Success Story,” *The Hammond Times* (Hammond, IN), August 17, 1952 (Newspapers.com).

<sup>43</sup> “New Dairy Queen Drive-In to Open,” *The Robesonian* (Lumberton, NC), October 17, 1952 (Newspapers.com).

<sup>44</sup> Siting information is compiled from informal survey of early Dairy Queen stores, utilizing digitized newspaper archives at Newspapers.com and Google Street View to assess extant examples.

<sup>45</sup> Fred Klann, “Off the Beaten Path,” *The Dispatch* (Moline, IL), February 17, 1951 (Newspapers.com).

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earliest days of the franchise. When consumers were not yet as familiar with the chain, and while the drive-in concept was still in its nascent stage, the guarantee of parking convenience was a necessary part of the pitch. A Dairy Queen in Freeport, Illinois, advertised after its opening in 1948, "The large lot has been leveled off to accommodate a large number of cars," and confirmed, "Quick service is made possible by the handy arrangement."<sup>46</sup> One Dairy Queen that opened in Carbondale, Illinois, in 1949 assured, "Plenty of Parking Space."<sup>47</sup> An East Chicago, Indiana, location in 1951 instructed customers, "Drive your car into the big free parking area and get set for a real treat."<sup>48</sup> Another store, built in Marion, Ohio, in 1952 emphasized, "Plenty of FREE Off-The-Street PARKING."<sup>49</sup> Company advertising from the era generally depicts parked vehicles alongside the prototypical store, with happy customers enjoying soft-serve cones adjacent to the parking lot.

### *Signage*

The neon rooftop Dairy Palace sign is another example of an integral component of commercial roadside architecture. Shifts in modes of transportation directly impacted the ways in which merchants advertised their businesses through signage. As commerce developed along expanding roadways outside of city centers during the early-twentieth century, customers traveling by automobile, as opposed to on foot or by carriage or even trolley, had only a short period of time to notice and interpret business signs. As a result, commercial establishments had to become more creative in their marketing, often with bigger, more colorful, yet succinct messages. In *Main Street to Miracle Mile: American Roadside Architecture*, Liebs describes this as "architecture for speed-reading," noting that "all wayside entrepreneurs faced the same formidable commercial challenge: selling to customers enclosed in fast-paced vehicles. A roadside merchant needed not only to grab the attention of the speeding motorist in a very short period of time, but also to prompt the crucial decision to stop and purchase."<sup>50</sup>

Large and rectangular, with red and white neon lights, the Dairy Palace sign rests on the roof perpendicular to the façade, positioned specifically to attract vehicular traffic approaching from both the north and south along Basin Road. Its large, tilted ice cream cone reaches out over the roof invitingly and as a clear indication to passersby about what is for sale. The Parkers altered this original sign after severing ties with Dairy Queen to distinguish themselves from the chain, covering "Queen" with "Palace" in a different font and clipping the trademark curl from the tip of the ice cream cone.<sup>51</sup> They also painted over the embossed "DAIRY QUEEN" and "DQ" symbols on the cone, which are still visible upon close inspection. Despite these modifications, the sign continues to convey its original message, as a thinly-veiled, vernacular adaptation of the original Dairy Queen sign, still beckoning those along its route to stop for a treat.

<sup>46</sup> Dairy Queen advertisement, *The Freeport Journal Standard* (Freeport, IL), May 20, 1948 (Newspapers.com).

<sup>47</sup> Dairy Queen advertisement, *The Southern Illinoian* (Carbondale, IL), August 27, 1949 (Newspapers.com).

<sup>48</sup> "Calumet Region Business Highlights," *The Hammond Times* (Hammond, IN), September 11, 1951

(Newspapers.com).

<sup>49</sup> Dairy Queen advertisement, *The Marion Star* (Marion, OH), August 2, 1957 (Newspapers.com).

<sup>50</sup> Liebs, 43.

<sup>51</sup> Joy A. Parker (owner of Parker's Dairy Palace), conversation with author, October 10, 2018.

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The type of Dairy Queen sign originally installed at the Dairy Palace appears predominantly in newspaper advertisements and company marketing during the early model building period—and seems to have become mostly standardized by the early-to-mid 1950s. It is likely a result of the 1948 establishment of the non-profit Dairy Queen National Trade Association, which formed partly in order to standardize company branding and marketing.<sup>52</sup> Occasional examples of alternative early signs are found—such as a forward-facing, plain text variety that was once in use for Dairy Queen locations in Marshall, Texas, and Salem, Oregon.<sup>53</sup> Another early type depicted an Inuit child holding an ice cream cone—with some variation that can probably be attributed to the creative liberty of local sign painters—found at several North Carolina locations, in Honolulu, Hawaii, and in Grafton, West Virginia, the latter of which features an extant example.<sup>54</sup> An illustration of an Inuit child holding an ice cream cone was also featured in the company's earliest branded takeaway ice cream containers, as was the archetypal building form that the Dairy Palace represents.<sup>55</sup> Another Honolulu location featured a different sign, a simple ice cream cone, which stood on the roof at the center façade, printed with "DAIRY QUEEN."<sup>56</sup>

### *Visual Front*

Key in its representation as commercial roadside architecture of the mid-twentieth century is the Dairy Palace's "visual front." As described by Liebs, "A visual front was created by completely glazing the front, and sometimes the sides, of a commercial building, so that the interior of the structure, especially when lit at night, would provide visual appeal for the exterior. The glass was sometimes canted inward, to cut down on glare and provide visual variety."<sup>57</sup> This effect literally allowed the interior functions and operations to be featured at the exterior, drawing attention and creating interest. This visual display of interior space was in itself an advertisement for the business. Incorporating the visual front into design is evident in all manner of mid-century commercial roadside architecture—from early fast food drive-ins and full-service restaurants like Howard Johnson's to coffee shops, gas stations, and supermarkets.

### *Construction and Form*

The rectangular and utilitarian concrete-block design of the early Dairy Queens, simple though it may seem, is a trademark of mid-century modern commercial roadside architecture. The use of a flat roof in the construction is itself a deliberate departure from pre-war Colonial Revival architectural stylings, borrowing some characteristics of the Streamline Moderne while introducing an even more modern facade. The intentional plainness along the side and rear

<sup>52</sup> Jakle and Sculle, *Fast Food*, 187.

<sup>53</sup> Dairy Queen advertisements: *The Marshall News Messenger* (Marshall, TX), December 5, 1955; *The Capital Journal* (Salem, OR), September 17, 1948.

<sup>54</sup> Dairy Queen advertisements: *The Gastonia Gazette* (Gastonia, NC), March 31, 1949; and *The Honolulu Star Bulletin* (Honolulu, HI), June 30, 1950 (Newspapers.com). The Grafton, West Virginia, Dairy Queen at 805 N. Pike Street, retains its Inuit child sign as of November 2018, based on Google Street View.

<sup>55</sup> VintageVille on-line re-sale store, <http://www.esnarf.com/5634k.htm> (accessed January 2019).

<sup>56</sup> Dairy Queen advertisement, *Honolulu Star-Bulletin* (Honolulu, HI), April 18, 1951 (Newspapers.com).

<sup>57</sup> Liebs, 61.

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elevations focused attention towards the wraparound visual front, where the interior operation was necessarily on display, while the large neon rooftop sign allowed vehicle traffic to easily identify the “nationally known” and “locally owned” ice cream brand.<sup>58</sup> The simple, boxy building would have also enabled franchise owners to keep construction costs relatively low, with the parking lot serving double duty as a “dining room.” While store size varied somewhat, likely dependent on the specific size of any given property, they were modest—Dairy Palace measures in at just 21-by-30-feet. The archetypal early Dairy Queen is highly illustrative of form following function—a coalescence of style and utility. In *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*, Langdon further explains this functional modernism:

The utilitarian attributes of the Dairy Queen buildings are hallmarks of ‘vernacular’ design—the straightforward construction characteristics of ordinary people, functional and unself-conscious, dictated by the need for economy rather than by sophisticated cultural aspirations. The simplicity has a certain charm. Dairy Queen’s low, flat roof—probably attributable to the limited finances of the franchisees—gave the building a calm, soothing profile and in general a feeling of modesty, which could offer a welcome respite from an aggressively commercial landscape. Yet the attractiveness of the Dairy Queen stand was not entirely artless. There were just enough features—the rounded overhangs, the brick base under the windows, the consistent absence of clutter on the concrete-block walls—to indicate that the building was consciously intended to project an image. These simple decorative touches made the stand just gracious enough to avoid looking pinched and severe.<sup>59</sup>

Departure from this largely standardized, early form began in the first part of the 1960s with the introduction of the “County Fresh” prototype, a design influenced by American bucolic imagination. Dairy Queen franchisees “were encouraged to upgrade old buildings or build new ones with prominent red, all-aluminum, front-facing gambrel roofs, roofs reminiscent of the classic red barn of America’s heartland.”<sup>60</sup> The first Dairy Queen built in this new style opened in June 1962 in Fremont, Nebraska, at 2222 North Broad Street.<sup>61</sup> It was this later model that the Parkers resisted, leading to their divorce from Dairy Queen and, ultimately, the preservation of the Dairy Palace’s early architecture.

### **A National Ice Cream Architecture: Cool Roadside Design**

The Dairy Queen’s (and Dairy Palace’s) early design features—including its one-story, concrete-block building, flat roof with overhanging eaves, “visual front,” and large neon sign (featuring an ice cream cone) oriented for visibility to passing motorists—evidently influenced other early soft-serve companies and seems to have informed the design of mid-twentieth century ice cream stands

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<sup>58</sup> Dairy Queen used this slogan, though it was not unique to the company—other chains, such as Piggly Wiggly supermarkets, used the same phrase in its advertising. At least some of the early Dairy Queen locations spelled this out across the façade under the eaves of the roof, and it was used in national advertising campaigns.

<sup>59</sup> Langdon, 68.

<sup>60</sup> Jakle and Sculle, *Fast Food*, 187.

<sup>61</sup> Dairy Queen advertisement, *The Fremont Tribune*, June 4, 1962 (Newspapers.com).

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nationally. In the mid-1940s, George Foster acquired the franchise rights for Dairy Queen in California but was unable to use the company name for legal reasons.<sup>62</sup> Instead, he opened his soft-serve stands under the name Foster's Old Fashioned Freeze (later Foster's Freeze) and, despite the name change, appears to have utilized the same architectural plans with only minor variations for the earliest buildings, one of which arrived along the roadside just beyond the city limits of Tulare in September 1947.<sup>63</sup> In a newspaper advertisement from the same period, one of his establishments appears nearly identical to the Dairy Palace—one-story, with a matching visual front facade, and a flat roof with rounded, overhanging eaves.<sup>64</sup> An example of this general building form, and a location which still operates as a Foster's Freeze today, is found at 1624 Cravens Avenue, Torrance, California.<sup>65</sup>

Tastee-Freez, another soft-serve ice cream franchise, was formed in 1948 by Leo Maranz and Harry Axene, the latter of whom was previously affiliated with Dairy Queen.<sup>66</sup> The company constructed its earliest buildings in a similar form—one-story, of concrete-block, with an angular, visual front, though its center façade stepped forward. A later adaptation to this form featured a flat roof with an upward pitch at the façade. The most striking similarity is perhaps its rooftop sign, a blue rectangle with "Tastee-Freez" in neon lights and a cone of soft-serve tilting outward. An exceptional example survives at 2378 N. Teutonia Avenue, Milwaukee, Wisconsin, and now operates as Tastee Twist, its sign altered accordingly.<sup>67</sup>

Carvel, yet another soft-serve franchise, opened its first stand at 95 S. Central Avenue in Hartsdale, New York, in 1936, developing soft-serve at the same time as (yet independently of) Dairy Queen's founders. In the 1950s, Carvel also began constructing its buildings in a similar form with comparable dimensions to Dairy Queen, though with a more exaggerated, angled visual front.<sup>68</sup> This form was patented by founder Thomas Carvel in 1953.<sup>69</sup> As Jakle and Sculle point out in *Fast Food: Roadside Restaurants in the Automobile Age*, "Carvel's franchise package included blueprints for a 20- by 30-foot building with glass front and a façade that 'leaned' forward under an extended flat roof pitched slightly upward."<sup>70</sup>

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<sup>62</sup> See Otis, 31. An earlier business in California was already using the Dairy Queen name at that time.

<sup>63</sup> "New Drive-in Opens in East Part of City," *Tulare-Advance Register* (Tulare, CA), September 26, 1947 (Newspapers.com).

<sup>64</sup> Foster's Old Fashioned Freeze advertisement, *Tulare-Advance Register* (Tulare, CA), January 16, 1948 (Newspapers.com).

<sup>65</sup> Google Street View shows this form as of April 2018.

<sup>66</sup> Jakle and Sculle, *Fast Food*, 189.

<sup>67</sup> Wisconsin Historical Society, Wisconsin Architecture and History Inventory, "Tastee-Freez Dairy Bar," Milwaukee, Milwaukee County, Wisconsin, Reference Number 230560 (<https://www.wisconsinhistory.org/Records/Property/HI230560>).

<sup>68</sup> Nicole Neroulis, "Historic Carvel store may be razed," *The Journal News* (White Plains, NY), August 1, 2007 (Newspapers.com).

<sup>69</sup> Thomas Carvel, 1953, "Building Structure," US Patent Des.169,055, filed December 10, 1952, and issued March 24, 1953.

<sup>70</sup> Jakle and Sculle, *Fast Food*, 190.

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Dari-Delite and Dairy Isle are two additional soft-serve chains that clearly took a page from Dairy Queen's book in designing their earliest buildings.<sup>71</sup> In fact, Dairy Isle appropriated the rooftop sign with ice cream cone concept and extended it full-height through the center facade of the building, projecting through the roof. Designed by Clarence S. Shank, this sign configuration was also patented, first in 1952, with a revised design that followed in 1957.<sup>72</sup>

Independent ice cream stands also adopted this national ice cream architecture. For example, in Tacoma, Washington, Frisko Freeze (listed locally in the Tacoma Register of Historic Places) is a one-story, concrete-block ice-cream stand with an angled visual front and low brick foundation wall at the façade, bearing strong resemblance to the early Dairy Queens.<sup>73</sup> In Fredericksburg, Virginia, Carl's Frozen Custard, which began operations in 1953 in a building that is now listed in the National Register of Historic Places (NR# 05000642), is also a one-story, rectangular, concrete-block building, featuring an overhanging flat roof, topped with a similar rectangular neon sign and tilted custard cone. Its façade steps forward from the main block of the building and showcases a wraparound visual front.<sup>74</sup> Frisko Freeze and Carl's are also sited in a similar manner to Parker's Dairy Palace—on corner lots along busy thoroughfares near the outskirts of their respective downtowns and at the front of neighborhoods, though these businesses are adjacent to early-twentieth century residential development instead of mid-century subdivisions.<sup>75</sup> These two examples are representative of the many independent soft-serve retailers that designed their buildings with a nod to the model set by Dairy Queen.

In the foreword to *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*, Langdon describes the Dairy Queen in his hometown of Greenville, Pennsylvania:

...[A] flat-roofed little Dairy Queen stand appeared in 1951 on the north side of Main Street, just a few blocks removed from the busy, squeezed-together business district... The Dairy Queen, a concrete block structure neatly painted white, with a long blue rooftop sign extending toward the street, was, for Greenville, the first of a new kind of chain restaurant or refreshment stand—an immediately recognizable, nationally standardized building surrounded by the pavement of its own parking lot.<sup>76</sup>

Indeed, Dairy Queen seems to have inspired an “immediately recognizable” and “nationally standardized” architecture for ice cream stands across the United States, and the Parker's Dairy Palace preserves and embodies that design—and with it, the spirit of a distinct moment in

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<sup>71</sup> Based on informal survey of early Dari-Delite and Dairy Isle stores, utilizing digitized newspaper archives at Newspapers.com and Google Street View to assess extant examples. See also RoadsideArchitecture.com.

<sup>72</sup> Clarence S. Shank, 1952, “Dairy Bar,” US Patent Des. 167,378, filed March 28, 1952, and issued July 29, 1952; and Clarence S. Shank, 1957, “Dairy Bar,” US Patent Des. 181,070, filed August 23, 1955, and issued September 24, 1957.

<sup>73</sup> Marshall McClintock, “Frisko Freeze,” Tacoma Register of Historic Places Nomination Form, Landmarks Preservation Commission, Tacoma, Washington, August 19, 2008.

<sup>74</sup> Sabrina Carison, Marc Wagner, and Jean McRae, “Carl's,” National Register of Historic Places Nomination Form, Virginia Department of Historic Resources, Richmond, May 17, 2005.

<sup>75</sup> Assessed via Google Street View.

<sup>76</sup> Langdon, ix.

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American history when the automobile, a booming post-war economy, and a new leisure culture made stopping for ice cream cones a family tradition and a national pastime.

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**Previous documentation on file (NPS):**

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

**Primary location of additional data:**

- State Historic Preservation Office  
 Other State agency  
 Federal agency  
 Local government  
 University  
 Other  
Name of repository: Center for Historic Architecture and Design, University of Delaware

**Historic Resources Survey Number (if assigned):** DE CRS# N14739

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**10. Geographical Data**

**Acreege of Property** .31

Use either the UTM system or latitude/longitude coordinates

**Latitude/Longitude Coordinates (decimal degrees)**

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

- |                        |                       |
|------------------------|-----------------------|
| 1. Latitude: 39.686172 | Longitude: -75.594153 |
| 2. Latitude:           | Longitude:            |
| 3. Latitude:           | Longitude:            |
| 4. Latitude:           | Longitude:            |

**Or**

**UTM References**

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

- |          |           |           |
|----------|-----------|-----------|
| 1. Zone: | Easting:  | Northing: |
| 2. Zone: | Easting:  | Northing: |
| 3. Zone: | Easting:  | Northing: |
| 4. Zone: | Easting : | Northing: |

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**Verbal Boundary Description** (Describe the boundaries of the property.)

The boundaries of this property are the boundaries for New Castle County tax parcel #1001340123. It is a rectangular .31-acre tract of land at the southeast corner of Basin Road and Jay Drive.

**Boundary Justification** (Explain why the boundaries were selected.)

The boundaries coincide with the current tax parcel associated with Parker's Dairy Palace, as well as the historic tax parcel for Parker's Dairy Palace.

---

**11. Form Prepared By**

name/title: Kimberley Showell (primary author); Michael J. Emmons, Jr. & Catherine Morrissey (contributors)

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street & number: 331 Alison Hall, University of Delaware

city or town: Newark state: Delaware zip code: 19716

e-mail: cmorriss@udel.edu

telephone: (302) 831-8097

date: April 17, 2019

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**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Parker's Dairy Palace  
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### **Delaware Cultural Resource Survey Information**

**Time Period:** 1940-1960 +/- Suburbanization and Early Ex-urbanization

**Geographic Zone:** Upper Peninsula

**Historic Period Themes(s):** Architecture, Engineering and Decorative Arts;  
Retailing/Wholesaling; Settlement Patterns and Demographic Changes, Transportation and  
Communication

### **Correlation with State Historic Preservation Plan 2018-2022**

**Goal 1:** Strengthen/Expand Delaware's Core Federal/State Historic Preservation Program

**Strategy 7:** Address gaps and biases in the state's inventory of historic properties

**Actions 7a:** Prioritize cultural resource survey and National Register nominations to address  
under-represent communities or property types [MID-CENTURY ARCHITECTURE]

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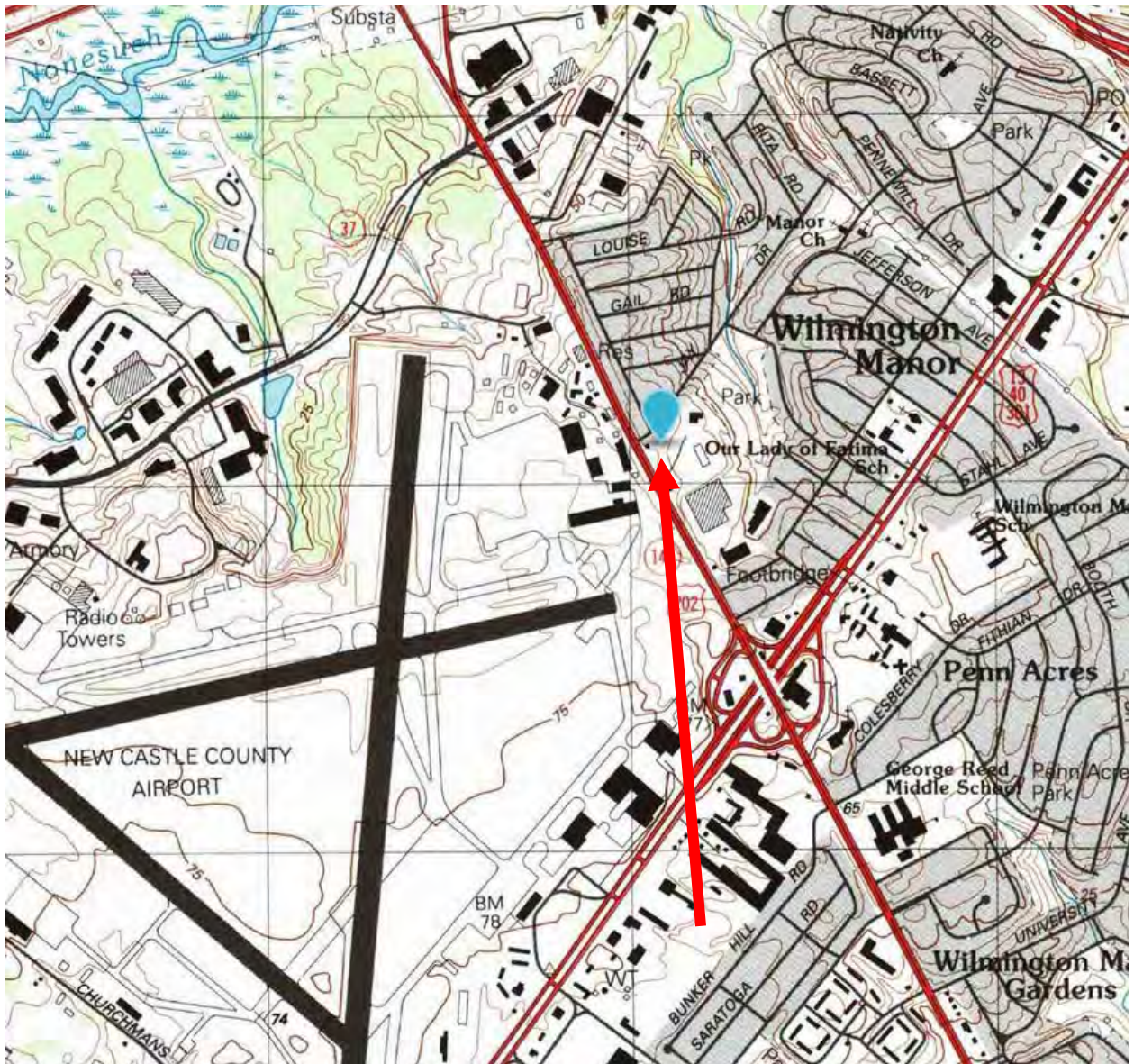
**Parker's Dairy Palace tax parcel map (parcel # 1001340123) outlined in red**



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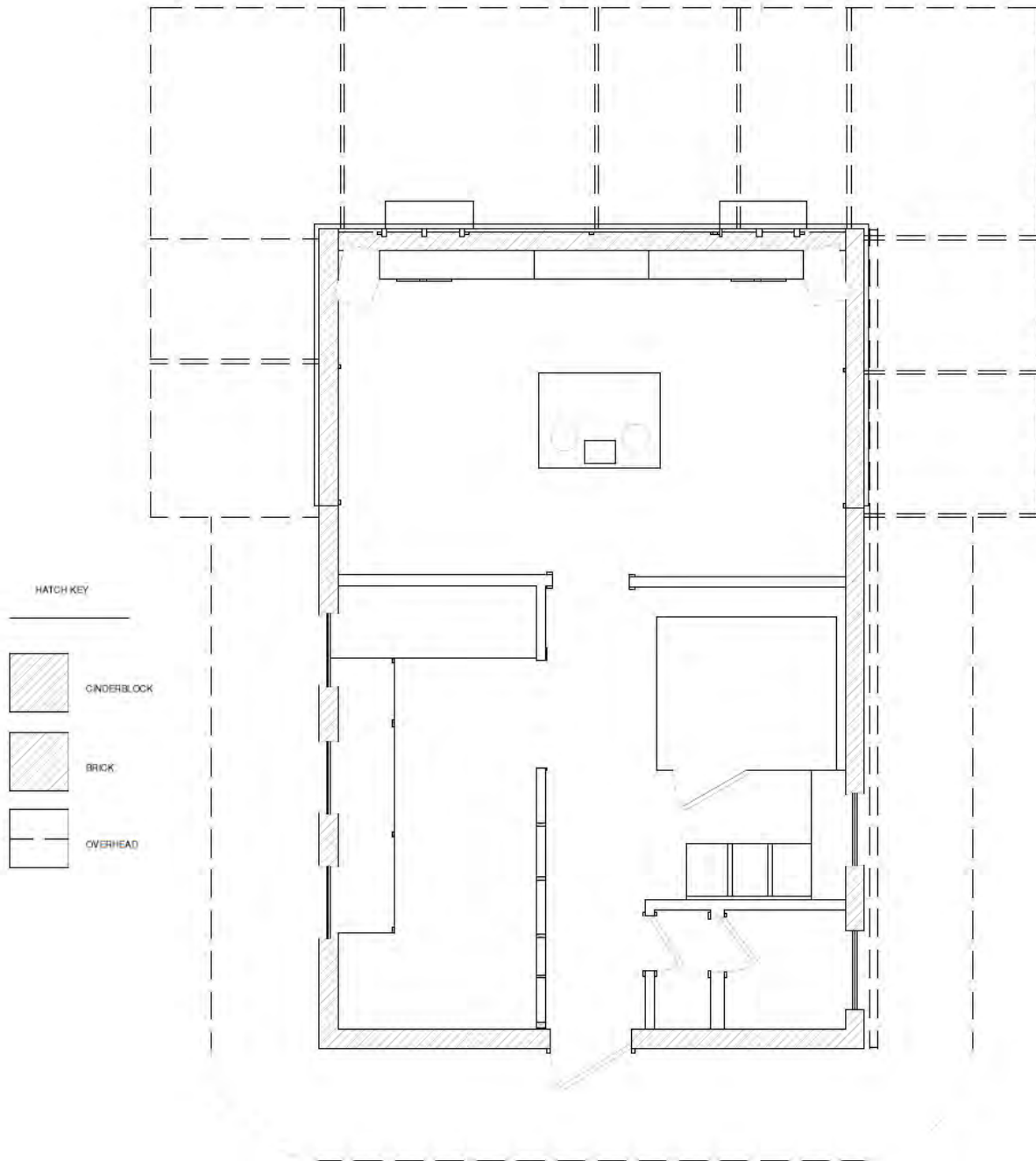
**USGS Quad Map, 7.5 Minute, Wilmington South, 2000 ed.  
(Coordinates Lat: 39.686172 Long: -75.594153)**



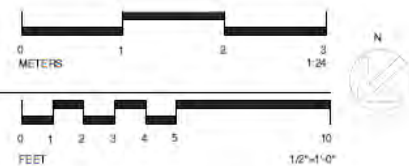
Parker's Dairy Palace  
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**Floor plan of Parker's Dairy Palace, drawn by James Barnett, April 2019  
(University of Delaware Center for Historic Architecture and Design)**



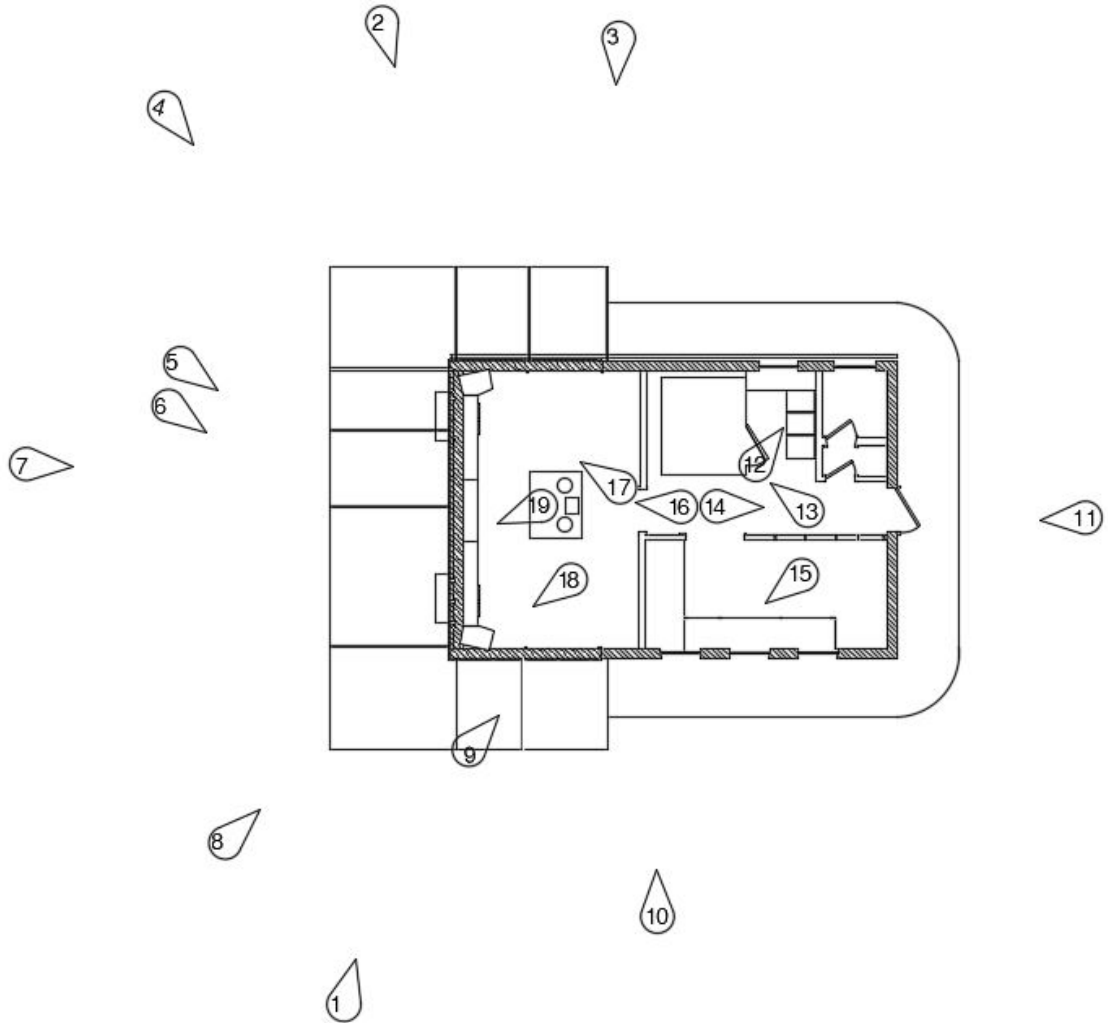
FIRST FLOOR PLAN



Parker's Dairy Palace  
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**Photo key**



Parker's Dairy Palace  
Name of Property

New Castle County, DE  
County and State

## Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log

Name of Property: Parker's Dairy Palace

City or Vicinity: New Castle Vicinity

County: New Castle

State: Delaware

Photographer: Michael J. Emmons, Jr.

Date Photographed: October 10, 2018; April 11, 2019

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_001)

Environmental view of Parker's Dairy Palace, looking northwest toward the intersection of Basin Road and Jay Drive.

2 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_002)

Environmental view, looking south from Jay Road across the Dairy Palace parking lot.

3 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_003)

View of the northwest elevation, looking southeast.

4 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_004)

Perspective view of the northwest and southwest (front) elevations, looking east.

5 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_005)

Detail view of the rooftop Dairy Palace sign, looking east.

6 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_006)

Detail view of the cone on the Dairy Palace sign with visible "Dairy Queen" embossing under paint, looking east.

7 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_007)

View of the southwest (front) elevation, looking northeast.

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8 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_008)

Perspective view of the southwest and southeast elevations, looking north.

9 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_009)

Detail view of the "visual front" glass window wall and brick foundation wall, looking north.

10 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_010)

View of the southeast elevation, looking northwest.

11 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_011)

View of the northeast (rear) elevation and entry, looking southwest.

12 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_012)

View of the rear preparation space and restroom, looking north.

13 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_013)

View of the Uniflow walk-in freezer, looking west.

14 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_014)

View of the office space, looking north.

15 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_015)

View of storeroom, looking south.

16 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_016)

View of wall separating rear storeroom from front service area, looking southwest.

17 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_017)

View of service area and equipment, looking west.

18 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_018)

View of service area and equipment, looking east.

19 of 19 (DE\_New Castle County\_Parker's Dairy Palace\_019)

Detail view of ice cream toppings containers, looking south.

**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.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

**Figure 1: 1937 aerial view of present-day 2 Jay Drive, showing the agricultural lands that dominated the landscape prior to World War II (U.S. Geological Survey, Delaware Division of Historical and Cultural Affairs)**



**Figure 2: 1954 aerial view of present-day 2 Jay Drive, showing the developing suburban landscape after World War II (U.S. Geological Survey, Delaware Division of Historical and Cultural Affairs)**



Figure 3: Joyce Parker in front of Parker's Dairy Queen, c. 1956 (Parker family photograph)



**Figure 4: Vince Parker in front of Parker's Dairy Queen, c. 1956 (Parker family photograph)**



Figure 5: Testament to the community institution that is Parker's Dairy Palace, October 2006 (*News Journal*, Wilmington, DE)

## Best of the blogs

### Farewell, Dairy Palace

Sunday was the end of the greatest season in sports. And no, it's not baseball season.

Sunday was closing day at the Dairy Palace, so it was the end of shake-eating season.

That's right, shake-eating season. You don't drink a Dairy Palace shake. They give you a straw, but it's useless. You eat it with a spoon. And if you think shake-eating isn't a sport, try downing one of those Dairy Palace bombs. It makes you feel like you just played a football game. When it's over, you're tired and you don't want to get up.

There are other ice cream joints in town, but there's no other ice cream joint right down the street from our office on Basin Road in New Castle. And with all due respect to Rita's, Cold Stone Creamery, Bruster's, Dairy Queen and the Charcoal Pit, anyone who has been to Dairy Palace knows there is no comparison. It's special.

It's special because there's only one location. It's special because it has been there 50 years. And it's special because it only stays open from April to early October. It almost exactly parallels the baseball season.

So farewell for this year, Dairy Palace. We can't wait for the ice cream to flow again next April.

**Posted by Brad Myers to the general sports blog**

Participate in The News Journal sports blogs at [www.delawareonline.com/sportsblogs](http://www.delawareonline.com/sportsblogs)

Figure 6: Local Dairy Queen advertisement using corporate marketing material, 1952  
(*Journal-Every Evening*, Wilmington, DE)

**JUNE 21st is "DAIRY QUEEN"  
GRAND OPENING DAY**



**It's New! It's Here!**  
*Genuine*  
**DAIRY QUEEN**  
*"The Cone with the Curl on Top"*



Here's downright good refreshment! DAIRY QUEEN is a freshly frozen dairy food . . . frozen just seconds before you eat it. Nutritious . . . refreshing . . . satisfying. Try DAIRY QUEEN today!

Enjoy Genuine **DAIRY QUEEN**  
Cones • Sundaes  
Malts • Shakes  
Quarts • Pints

*All Advertised in*  
**POST & LOOK**

**Taste that Fresh Frozen Dairy Goodness!**

**NATIONALLY KNOWN • LOCALLY OWNED**  
Balloons For The Kiddies — Free Cones To Everyone . . . 4 to 8 P. M.  
**DAIRY QUEEN**  
McDANIEL HEIGHTS, CONCORD PIKE (Rt. 202) WILMINGTON

Figure 7: Parker's Dairy Queen advertisement, 1960 (*Morning News*, Wilmington, DE)

**STARTS TODAY!**  
 Dairy Queen  
**1¢ sundae**  
**SALE**

EXTRA SUNDAE FOR 1¢  
 WHEN YOU BUY ONE AT  
 THE REGULAR PRICE

An extra penny gives  
 you twice the enjoy-  
 ment during our big 1¢  
 Sundae Sale. You'll  
 agree—only Dairy  
 Queen has that real  
 country-fresh flavor!

**HURRY! THIS OFFER  
 EXPIRES MARCH 31**



© 1960 Dairy Queen National Development Co.

Clip this valuable  
**COUPON**

When you buy a Dairy Queen Sundae at the regular price, this coupon entitles you to

**BUY ANOTHER FOR 1¢**

Cash value 1/10 of 1¢. This offer is void where taxed, prohibited or restricted.

**Parker's  
 DAIRY QUEEN**  
 BASIN RD.—BY AIRBASE  
 CHELSEA ESTATES  
 New Castle Ave.  
 Rose Hill

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_


**This Offer Expires March 31**

**Figure 8: The McCulloughs' Dairy Queen store in Moline, Illinois, 1941, which influenced the prototypical post-war design (*The Cone with the Curl on Top: The "Dairy Queen" Story*)**



Figure 9: Local Dairy Queen advertisement showing early prototypical form with variation in the “visual front” and sign, 1948 (*Sikeston Herald*, Sikeston, MO)

**ANNOUNCING OUR OPENING IN SIKESTON**



**DAIRY QUEEN**

ON HIGHWAY 61, NORTH—JUST EAST OF SWIMMING POOL

Drive by . . . Stop and try a Dairy Queen—the Tasty New Frozen Confection. Plenty of Parking Room.

|             |                |                        |            |
|-------------|----------------|------------------------|------------|
| Dairy Queen | <b>CONES</b>   | In Three Sizes . . .   | 5c-10c-15c |
| Dairy Queen | <b>SUNDAES</b> | In Two Sizes           | .20c-31c   |
| Dairy Queen | <b>PINTS</b>   | To Take Home . . . . . | 31c        |
| Dairy Queen | <b>QUARTS</b>  | To Take Home . . . . . | .51c       |

**DAIRY QUEEN**

Open Every Day from 1:00 P. M. to 11:00 P. M. — Seven Days a Week  
 BILL BRANNOCK, Manager

Figure 10: Local Dairy Queen advertisement, prototypical store with front-facing sign, 1948  
(*Capital Journal*, Salem, OR)

**NEW TYPE DRIVE-IN**  
The



**DAIRY QUEEN**

*It's New – It's Different*  
Try It Once—You'll Buy It Often  
**VISIT THE NEW DAIRY QUEEN**  
for

- Cones
- Sundaes
- Pints
- Quarts

Ask for  
**"CAPPED SUNDAES TO TAKE HOME"**

**THE DAIRY QUEEN STORE**  
2795 S. Commercial St., at Liberty Junction  
Ample Parking Space      Open Noon 'til 11:30 P. M.

Figure 11: Local Dairy Queen advertisement, 1949 (*Southern Illinoisan*, Carbondale, IL)

# GRAND OPENING

Saturday August 27th

## Dairy Queen



*Introducing This New Frozen Dairy Product to Carbondale—*

DAIRY QUEEN is not a custard. The new delicious frozen dairy product is a wholesome nutritious dessert made from pasteurized homogenized milk and cream, vanilla flavor and sugar. DAIRY QUEEN is served in cones, sundaes, milkshakes, malts, quarts and pints, using only the finest toppings and flavors . . . such as fresh frozen strawberries and Hawaiian pineapple on our sundaes and in making our milk shakes and malts.

*Drive Out and Have a Cone With the curl on the Top — Ask for It By Name "Dairy Queen"*

### OPENING SPECIALS

On Every 15c and 25c Sundae — Free Chopped Nuts  
 DAIRY QUEEN, Full Pack Quarts 40c

### OUR REGULAR PRICES

|                  |           |                   |     |
|------------------|-----------|-------------------|-----|
| Full Pack Quarts | 45c       | Thick Shakes      | 20c |
| Full Pack Pints  | 25c       | Super Thick Malts | 25c |
| Sundaes          | 15c & 25c | Hot Fudge         |     |

## Dairy Queen

*Just Beyond Carbondale City Limits on Rt. 13*

*Open 11 a. m. — Close 11 p. m.*

*Plenty of Parking Space*

Figure 12: Dairy Queen store built in Hawaii, 1951 (*Honolulu Star Bulletin*, Honolulu, HI)

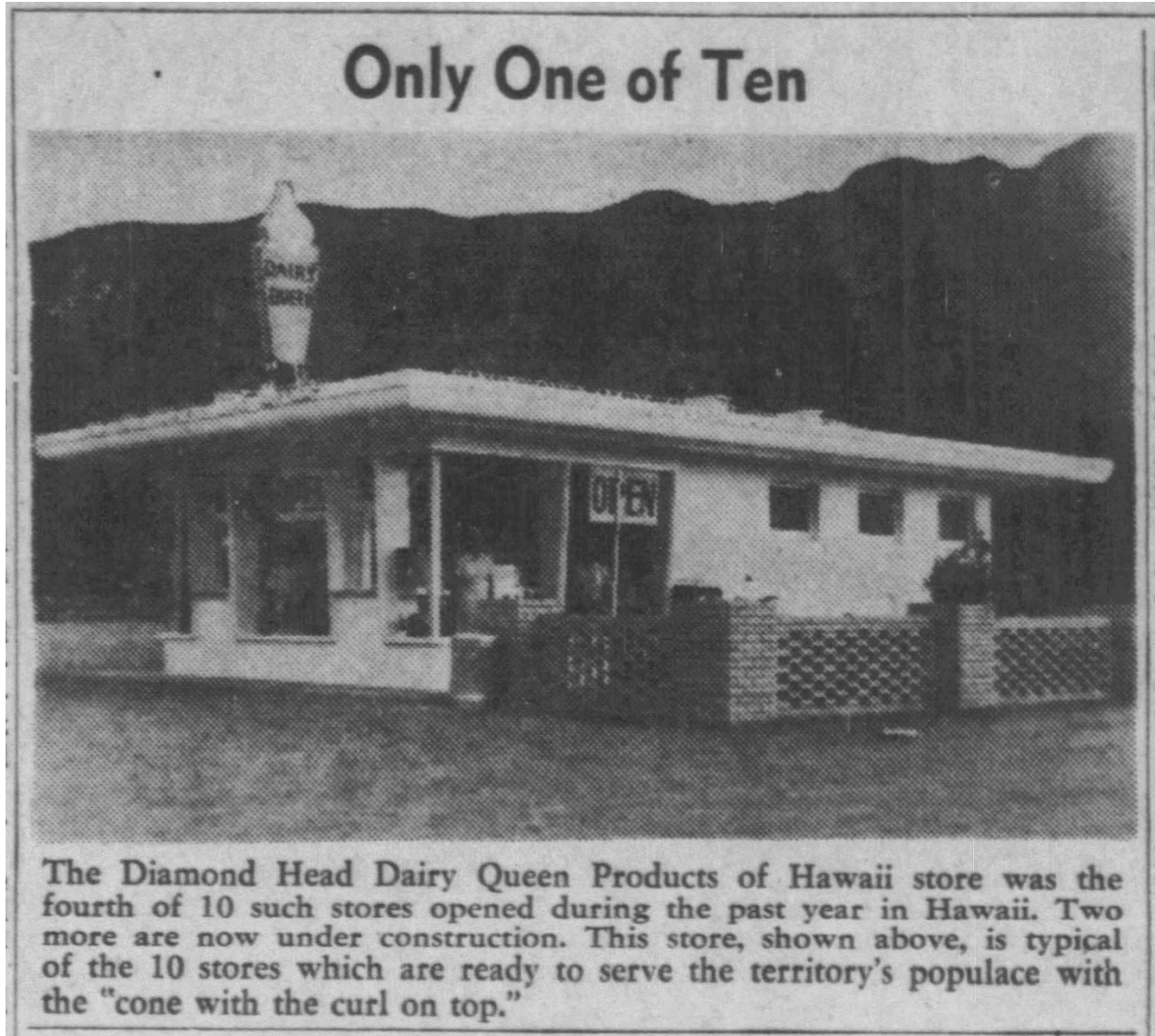


Figure 13: Local Dairy Queen advertisement using corporate marketing material, 1950  
(Record-Herald, Washington Court House, OH)

Figure 14: Dairy Queen to-go container, with early Inuit child logo and prototypical building and rooftop sign, c. 1948



Figure 15: Dairy Queen standard corporate advertising, with prototypical building and rooftop sign, mid-1950s



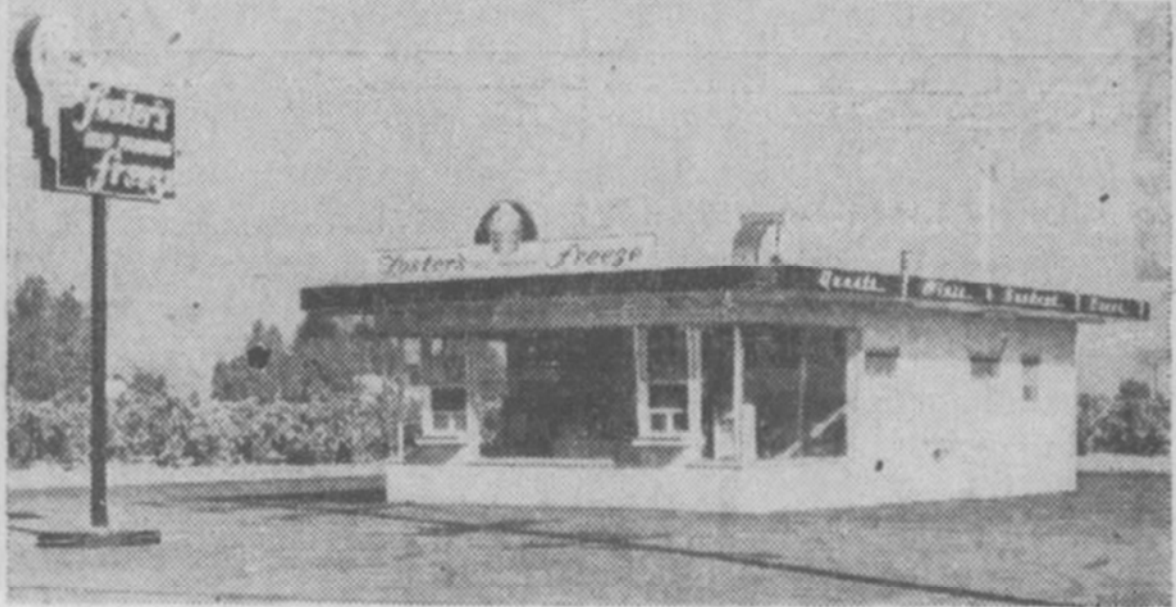
Figure 16: Dairy Queen standard corporate advertising, c. 1960



Figure 17: Dairy Queen standard corporate advertising, c. 1960



Figure 18: Foster's Old Fashioned Freeze, 1948 (*Tulare Advance-Register*, Tulare, CA)



**FOSTER'S OLD FASHIONED FREEZE**

"Fast becoming Tulare's favorite rendezvous for that  
delicious dessert."

PINTS - QUARTS - CONES - SUNDAES

Only 55c a Quart

1½ MILES EAST TULARE ON LINDSAY  
HIGHWAY

TELEPHONE 1339-W

Figure 19: Tastee-Freez advertisement with early store design, influenced by Dairy Queen prototype, 1953 (*Indianapolis Star*, Indianapolis, IN)

# LOTS WANTED for tastee-freez stores!

★ 21 Stores in Indiana  
... Over 600 Stores in  
Operation, nationally ad-  
vertised and supervised  
—locally owned—quality  
controlled.

Make Your "Vacant" Pay You An Income!



If you own vacant property anywhere in the state, you can convert it into good income property by erecting Tastee-Freez drive-in stores. We will lease land and building from you on a liberal, long term rental basis, insuring you an excellent financial return. It costs about \$6,000 to \$10,000 to erect a Tastee-Freez store and improve the lot.

Tastee-Freez stores are uniform in size, style and specifications throughout the country. Each store, though locally owned is part of a great chain, nationally supervised and nationally advertised in such media as Saturday Evening Post, True, Argosy, Popular Mechanics, Business Week, Popular Science Monthly, and others.

LOT OWNERS—REALTORS—CONTACT US IMMEDIATELY

### Be Your Own Boss

Earn \$7,500 to \$12,000  
a Year for 7½ months' work!

Own and operate a Tastee-Freez store. No experience needed.

---

## 21 TASTEE-FREEZ STORES IN INDIANA

Serving this most delicious frozen dairy treat. Cones, sundaes, malts, shakes and "take home" pints and quarts.

|                 |             |            |           |
|-----------------|-------------|------------|-----------|
| 3 in South Bend | Sterling    | Lafayette  | Wabash    |
| East Chicago    | Petersburg  | Elwood     | Boonville |
| Indiana Harbor  | Clinton     | Muncie     | Anderson  |
| Cedar Lake      | Rockville   | Alexandria | Lebanon   |
| West Lafayette  | Terre Haute | Gas City   |           |

Telephone Mr. Robert Faulkner, Sunday and Monday only, at Atlantic 2386 (after 6 p.m. call Broadway 1823), or write

TASTEE-FREEZ OF INDIANA, INC.  
205 North Noble, Indianapolis, Ind.

\*Over 600 Tastee-Freez stores are now operating in U.S.A., Canada, Puerto Rico, Cuba Dominican Republic, Hawaii, Italy and Guam.



**Figure 20: Tastee-Freeze (now Tastee Twist) in Milwaukee, WI, built in 1956, with similar design features to Dairy Queen (Wisconsin Historical Society)**

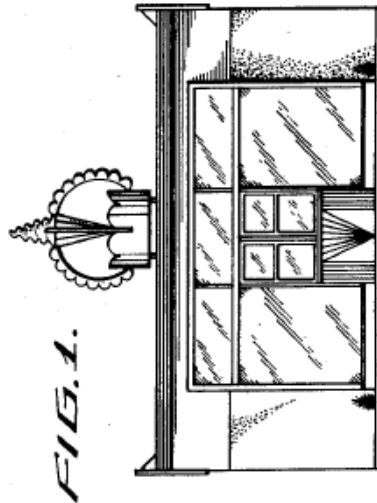
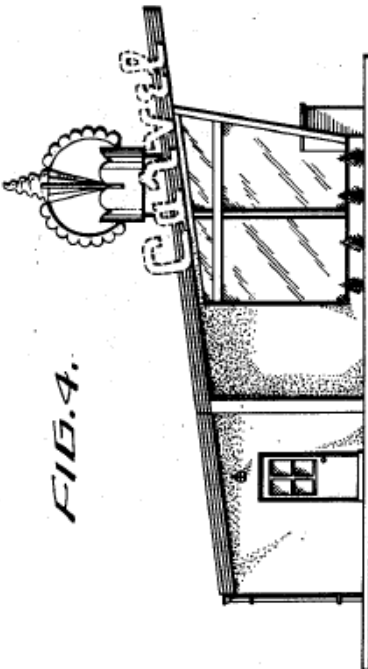
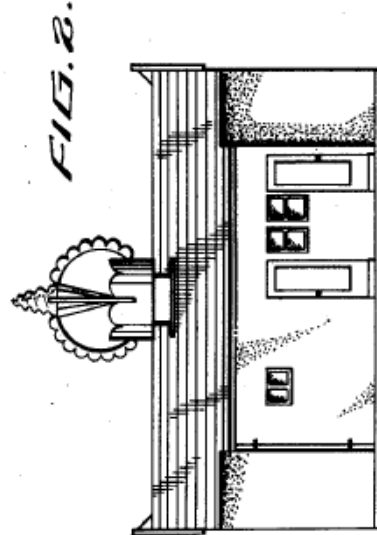
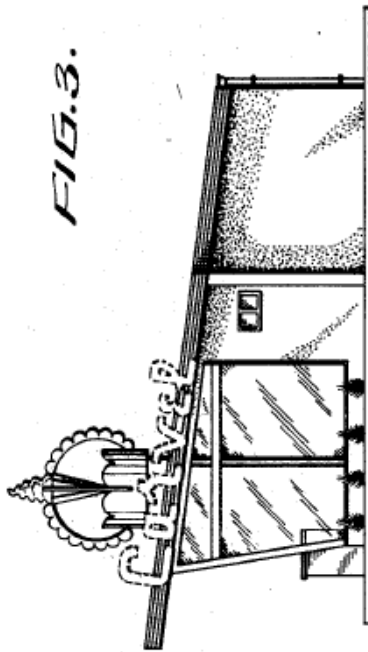


Figure 21: Carvel building patent, with similar design features to Dairy Queen, 1953

March 24, 1953

T. CARVEL  
BUILDING STRUCTURE  
Filed Dec. 10, 1952

Des. 169,055



INVENTOR.  
THOMAS CARVEL  
BY *Franklin*  
ATTORNEY

Figure 22: Dari-Delite advertisement, showing similar design features to Dairy Queen, 1950  
(*Owensboro Messenger*, Owensboro, KY)

# GRAND OPENING

OF ANOTHER BEAUTIFUL NEW  
**Dari-Delite Store**

TODAY, JULY 21, AT 11 A. M.



Our sparkling-white, gleaming-bright new Dari-Delite drive-in store has just been completed. We are really proud of it and we cordially invite you to come in and see it . . . and have a cone on us!

**1540 WEST 2ND STREET**

Figure 23: Dairy Isle building patent (side elevation), with similar design features to Dairy Queen, 1952

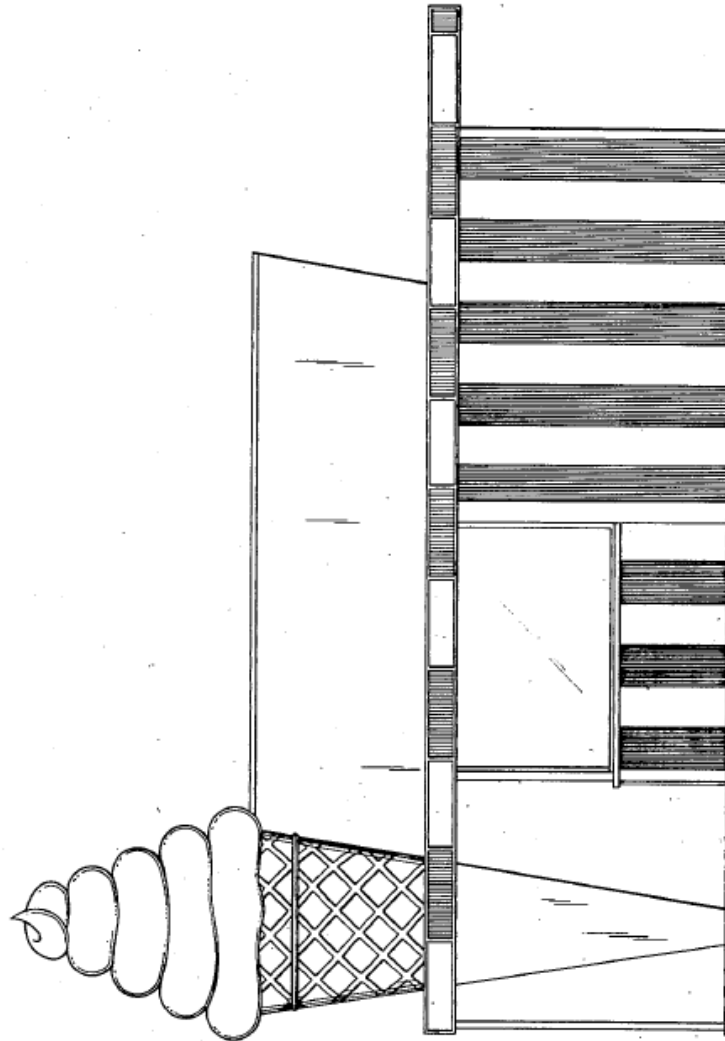
July 29, 1952

C. S. SHANK  
DAIRY BAR

Des. 167,378

Filed March 28, 1952

2 SHEETS—SHEET 1



*Fig. 1*

INVENTOR

Clarence S. Shank  
BY Barman & Barman  
ATTORNEY

Figure 24: Dairy Isle building patent (façade and rear elevation), with similar design features to Dairy Queen, 1952

July 29, 1952

C. S. SHANK

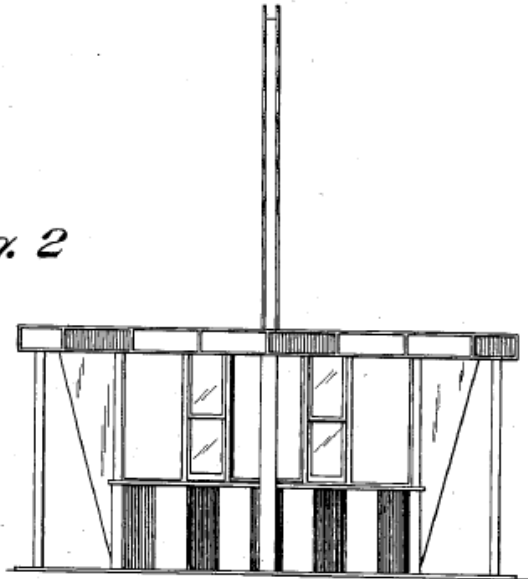
Des. 167,378

DAIRY BAR

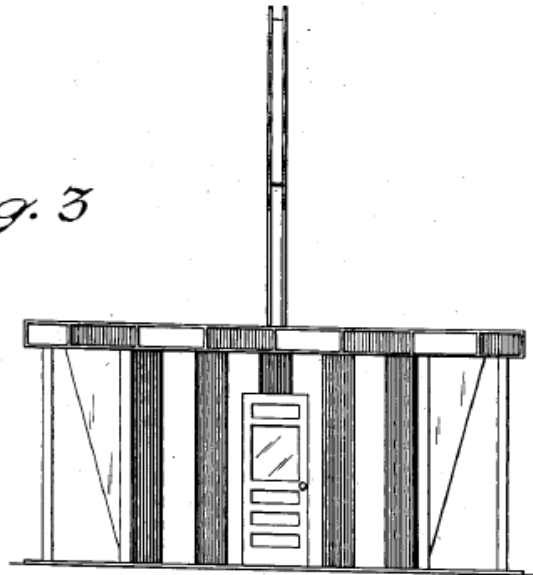
Filed March 28, 1952

2 SHEETS—SHEET 2

*Fig. 2*



*Fig. 3*



INVENTOR

*Clarence S. Shank*  
BY *Searman & Learman*  
ATTORNEYS

Figure 25: Dairy Isle building patent, with similar design features to Dairy Queen, 1957

# United States Patent Office

Des. 181,070  
Patented Sept. 24, 1957

181,070

## DAIRY BAR

Clarence S. Shank, Wooster, Ohio, assignor of one-half to  
Robert Critchfield, Wooster, Ohio

Application August 23, 1955, Serial No. 37,635

Term of patent 14 years

(Cl. D13-1)

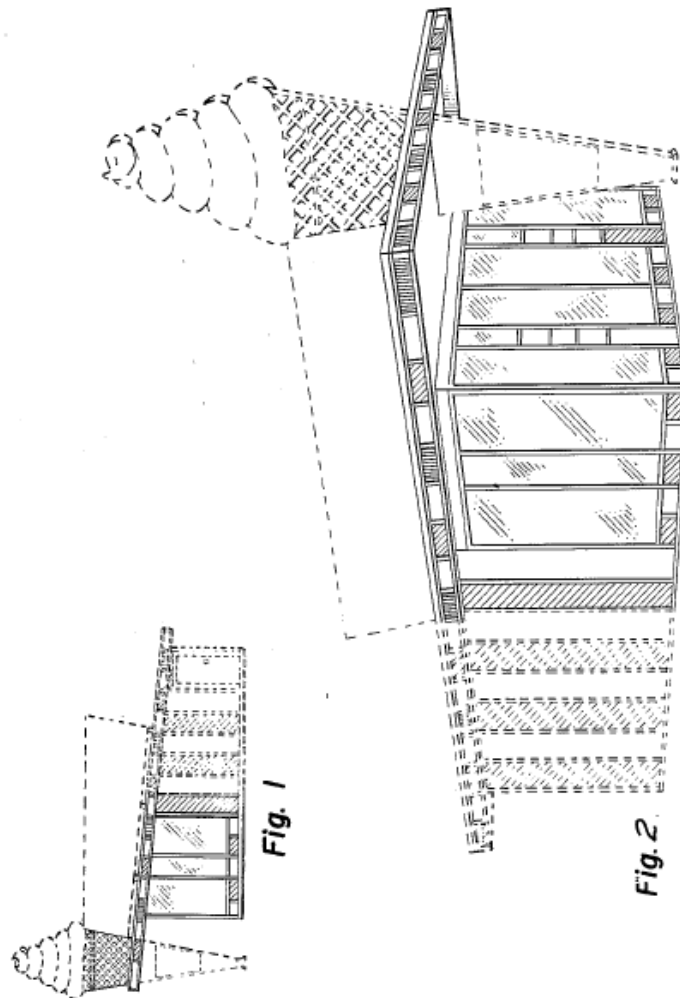


Figure 1 is a side elevational view of a dairy bar embodying my new design, and

Figure 2 is a perspective view, on an enlarged scale, showing the front and other side thereof.

The essential features of my design reside in the portions shown in full lines.

I claim:

The ornamental design for a dairy bar, as shown and described.

### References Cited in the file of this patent

#### UNITED STATES PATENTS

|            |         |               |
|------------|---------|---------------|
| D. 158,542 | Attwell | May 16, 1950  |
| D. 167,378 | Shank   | July 29, 1952 |
| D. 169,055 | Carvel  | Mar. 24, 1953 |

Figure 28:

**Figure 26: Independent Frisko Freeze in Tacoma, WA, built 1951, with similar design features to Dairy Queen (copyright Tacoma Public Library Digital Collections)**

**HOLROYD CO.**  
MANUFACTURERS OF CONCRETE BLOCKS  
All Kinds of Building Material  
5047 So. Washington Tacoma 9, Washington



Richards Studio, Tacoma

**Figure 27: Independent Carl's Frozen Custard in Fredericksburg, VA, built 1953, with similar design features to Dairy Queen (Virginia Department of Historic Resources)**



Figure 28: Dairy Queen advertisement for the grand opening of the first "Country Fresh" designed store, introduced in 1962 in Fremont, NE (*Fremont Tribune*, Fremont, NE)



**Come One! Come All!  
It's Our**



# GRAND OPENING



## Jamboree

**TUESDAY  
and  
WEDNESDAY  
June 5 & 6**



**FREE!**

**ORCHIDS**  
to the first 750 ladies!

**FREE!**

**KEY CHAINS**  
for the men!

**FREE!**

**NOVELTIES**  
for the kids!

### SPECIAL

REG. 30c  
PINEAPPLE SUNDAE

**only 19¢**

REG. 25c  
CHOCOLATE MALT  
OR SHAKE

**only 19¢**

Reg. 35c size, only 29c



**THANK YOU, FREMONT!**

Since we first opened our Dairy Queen store, way back in 1947, you have been most generous with your patronage and your friendship. We sincerely appreciate the way you have given us your support and your encouragement. It has been this support which has permitted us to build one of the finest Dairy Queen stores in the country. We promise that nothing but the finest in refreshment will continue to be served for your healthful enjoyment.

**CARL GILLEN  
ROLLAND RYERSON**  
Co-owners



We're mighty proud of our brand new Dairy Queen store... the **FIRST** in the entire country to feature the new "Country-Fresh" Dairy Queen design! You and the family are invited to come on out and help us celebrate during our big two-day "barn-warming"! Don't miss it — everyone in Fremont will be there!



**2222 NORTH BROAD STREET**  
The Home of "The Cone with the Curl on Top"<sup>®</sup>  
Serving Fremont since 1947

Figure 29: An example of a “Country Fresh” Dairy Queen building, 1963; caption notes new barn-style roof can be fitted to existing stores (*Indianapolis News*, Indianapolis, IN)



### Daddy's New Store

This Dairy Queen store at 38th and Sherman is the first one in Marion County to use the company's new barn design. The roof can be fitted to present Dairy Queen buildings.

Standing in front of the store are Terri and Marti Hatchett, daughters of the store's operators, Tom and Mauna Hatchett. Another new style Dairy Queen store is to be completed at 7600 S. Meridian by midsummer.



DAIRY PALACE

bp  
249¢  
299¢

OPEN



DAIRY PALACE



DO NOT  
ENTER

DAIRY PALACE





DAIRY PALACE



OPEN

Express  
202-326-6143



DAIRY PALACE





| Sandwiches     |      | Cakes          |      | Desserts           |      | Shakes         |      |
|----------------|------|----------------|------|--------------------|------|----------------|------|
| Apple Cinnamon | 2.99 | Apple          | 2.99 | Apple Pie          | 2.99 | Apple          | 2.99 |
| Blueberry      | 2.99 | Blueberry      | 2.99 | Blueberry Pie      | 2.99 | Blueberry      | 2.99 |
| Chocolate Chip | 2.99 | Chocolate      | 2.99 | Chocolate Pie      | 2.99 | Chocolate      | 2.99 |
| Vanilla        | 2.99 | Vanilla        | 2.99 | Vanilla Pie        | 2.99 | Vanilla        | 2.99 |
| Strawberry     | 2.99 | Strawberry     | 2.99 | Strawberry Pie     | 2.99 | Strawberry     | 2.99 |
| Orange         | 2.99 | Orange         | 2.99 | Orange Pie         | 2.99 | Orange         | 2.99 |
| Apple Cinnamon | 2.99 | Apple Cinnamon | 2.99 | Apple Cinnamon Pie | 2.99 | Apple Cinnamon | 2.99 |
| Blueberry      | 2.99 | Blueberry      | 2.99 | Blueberry Pie      | 2.99 | Blueberry      | 2.99 |
| Chocolate Chip | 2.99 | Chocolate Chip | 2.99 | Chocolate Chip Pie | 2.99 | Chocolate Chip | 2.99 |
| Vanilla        | 2.99 | Vanilla        | 2.99 | Vanilla Pie        | 2.99 | Vanilla        | 2.99 |
| Strawberry     | 2.99 | Strawberry     | 2.99 | Strawberry Pie     | 2.99 | Strawberry     | 2.99 |
| Orange         | 2.99 | Orange         | 2.99 | Orange Pie         | 2.99 | Orange         | 2.99 |

The Most Unique in Town! Give These A Try!  
 We're Open 7 Days a Week! Call Us Today!



DAIRY PALACE



OPEN

shop



**Menu Board (Left Side):**

- Hot Dogs
- Subs
- Ice Cream
- Shakes
- Smoothies
- Salads
- Wraps
- Sandwiches
- Drinks
- Snacks
- Specials

**Main Menu Board (Right Side):**

- Fries** - 1.50 (Small), 2.00 (Medium), 2.50 (Large)
- Combo** - 3.50 (Small), 4.00 (Medium), 4.50 (Large)
- Drinks** - 1.50 (Soft Drink), 2.00 (Smoothie), 2.50 (Milkshake)
- Supplies** - 1.00 (Candy), 1.50 (Ice Cream), 2.00 (Shake)

**OPEN**

**CASH ONLY**

**Chocolatey Butter Fudge**

**Peanut Butter Downy Cakes**

**Popcorn**

**Old Fashioned Doughnuts**

**Peanut Butter Fudge**

**Chocolatey Butter Fudge**

**Chocolatey Butter Fudge**

**Moose Treats**







**FOG** BEST MANAGEMENT PRACTICES\*  
**FATS, OIL & GREASE\***  
 \*PART OF "FOG" FOR COMMERCIAL FOOD ESTABLISHMENT (CFE) IN NEW CASTLE COUNTY

| Do's   | Don'ts   |
|--|--|
| <ul style="list-style-type: none"> <li>1. NEVER pour hot oil, fat, grease, or any other liquid into the sink.</li> <li>2. NEVER pour grease down the drain.</li> <li>3. NEVER use paper towels, napkins, or paper cups to clean up grease.</li> <li>4. NEVER use paper towels, napkins, or paper cups to clean up grease.</li> <li>5. NEVER use paper towels, napkins, or paper cups to clean up grease.</li> <li>6. NEVER use paper towels, napkins, or paper cups to clean up grease.</li> </ul> | <ul style="list-style-type: none"> <li>1. NEVER pour hot oil, fat, grease, or any other liquid into the sink.</li> <li>2. NEVER pour grease down the drain.</li> <li>3. NEVER use paper towels, napkins, or paper cups to clean up grease.</li> <li>4. NEVER use paper towels, napkins, or paper cups to clean up grease.</li> <li>5. NEVER use paper towels, napkins, or paper cups to clean up grease.</li> <li>6. NEVER use paper towels, napkins, or paper cups to clean up grease.</li> </ul> |

**FOG STOP THE FOG IT'S THE LAW**

Under the FOG Law, the owner of any CFE is responsible for ensuring that the following best management practices are followed:

- 1. NEVER pour hot oil, fat, grease, or any other liquid into the sink.
- 2. NEVER pour grease down the drain.
- 3. NEVER use paper towels, napkins, or paper cups to clean up grease.
- 4. NEVER use paper towels, napkins, or paper cups to clean up grease.
- 5. NEVER use paper towels, napkins, or paper cups to clean up grease.
- 6. NEVER use paper towels, napkins, or paper cups to clean up grease.

The FOG Law is enforced by the New Castle County Health Department. For more information, visit [www.nccohhs.gov](http://www.nccohhs.gov).

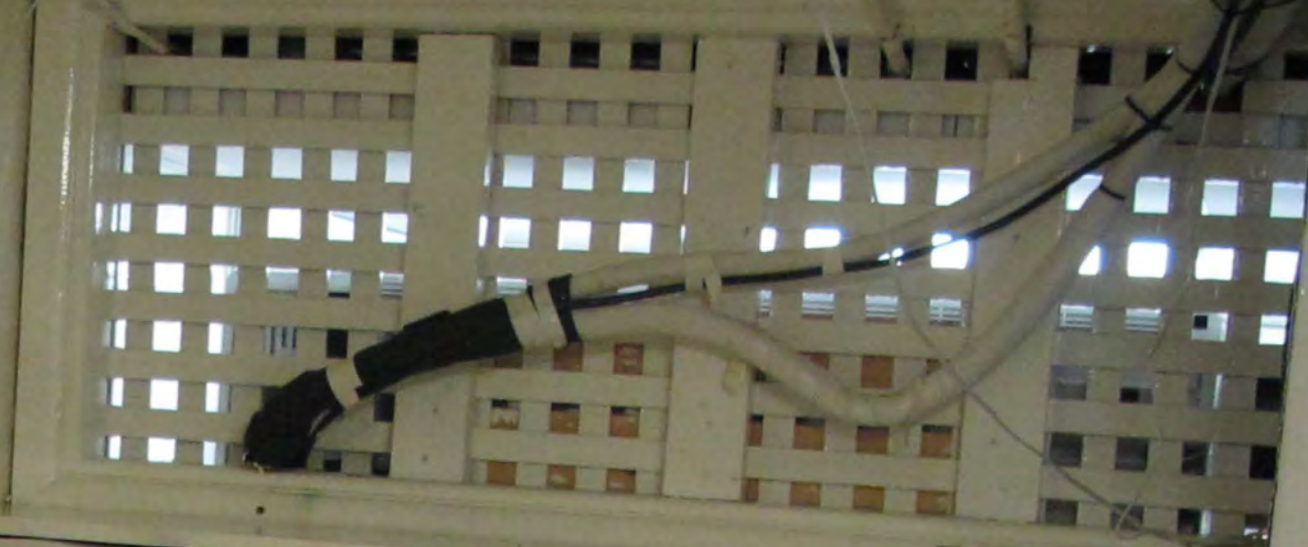
*Assume all drippage in the sink are dirty & must be bleached*

**Must be Spaced CLEAN!**  
 Before Putting in Drain Water

*Handwritten notes on the wall:*  
 Must be Spaced CLEAN!  
 Before Putting in Drain Water  
 Dies







BABY #10 CONE

Don't  
cut  
Boxes

Bell-Marque  
• Extra Strong 2-Ply  
• Dispenses 1 at a Time  
• Less Waste  
DISPENSER  
6,000 NAPKINS  
6.4 x 10.7

Bell-Marque  
Just 1  
DISPENSER NAPKINS  
NAPKINS/SERVILLETAS  
0.75 inches (1.62 mm x 2.73 mm)

CHOICE  
FOR 12, 16 & 22 OZ. CUPS  
Paper Cold Cup Lids  
Clear with Straw Hole  
1000/CASE

HANDLE WITH CARE  
MANEJESE CON CUIDADO

HANDLE WITH CARE  
MANEJESE CON CUIDADO

1000 LIDS

HANDLE WITH CARE

HANDLE WITH CARE  
MANEJESE CON CUIDADO

Employees  
are not to take  
shorts for personal  
use - w/ permission

- Mistakes  
Never Throw  
Hand Them Out  
Offer it to Me  
Offer it to Me  
Offer it to Me  
Offer it to Me
- No One is to Exit the Building  
- Unless You are Employing the Trash  
- No Visiting Friends Out Back  
- You are Trained, as well as others in the  
- Friends are also Not Permitted to Enter  
at the Front While You are Working  
- No Employees are to be in the Building  
Unless They are Working or Making a  
Call
- As a DAIRY PALACE Employee  
You May Enjoy Any Treat in the Shop While  
However, You are Not Permitted  
Take Any Un-purchased Food or Beverage  
Without Permission







Peeps

Orange  
Mango  
Sour

**Combo**

|                  |                  |                  |
|------------------|------------------|------------------|
| Double Cheese    | Double Cheese    | Double Cheese    |
| Double Bacon     | Double Bacon     | Double Bacon     |
| Double Pepperoni | Double Pepperoni | Double Pepperoni |
| Double Sausage   | Double Sausage   | Double Sausage   |
| Double Mushroom  | Double Mushroom  | Double Mushroom  |
| Double Veggie    | Double Veggie    | Double Veggie    |
| Double Supreme   | Double Supreme   | Double Supreme   |
| Double Deluxe    | Double Deluxe    | Double Deluxe    |
| Double Ultimate  | Double Ultimate  | Double Ultimate  |



**CLOSED**  
Please Call Ahead

**Slush**

|                |               |                     |
|----------------|---------------|---------------------|
| Blue Raspberry | Lemon         | Pine Colada         |
| Bubble Gum     | Orange        | Strawberry-Kiwi     |
| Cherry         | Mango         | Strawberry-Lemonade |
| Cotton Candy   | Passion Fruit | Watermelon          |
| Grape          |               |                     |

**Slush**

|                |                     |                 |
|----------------|---------------------|-----------------|
| Blue Raspberry | Orange              | Passion Fruit   |
| Cherry         | Pine Colada         | Strawberry-Kiwi |
| Cotton Candy   | Strawberry-Lemonade | Watermelon      |
| Grape          |                     |                 |
| Lime           |                     |                 |

**Sodas**

|                    |                    |
|--------------------|--------------------|
| <b>Soda Float</b>  | <b>Peppi Float</b> |
| Black Cow Float    | Root Beer Float    |
| Brown Cow Float    | Snow Float         |
| Pepsi, choco syrup | Sierra Mist        |
| Orange Cream Float |                    |

**Ice Cream Soda**

|                        |               |
|------------------------|---------------|
| Blueberry              | Mango         |
| Bubble Gum             | Marshmallow   |
| Butterbeer             | Orange        |
| butterscotch, cinnamon | Peach         |
| Butterscotch           | Peanut Butter |
| Caramel                | Pineapple     |
| Cherry                 | Raspberry     |
| Chocolate              | Strawberry    |
| Cotton Candy           | Vanilla       |
| Hot Fudge              | Watermelon    |

SERVER

Stainless steel counter with various equipment:

- Stacks of white and patterned paper cups
- Black cash register
- Blender
- Hot water dispenser
- Ice cream dispenser
- Various lids and containers

**Peppi Float**

Peppi Float = 1 scoop of Peppi + 1/2 cup of Peppi + 1/2 cup of Peppi + 1/2 cup of Peppi

**Ice Cream Soda**

Ice Cream Soda = 1 scoop of Ice Cream + 1/2 cup of Ice Cream + 1/2 cup of Ice Cream + 1/2 cup of Ice Cream

**Combo**

Combo = 1 scoop of Combo + 1/2 cup of Combo + 1/2 cup of Combo + 1/2 cup of Combo



WALNUTS

SERVER

Wet Walnuts

Butterscotch

Raspberry

Blueberry

Wet Walnuts

Butterscotch

Raspberry

Blueberry

Wet Walnuts

Butterscotch

Raspberry

Blueberry

Wet Walnuts

Butterscotch

Raspberry

Blueberry

**Wet Walnuts**  
3 Servings  
Wet Walnuts - on Topping + Rich  
3 Servings  
Wet Walnuts - on Topping + Rich  
Wet Walnuts - on Topping + Rich  
Wet Walnuts - on Topping + Rich  
Wet Walnuts - on Topping + Rich

**SUNDAES - 1 Topping**  
S 1 ladle Topping - Juice & Berries May add little extra juice  
M 1 1/2 ladles Toppings - Juice & Berries May add little extra juice  
L 2 ladles Toppings - Juice & Berries May add little extra juice

**FUNDAES - 2 Toppings**  
S 1/2 ladle of each of Topping Juice & Berries May add little extra juice  
M 1 ladle of each Topping Juice & Berries May add little extra juice  
L 1 1/2 ladles of each Topping Juice & Berries May add little extra juice

**COMBO Sundae**  
1 Topping & 1 Candy  
3 Topping  
S 1/2 ladle Topping Juice & Berries May add little extra juice  
M 1/2 ladle Topping Juice & Berries May add little extra juice  
L 1 ladle Topping Juice & Berries May add little extra juice

**DELUXE Sundae**  
2 Toppings & 1 Candy  
or 4 Toppings  
S 1/2 ladle Topping Juice & Berries May add little extra juice  
M 1/2 ladle Topping Juice & Berries May add little extra juice  
L 1 ladle Topping Juice & Berries May add little extra juice

**Walnuts** - Always Drain Syrup off Walnuts  
- Serve a full ladle of Nuts - Not a Ladle of Juice -  
**Walnuts SERVING AMOUNTS**  
for SUNDAES & MILKSHAKES  
Small - 1 ladle Med - 1 1/2 ladles Lrg - 2 ladles

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Parker's Dairy Palace

Multiple Name: \_\_\_\_\_

State & County: DELAWARE, New Castle

Date Received: 9/3/2019      Date of Pending List: 9/20/2019      Date of 16th Day: 10/7/2019      Date of 45th Day: 10/18/2019      Date of Weekly List: \_\_\_\_\_

Reference number: SG100004513

Nominator: SHPO

Reason For Review: \_\_\_\_\_

X Accept       Return       Reject      10/15/2019 Date

Abstract/Summary NR Criteria: A & C  
Comments: \_\_\_\_\_

Recommendation/ Criteria: AOS: Commerce, Transportation, Recreation, Architecture; POS: 1954-1970; LOS: local

Reviewer Lisa Deline

Discipline Historian

Telephone (202)354-2239

Date 10/15/19

DOCUMENTATION:      see attached comments : No      see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

August 30, 2019

Ms. Joy Beasley  
Keeper of the National Register  
National Register Program  
1849 C St. NW (Mail Stop 7228)  
Washington, D.C. 20240



Dear Ms. Beasley:

The enclosed disks contain the true and correct copy of the **Parker's Dairy Palace** nomination for listing in the National Register of Historic Places. This historic property is located in New Castle County, Delaware and is being nominated under the following criteria:

**Criterion A** as part of the post-war, automobile-driven, suburban development outside of the City of Wilmington during the 1950s.

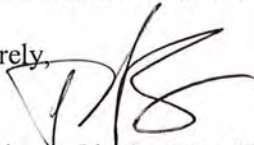
**Criterion C** for its distinctive mid-twentieth century commercial roadside architecture. It is illustrative of several national building trends and is representative of a specific building form executed by Dairy Queen Company franchisees from the late 1940s until the early 1960s.

Correlation with the Delaware's State Historic Preservation Plan 2018-2022 titled "Partners in Preservation: Planning for the Future:"

- Goal 1: Strengthen/Expand Delaware's Core Federal/State Historic Preservation Program
- Strategy 7: Address gaps and biases in the state's inventory of historic properties
- Actions 7a: Prioritize cultural resource survey and National Register nominations to address underrepresented communities or property types [Mid-twentieth century architecture].

If there are any questions regarding this nomination, please contact Madeline E. Dunn, National Register Coordinator-Historian for the Delaware State Historic Preservation Office at [madeline.dunn@delaware.gov](mailto:madeline.dunn@delaware.gov) or 302-736-7417.

Sincerely,



Timothy A. Slavin, State Historic Preservation Officer and  
Director – Division of Historical and Cultural Affairs

**From:** [Caufield, Elizabeth](#)  
**To:** [Dunn, Madeline \(DOS\)](#)  
**Subject:** New Castle County Historic Review Board Recommendation - Parker's Dairy Palace  
**Date:** Monday, July 22, 2019 11:31:34 AM

---

Good morning Madeline,

The proposed Parker's Dairy Palace National Register Nomination appeared before the New Castle County Historic Review Board at its July 16, 2019 Public Hearing / Special Business Meeting. The Historic Review Board voted that Parker's Dairy Palace is eligible for the National Register of Historic Places under Criterion A (Patel, Silber, Anderson) and Criterion C (Benson, Davis, Silber, Anderson). **At its July 16, 2019 Special Business Meeting, the Historic Review Board voted unanimously to accept the proposed nomination, as it meets the criteria for listing under the proposed Criteria A and C.**

Please feel free to let me know if you have any additional questions.

Thanks!

*Betsy Caufield*  
Planner II, Preservation Planner  
New Castle County, Dept. of Land Use  
87 Reads Way, New Castle, DE 19720  
[elizabeth.caufield@newcastlede.gov](mailto:elizabeth.caufield@newcastlede.gov)  
(302)395-5440

**\*PLEASE NOTE:** my email address has changed: [elizabeth.caufield@newcastlede.gov](mailto:elizabeth.caufield@newcastlede.gov)\*\*\*



**Dunn, Madeline (DOS)**

---

**From:** Caufield, Elizabeth <Elizabeth.Caufield@newcastlede.gov>  
**Sent:** Monday, July 22, 2019 11:32 AM  
**To:** Dunn, Madeline (DOS)  
**Subject:** New Castle County Historic Review Board Recommendation - Parker's Dairy Palace

Good morning Madeline,

The proposed Parker's Dairy Palace National Register Nomination appeared before the New Castle County Historic Review Board at its July 16, 2019 Public Hearing / Special Business Meeting. The Historic Review Board voted that Parker's Dairy Palace is eligible for the National Register of Historic Places under Criterion A (Patel, Silber, Anderson) and Criterion C (Benson, Davis, Silber, Anderson). **At its July 16, 2019 Special Business Meeting, the Historic Review Board voted unanimously to accept the proposed nomination, as it meets the criteria for listing under the proposed Criteria A and C.**

Please feel free to let me know if you have any additional questions.

Thanks!

*Betsy Caufield*  
Planner II, Preservation Planner  
New Castle County, Dept. of Land Use  
87 Reads Way, New Castle, DE 19720  
[elizabeth.caufield@newcastlede.gov](mailto:elizabeth.caufield@newcastlede.gov)  
(302)395-5440

**\*PLEASE NOTE:** my email address has changed: [elizabeth.caufield@newcastlede.gov](mailto:elizabeth.caufield@newcastlede.gov)\*\*\*

Nomination Synopsis

**Parker Dairy Palace**

**2 Jay Drive**

**New Castle, DE**

**Level of Significance:** This property is eligible at the local level with a period of significance ranging from 1954 to 1970, at which time the Parkers separated from Dairy Queen and began an independent business as a direct result of company pressures to modernize the building. The Parker family's action ultimately preserved the historic integrity of the Parker Dairy Palace.

**Period of Significance:** 1954-1970 (1954 – date of construction; 1970 end of DQ franchise)

**Areas of Significance:** Architecture, Commerce, Transportation, Recreation

**Criterion/Criteria:** **Criterion A** as part of the post-war, automobile-driven, suburban development outside of the City of Wilmington during the 1950s.

**Criterion C** for its distinctive mid-twentieth century commercial roadside architecture. It is illustrative of several national building trends and is representative of a specific building form executed by Dairy Queen Company franchisees from the late 1940s until the early 1960s.

**Correlation with State Historic Preservation Plan 2018-2022 titled "Partners in Preservation: Planning for the Future:"**

**Goal 1:** Strengthen/Expand Delaware's Core Federal/State Historic Preservation Program

**Strategy 7:** Address gaps and biases in the state's inventory of historic properties

**Actions 7a:** Prioritize cultural resource survey and National Register nominations to address underrepresented communities or property types [MID-CENTURY ARCHITECTURE].

This nomination was prepared for New Castle County by the University of Delaware Center for Historic Architecture and Design, and was supported by a grant from the Certified Local Governments program administered by the National Park Service through the Delaware Division of Historical and Cultural Affairs.

Historic Context Summary

The history surrounding the construction of Parker's Dairy Palace, originally built as a Dairy Queen (DQ) franchise, correlates with the story of suburban development in New Castle County, Delaware as well as with the increased interest in transportation during the post-World War II era, and the emerging popularity of roadside food stands. Travelling motorists and residents moving into suburban developments desired additional dining options. Thus commercial ventures such as family-style and dine-in restaurants as well as drive-ins emerged on the landscape. Parker's Dairy Palace is the best-known surviving example of a 1950s drive-in/walk-up soft serve ice cream stand remaining in New Castle County, Delaware.

Page 2

## Nomination Synopsis – Parker Dairy Palace

With the popularity of soft served ice cream blossoming between 1946 and 1953, DQ's franchises grew from less than 24 stores to more than 2,500. The Parker family became a part of this fast growing commercial venture in 1954. Their first DQ franchise was opened in Lewes in 1954, Seaford in 1956, and two franchise establishments in the New Castle area. However, the 2 Jay Drive location (site of Parker's Dairy Palace) in New Castle is the only one retaining its historic integrity within family ownership. The other properties were either sold or renovated to accommodate the needs of new owners.

Originally constructed in 1954 as a DQ franchise licensed to Ernest Overby, it was acquired by the Parker family in 1956 and has remained a family enterprise for more than 60 years. This five-star rated seasonal establishment, located along a well-travelled and expanded public thoroughfare (DE 141) connects the City of New Castle with Newark. It is also adjacent to Wilmington Manor, a residential development established between 1937 and 1954 as well as Chelsea Estates. Acquiring the DQ franchise in 1956 and purchasing the property from DQ in 1970, Vince and Joy Parker have remained consistently engaged with the these local communities. Vince Parker, a Korean War veteran, taught at West Park Elementary School in Newark and the Parker's sponsored at least two neighborhood Little League teams – The Chelsea Cardinals and the Chelsea Redbirds whose original baseball field was situated behind the store. Because of their involvement with local activities and neighborhood residents, the Parker Dairy Palace is considered a nostalgic enterprise.

### Architectural Significance

The general appearance and spatial arrangement of Parker's Dairy Palace retains the DQ enterprise's original characteristics including a modern looking one-story building with a façade characterized by a large plate glass window wall, a flat roof featuring overhanging eaves, an iconic neon sign featuring a tilted ice cream cone with a swirl on top, a parking lot, and walk-up customer service windows. After severing ties with DQ, the Parkers covered the word "Queen" with the word "Palace" on the building's main signage. Motivated by an interest to preserve the building's original appearance, the Parkers chose to purchase their franchised property in 1970 after learning that the corporate head of DQ wanted to modernize their existing buildings.

Parker's Dairy Palace survives as a rare example of a mid-twentieth century commercial roadside business in New Castle County that is situated adjacent to two twentieth century subdivisions which have continuously provided much of its customer base. Vinyl windows, sympathetic to original designs, were installed in 2000 and DQ franchise equipment was removed in 1970 when ownership transferred to the Parker family. Operating along an extremely busy multi-lane roadway known as State Route 141 or West Basin Road, Parker's Dairy Palace continues to serve the motoring public as well as residents of Wilmington Manor and Chelsea Estates.

### Miscellaneous Information:

- July 16, 2019 - The New Castle County Historic Review Board unanimously approved the nomination for submission to the Delaware State Review Board for Historic Preservation for their review and consideration.
- July 24, 2019 – The nomination was reviewed and unanimously approved by the Delaware State Review Board for Historic Preservation.
- Upon receipt of a finalized version of the nomination, the State Historic Preservation Office prepared the nomination for submission to the National Park Service for listing in the National Register of Historic Places.

August 30, 2019

Ms. Joy Beasley  
Keeper of the National Register  
National Register Program  
1849 C St. NW (Mail Stop 7228)  
Washington, D.C. 20240

Dear Ms. Beasley:

The enclosed disks contain the true and correct copy of the **Parker's Dairy Palace** nomination for listing in the National Register of Historic Places. This historic property is located in New Castle County, Delaware and is being nominated under the following criteria:

**Criterion A** as part of the post-war, automobile-driven, suburban development outside of the City of Wilmington during the 1950s.

**Criterion C** for its distinctive mid-twentieth century commercial roadside architecture. It is illustrative of several national building trends and is representative of a specific building form executed by Dairy Queen Company franchisees from the late 1940s until the early 1960s.

Correlation with the Delaware's State Historic Preservation Plan 2018-2022 titled "Partners in Preservation: Planning for the Future:"

Goal 1: Strengthen/Expand Delaware's Core Federal/State Historic Preservation Program  
Strategy 7: Address gaps and biases in the state's inventory of historic properties  
Actions 7a: Prioritize cultural resource survey and National Register nominations to address underrepresented communities or property types [Mid-twentieth century architecture].

If there are any questions regarding this nomination, please contact Madeline E. Dunn, National Register Coordinator-Historian for the Delaware State Historic Preservation Office at [madeline.dunn@delaware.gov](mailto:madeline.dunn@delaware.gov) or 302-736-7417.

Sincerely,



Timothy A. Slavin, State Historic Preservation Officer and  
Director – Division of Historical and Cultural Affairs