



1303

**United States Department of 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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

**1. Name of Property**

historic name Parkin Ice Cream Company  
other names/site number \_\_\_\_\_

**2. Location**

street & number 108 West 9th Street N/A not for publication  
city or town Marshfield N/A vicinity  
state Wisconsin code WI county Wood code 141 zip code 54449

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  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  meets \_ does not meet the National Register criteria. I recommend that this property be considered significant \_ nationally \_ statewide  locally. (\_ See continuation sheet for additional comments.)

[Signature] \_\_\_\_\_ Date 11/21/08  
Signature of certifying official/Title Date

State Historic Preservation Officer - Wisconsin

State or Federal agency and bureau

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

\_\_\_\_\_  
Signature of commenting official/Title Date

State or Federal agency and bureau

Parkin Ice Cream Company

Wood

Wisconsin

Name of Property

County and State

**4. National Park Service Certification**

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

*Edson H. Beall*

1-8-09

*for*

Signature of the Keeper

Date of Action

**5. Classification**

Ownership of Property (check as many boxes as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include previously listed resources in the count)	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	contributing	noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	1	buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> structure		sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> site		structures
	<input type="checkbox"/> object		objects
		1	0 total

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

N/A

Number of contributing resources  
is previously listed in the National Register

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

**Current Functions**

(Enter categories from instructions)

Industry/Processing/Extraction: Manufacturing Facility

Commerce/Trade: Restaurant

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

**Materials**

(Enter categories from instructions)

Commercial Style

Foundation Concrete

walls Brick

roof Asphalt

other Concrete

**Narrative Description**

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

Parkin Ice Cream Company  
Name of Property

Wood  
County and State

Wisconsin

## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the 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.)

Property is:

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

### Areas of Significance

(Enter categories from instructions)

Industry

Commerce

### Period of Significance

1941-1958

### Significant Dates

1941

1945

### Significant Person

(Complete if Criterion B is marked)

### Cultural Affiliation

### Architect/Builder

Thomsen-Abbott, Engineers & Contractors, builder

### Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Parkin Ice Cream Company  
Name of Property

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## 9. Major Bibliographic References

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

### Previous Documentation on File (National Park Service):

- 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 #

### Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

Parkin Family

## 10. Geographical Data

Acreeage of Property Less Than One Acre

UTM References (Place additional UTM references on a continuation sheet.)

1 15 723573 4948976  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

2 \_\_\_\_\_  
Zone Easting Northing

4 \_\_\_\_\_  
Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

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

## 11. Form Prepared By

name/title	Thomas Brown	date	June 2008
organization	Thomas Brown, Architect	telephone	715-341-9596
street & number	1052 Main Street	zip code	54481
city or town	Stevens Point	state	WI

Parkin Ice Cream Company

Wood

Wisconsin

Name of Property

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**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

**Maps** A USGS map (7.5 or 15 minute series) indicating the property's location.  
A sketch map for historic districts and properties having large acreage or numerous resources.

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

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

**Property Owner**

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

<b>name/title</b>	Rita Meier	<b>date</b>	June 2008
<b>organization</b>	LHM Real Estate LLC	<b>telephone</b>	715-384-3344
<b>street&amp;number</b>	11721 Lincoln/Spencer Road	<b>zip code</b>	54449
<b>city or town</b>	Marshfield	<b>state</b>	WI

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

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

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Parkin Ice Cream Company  
Marshfield, Wood County, Wisconsin

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**Narrative Description**

The Parkin Ice Cream Company building was built in the spring of 1941, with a west wing addition built in 1945. The current building replaced an earlier wood-frame building on the site that was destroyed by fire on January 5, 1941.<sup>1</sup> The current building is of industrial design, faced with brick with concrete detailing. The building has a flat roof hidden from view by parapet walls. The window openings are filled with glass block with inset clear panes.

The building is located just off the main thoroughfare of South Central Avenue at the south edge of Marshfield's downtown commercial district. It sits along a busy street surrounded by other commercial establishments. The primary facade is the north and northeast face of the building along West 9th Street and a public sidewalk. This facade, which is angled at the east wing to follow the street layout and property line along West 9<sup>th</sup> Street, has several entry doors, five service bays, and windows on two levels. The east and south faces of the building are partially-obscured from view by adjacent buildings, with additional windows, doors and service bays. A small side and rear parking area is located at the south and west edge of the property. The total building area, including basement, is 16,122 sq. ft.

The building underwent an historic rehabilitation in 2005, utilizing federal historic tax credit incentives, and was converted to its current use as a restaurant and brewpub. A small two-story accessible entry addition was added at the west end of the original building as part of the 2005 rehabilitation.

Historic or Original Configuration

After a fire on Sunday, January 5, 1941 destroyed the existing wood-frame Parkin Dairy plant, the Parkin family quickly made plans to rebuild their plant operation. The damaged building was temporarily repaired while the new plant was being built next to it on the same site.<sup>2</sup>

A well-known local engineering and construction firm, Thomsen-Abbott, built the new "state of the art" processing plant with reinforced-concrete, brick and steel.<sup>3</sup> This firm was also responsible for the Marshfield Junior High School building and other prominent local structures, such as the local Armory.

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<sup>1</sup> "Ice Cream Plant Damaged by Fire," Marshfield News-Herald, January 6, 1941.

<sup>2</sup> "Ice Cream Plant Damaged by Fire," Marshfield News-Herald, January 6, 1941; "Repair Old Plant for Temporary Use," Marshfield News-Herald, January 18, 1941.

<sup>3</sup> "Excavating Underway on New \$25,000 Parkin Plant," Marshfield News-Herald, March 22, 1941; "Work Going Forward on New Parkin Plant," Marshfield News-Herald, May 10, 1941.

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The new Parkin plant was built in an early 1940s commercial/industrial style. It consists of two distinct wings, built four years apart, with a brick and reinforced-concrete exterior. The east wing, built in 1941, originally housed the dairy processing equipment and offices for the Parkin Ice Cream Company. The west wing, added in 1945, originally housed loading, vehicle and other storage for the company.<sup>4</sup> Dominant features are the extensive use of glass block in the window openings and multiple service bays with large garage doors framed by reinforced concrete. The west face of the building was originally left unfinished, with exposed concrete block. The brick faces of the north and south facades were extended slightly at the west face, apparently intended for future expansion. The new 2005 addition was added in this location.

The building was singled out as the most modern of its type in Wisconsin at the time it was built. The building was the subject of a feature story in the September 1941 edition of the "Ice Cream Review," where it was described as a "dream plant" and "showplace" for the average size ice cream maker.<sup>5</sup> It featured fireproof construction with buff and tan colored salt-glazed tile walls, concrete and lactic acid-resistant red tile floors, and an extensive use of glass block windows. It was equipped with a new type of advanced filtering system, called a "Stamsvik" filter.<sup>6</sup> In addition to housing company offices, the building featured a bar machine room for making ice cream bars, a hardening room for refrigerated storage, two batch freezers, a can washing room, a packing room, a loading dock receiving area, and inside vehicle and bulk goods storage.

The plant also featured a 1500# hand-operated elevator, a fireproof electrical switch room, two private wells with a 60 gallon per minute capacity; the plant required 15 employees to operate it. The basement housed a cabinet storage and repair shop, locker room, and boiler room with two boilers. A stoker boiler was used to heat the plant and a steam boiler was used for the pasteurization equipment. The second floor was used for cone and paper storage, with a capacity of three carloads, and advertising materials.

The new plant layout was planned by its employees, in addition to management.<sup>7</sup> A central feature was the "freezing" room, where the 150 degree pasteurized "mix" was cooled to 40 degrees in a few seconds to eliminate possible bacteria. There were two main production lines feeding the freezing

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<sup>4</sup> "Dream Plant," The Ice Cream Review, September 1941, p. 22.

<sup>5</sup> Ibid.

<sup>6</sup> "New-type Filter in Use at Modern Parkin Plant," Marshfield News-Herald, August 19?, 1941.

<sup>7</sup> "Invite Public to Inspect New Parkin Plant Tomorrow," Marshfield News-Herald, August 19, 1941; "Opening Marks Parkin's 39<sup>th</sup> Year in Dairy Field," Marshfield News-Herald, August 19, 1941.

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room. The first line received re-usable metal cans returned from dealers, which were washed and sanitized. The second line pasteurized the "mix" of sweet cream arriving from 600-700 cows each day.

The mix was pasteurized with a revolving steam coil in a 500 gallon mixing vat before being fed through the innovative "Stamsvik" filter.<sup>8</sup> The 14 layers of filter cloth removed all un-dissolved sugar and foreign matter for a smoother product mix. It was the first of its kind installed in Wisconsin. After pasteurization, the mix was homogenized in a 300 gallon "viscolizer" that broke up the butter fat under 3,000 pounds of pressure per square inch. The cooled mix was put in two 500 gallon storage vats for 24 hours.

The mix was then filtered a second time before being flavored and frozen in one of two batch freezers. One freezer had a 10 gallon or 40 quart capacity and the other had a 25 gallon or 100 quart capacity. The freezers produced frozen batches of ice cream product every 10 minutes. The finished product was then put into reusable metal dealer cans, sent to the brick machine, or sent to the 8,000 gallon capacity "hardening" room, refrigerated to 0 degrees with a dedicated compressor. A refrigerated ante-chamber off the hardening room pre-cooled the cartons before filling to prevent iciness in the finished product.

The bar machine produced chocolate-coated ice cream bars at a rate of 125 dozen per hour. The bar machine room was cooled to 50 degrees and the cool air could be diverted to the offices when the machine was not in operation. A conveyer chute in the cooling room connected directly to waiting refrigerated trucks.

The plant operated until it was sold on April 1, 1966, after which the building continued to be used for storage and the distribution of dairy products. By 1975, the building had been vacated and the main floor of the east wing had been converted for use by Dairyland Laboratories, with a tavern occupying the basement. The processing plant wing was later remodeled for apartment use on the main floor and the service bay wing was subdivided for retail and storage use.

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<sup>8</sup> "New-type Filter in Use at Modern Parkin Plant," Marshfield News-Herald, August 19?, 1941.



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Pre-2005 Renovation – Exterior Condition

The reinforced concrete and brick exterior was in relatively good condition prior to renovation. Most of the exterior windows contained the original glass block infill, but most of the small view window units had been boarded up or removed. Some of the upper windows, which may have originally had steel-framed industrial-type windows, appear to have been filled-in with glass block at some later point to match the windows which originally had, and still have, glass block infill. The original garage doors for the service bays had been removed and several had been filled in with concrete block and wood paneling when the interior was subdivided for separate tenants. A small wood-frame basement entry canopy structure at the northeast corner was added in an earlier remodeling. Former window and door openings in the upper level were filled-in with concrete block and wood paneling.

Current Condition - Exterior

The earlier east wing has a two-story front section and one-story rear section. The main level is raised above grade over a partially below-grade basement to facilitate truck-loading. The one-story rear portion of the east wing has a flat roof. The taller two-story front portion, with a flat roof, faces the street.

The main brick-faced façade of the east wing is angled along West 9<sup>th</sup> Street, facing northeast and north. It has a wood entry door, leading to the raised main level, with glass block transom and a concrete stoop. There is one window opening with glass block infill surrounding a small view window insert on the main level and one window opening with all glass block infill. An on-grade wooden canopy at the northeast corner serves as an entry to a basement tavern tenant and partially covers a third window opening with glass block infill with a small view window insert. There are four window openings on the upper level with glass block infill, including three with small view window inserts.

The partially-obscured east façade of the east wing, facing a narrow side yard and adjacent building, has seven window openings on the main level with glass block infill, including two with small view window inserts. There are three window openings on the upper level with glass block infill, including two with small view window inserts. Several former basement windows have been blocked up with wood paneling.

The south façade, facing a narrow alley, has one metal entry door leading up to the main level and another metal door providing access to the basement. There are three window openings with glass block infill, including two with small view window inserts. Two small openings are blocked-up and

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had formerly served as truck-loading chutes at floor level. Several former basement windows have been blocked up with wood paneling. The upper south façade of the two-story front portion, overlooking a flat roof, has a metal roof-access door, a steel-framed window and a metal ladder to the roof.

The two-story west wing, with a flat roof and no basement, is slightly taller than the east wing. The original west façade of the east wing is now an interior common wall with the west wing.

The principal brick-faced north façade of the west wing faces West 9<sup>th</sup> Street, continuing the façade of the east wing. It has a wood entry door at grade that leads to the raised east wing main level and the upper level of the west wing. There are five former service bays framed in reinforced concrete with large garage doors at grade. One of the service bays is recessed into the building at an angle to align with the former west wall and the raised and now enclosed loading dock and the east-wing common wall. The upper level has five large window openings with glass block infill, each surrounding small view window inserts.

The upper portion of the east façade of the west wing overlooks the flat roof of the one-story portion of the east wing. There are two large window openings with glass block infill, each with small view window inserts. A tall brick chimney rises through the roof of the east wing between these two window openings. A small metal-clad enclosure next to the chimney houses a dumbwaiter shaft from the main level of the east wing.

The south façade of the west wing has two former service bays framed in reinforced concrete with large garage doors at grade. One of the service bays is oversized compared to the others. The upper level has two large window openings with glass block infill, each with small view window inserts. These flank a large center opening with a large double wood door and protruding steel beam for loading purposes.

The original west façade of the west wing was unfinished and is now an interior common wall after a small two-story entry addition was added in the 2005 renovation. The original wall had three window openings on the main level and two window openings on the upper level flanking a center door opening. The upper and lower center openings were converted to interior doorways and the flanking windows openings remain. The west-facing portion of the addition is metal clad with six metal-framed window openings and a low band of brick wainscoting. The narrow north and south faces of the addition are brick-faced and recessed behind the adjacent original brick façade, to distinguish between original and newer construction. The north face has a metal-framed main entry door and

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upper metal-framed window, while the south face has a wood garage door and upper metal-framed window.

2005 Historic Tax Credit Rehabilitation – Exterior

Historic photographs were consulted to determine the original configuration and treatment of the exterior openings. The original glass block window infill was left in place, with a few damaged or missing glass blocks replaced with similar units. The missing view window inserts were replaced with new wood units built to match the original ones. Inappropriate double-hung vinyl window inserts were removed and replaced in a few instances to return them to their original look. The grade-level service bay infill was removed and new wood overhead garage doors were fabricated and installed to match the originals. The main wood entry doors were repaired where possible or replaced with units matching the originals. A new set of large wood loading doors replaced the missing door in the upper level loading area on the south façade of the west wing. Existing wood paneling for boarded up basement windows was repaired and left in place. A narrow existing rear service door on the south façade was enlarged to provide an accessible entrance door. Several other metal service doors on the south façade were repaired and left in place. The exterior brick and reinforced concrete was left unchanged.

The largest change to the exterior involved the new two-story addition at the west end of the building. As noted earlier, the original west face of the building was left unfinished, with small extensions of the north and south brick facades extending past the west face. The new addition was recessed behind these façade extensions and constructed of complementary materials. Brick facing of a lighter color and pattern was used, along with a horizontal corrugated metal siding. The proportions of the new windows and doors were designed to be similar to those on the original building, matching head and sill heights. Window and door frames were of mill finish aluminum to complement the industrial style of the original building. Other changes included a small metal clad dumbwaiter enclosure next to the exiting chimney, in an area out of view of the principal facades, and new rooftop mechanical equipment hidden behind the exterior parapet walls. Exterior lighting and signage was kept to a minimum and were selected for their industrial style.

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Pre-2005 Renovation – Interior Condition

It should be noted that the earlier interior remodeling in both the east and west wings was mostly additive in nature and did not adversely affect the historic integrity of the building. Almost the entire original interior remains intact. Although it had been subdivided and covered over with paneling, suspended ceilings, paint and other finishes, very little, except the original dairy equipment, had been removed. On the main level of the east wing, the original supporting glazed brick partition walls, door openings, and windows were mostly unchanged, except for changes to the small view window inserts. The original red acid-resistant floor tile in the main processing area was mostly intact and covered with carpet. The upper level of the east wing had suffered water damage from roof leakage and had been subdivided into smaller rooms with added paneling and other surface treatments. The lower level of the west wing, originally open, was subdivided with concrete block partitions into separate tenant spaces. The original east wing loading dock remained in place at the common wall between the two wings, as had the freight elevator shaft and original fire doors. The upper level of the west wing was left largely open and intact, with exposed structural elements. The exterior concrete block walls were unfinished, with the exception of the brick-faced common wall between the two wings. Masonry ties for interior finishing of the bare walls were in place but never used.

Current Condition - Interior

The interior of the east wing has reinforced concrete columns and beams in the basement, supporting a reinforced-concrete floor slab on the raised main level. The main level of the east wing has interior salt-glazed clay masonry walls and piers, supporting the wood-frame upper level and roof deck, with partial steel beam roof support. This section of the building had been remodeled and converted into an apartment, prior to the 2005 renovation. The smaller upper level of the east wing is wood-frame construction, with partial steel column and beam support. This section of the building had also been remodeled and converted into offices and storage. The main level and basement of the east wing are approximately 3,695 sq. ft. each. The upper level is 1,334 sq. ft.

The interior of the west wing has exposed reinforced-concrete columns and beams supporting the upper level floor slab. The originally-open space had been sub-divided into several retail tenant and storage spaces during subsequent remodeling. A series of seven large service bay garage doors, removed during previous remodeling, were replaced in the 2005 renovation. The original brick exterior wall and raised loading dock for the east wing are intact and now form the common interior wall between the east and west wings. The upper level of the west wing has exposed steel columns and beams supporting steel joists and roof deck. The shallow open-web steel roof joists are an unusual

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configuration, with webs appearing to be fabricated from punched flat plate, rather than bars or angles. This upper level is mostly open. The west wing has 3,699 sq ft on both the main and upper levels.

2005 Historic Tax Credit Rehabilitation – Interior

Most of the interior surfaces were uncovered and left exposed during the 2005 renovation. Interior demolition consisted primarily of removing added partition walls, paneling, carpeting, suspended ceilings, and infill materials.

The main level of the east wing was converted for kitchen, office and storage use. New accessible restrooms were added where the existing restroom had been. Existing door openings were used for newly-configured spaces and interior window openings retained. The existing salt-glazed clay tile walls were left exposed in the office and restroom areas. The exterior unfinished walls were insulated where accessible. In the new kitchen area, the original acid-resistant red tile was uncovered and left in place. Damaged areas were repaired with new complementary tile. The wood frame ceiling was insulated above a new suspended ceiling. Interior wall surfaces were paneled in stainless steel to meet health codes. New stand-alone walk-in coolers were built within the insulated building perimeter.

The upper level of the east wing was converted to dining use. An interior ramp was added, due to a change in levels between the two wings. The uninsulated perimeter studs at the exterior walls were insulated with new painted wall and ceiling finishes.

The main at-grade level of the west wing was converted into a brewpub. The interior reinforced concrete structure was left exposed and new exposed mechanical, plumbing and electrical equipment added. A metal-framed glass wall was added to enclose and separate the brewing equipment from the public areas. Intact portions of the concrete floor slab were left in place, with new concrete floors provide in some areas. The uninsulated exterior walls were insulated, with new painted drywall finishes. The interior face of the large exterior wooden garage doors were insulated, with the exception of the glazed center section of each door panel. The existing openings in the former exterior west wall were retained, with two converted to new doorways from the entry addition to the interior. The raised concrete loading dock at the common wall between the two wings was retained and provides access to the restrooms and kitchen in the east wing. A new passenger elevator was installed within the existing freight elevator shaft to provide accessibility between the grade level west wing, raised east wing level and upper level of both wings. An opening was created in the rear of the existing shaft to allow for the double-sided elevator cab.

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The upper level of the west wing was converted to dining use. The steel columns and open-web steel joist roof construction was left exposed, with new tapered insulation added above the existing roof deck. The uninsulated and unfinished exterior walls were insulated with perimeter studs and the concrete floor was carpeted. New mechanical, plumbing and electrical equipment was left exposed to complement the industrial nature of the space. Freestanding pantry and storage areas were created to allow the exposed steel roof structure to be seen above the enclosed areas. The existing openings in the former exterior west wall were retained, with two converted to new doorways from the entry addition to the interior.

The exterior of the Parkin Ice Cream Company retains excellent integrity to the historic period. With the exception of the small addition to the west side of the building, the building closely matches the appearance during the historic period. The rehabilitation returned features that had been obscured or had been removed by later uses. While the conversion of a former processing plant to a restaurant involved changes to the interior, important historic features were retained in the project. The kitchen is located in the original processing area and the restaurant and the brewpub are in the former loading and storage areas. Retained in the project are the features that relate to its use as an industrial processing plant. These features include original stairs, original elevator shaft, fire doors, concrete and tile floors, tile walls, brick walls, glass block windows, and exposed structural elements. The open, industrial feel of the building is especially evident in the lower level brewpub.

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**Narrative Statement of Significance**

The Parkin Ice Cream Company is eligible, at the local level, under Criterion A, in the areas of Industry and Commerce. The period of significance begins in 1941, with the construction of the new plant, and continues to 1958, the end of the historic period. The company was sold in 1966.

The Marshfield area developed historically with three main industries: wood products, specialty medical practice, and the dairy industry. Originally settled as a logging and railroad town, Marshfield became known as the "Hub City," boasting eight railroads starting with the Wisconsin Central, which was extended from Stevens Point in 1872. Although the last passenger train on the Soo Line ran in 1965, the area is still served by Canadian National freight trains.<sup>9</sup>

The wood industry depended on logging wooded areas in central Wisconsin and, later, Wisconsin's northwoods. The McMillan brothers established a sawmill about 1873 north of Marshfield and brothers William and Charles Upham established a local mill in 1878. William Upham later served as Governor of Wisconsin from 1895 to 1897. A wood products industry also flourished, with the Upham planing mill in 1879, Upham furniture factory in 1882, and numerous other hub, poke, stave and shingle mills in the area. The Roddis Lumber Company was started by W.H. Roddis in 1897, after purchasing the Hatteberg Veneer Company. Renamed the Roddis Lumber and Veneer Company in 1903, it was the largest producer of marine plywood in the United States during the Second World War, producing materials for 60 Liberty Ships each month at the height of production. It was later purchased by Weyerhaeuser in 1960 and still operates in Marshfield to this day. Another prominent firm was the Rollohome Trailer Coach Company, started by John Bartschie and brothers Elmer, Roland, Harold, and Norman Frey in 1947. In 1954 Elmer Frey formed Marshfield Homes with a new "ten-wide" mobile home concept and eventually sold it to Wick Building Systems, which still operates today along with another successor firm, Wisconsin Homes.<sup>10</sup>

Specialty medical practice was and still is dominated by the Marshfield Clinic, founded in 1916. It was incorporated as a group practice, a highly unusual organizational structure in the U.S., with the exception of the Mayo Brothers clinic in Rochester, Minnesota. The Clinic moved to a larger building in 1927, built a new building in 1958, built additions in 1961 and 1965, and eventually moved to their

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<sup>9</sup> "The Marshfield Story: 1872-1997, Volume 1, Piecing Together Our Past," Marshfield History Project, 1997; "Highlights of History: 1872-1972," Margaret Peterson, Marshfield Commemorative Booklet, 1972.

<sup>10</sup> "The Marshfield Story: 1872-1997, Volume 1, Piecing Together Our Past," Marshfield History Project, 1997; "The Marshfield Story: Volume 2, Windows to our Past," Marshfield History Project, 2000; "Highlights of History: 1872-1972," Margaret Peterson, Marshfield Commemorative Booklet, 1972; Interview with Don Schnitzler, by Tom Brown, November 7, 2007.

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present location in 1975. Building on medical research started by Dr. Stephen in the 1940s, the Marshfield Medical Research Foundation was founded in 1959. Another dominant medical entity was Saint Joseph's Hospital, founded in 1890 and later expanding into a large complex on the northwest side of Marshfield adjacent to the present Marshfield Clinic.<sup>11</sup>

The dairy industry was represented by Clover Cream Dairy, Parkin Dairy, Land O' Lakes Cooperative, and Consolidated Badger Cooperative. Of these, the Parkin Ice Cream Company was the most prominent. Clover Cream Dairy was started in 1926 by Sheboygan Falls Dairy and was sold and re-named Clover Cream Dairy Products Company in 1932. It produced fresh milk, cream, cottage cheese and butter, later expanding in 1947 to produce ice cream. The company also produced cheddar cheese and dried milk products before being sold to Beatrice Foods in 1973. The Land O' Lakes Cooperative was founded in 1921 and was bought by Consolidated Badger Cooperative, later known as Morning Glory, in 1963. Consolidated Badger was founded in Shawano in 1931 and Consolidated Badger/Morning Glory bought the Parkin Dairy operation when it closed down in 1966. In 1986, Consolidated Badger merged with Associated Milk Producers Inc. and the Morning Glory brand was purchased by Foremost Farms in 1995.<sup>12</sup>

In addition to the fresh milk companies, there were numerous cheese factories in the Marshfield area. The first cheese factory was started in nearby Nasonville in 1885 by Herman Thiel, followed by the Henseler Bakerville Cheese factory in 1886. Marshfield later became well known for mail-order cheese products, with a business started by John Figi in 1942, which still operates today.<sup>13</sup>

Parkin Ice Cream Company

The Parkin Ice Cream Company building itself is associated with the areas of Industry and Commerce. In the area of Industry, the Parkin Ice Cream Company is associated with an important local dairy producer and a manufacturer of regional ice cream novelties. The plant itself was constructed as an industry standard, showcasing many important modern improvements. In the area of Commerce, the Parkin Ice Cream Company represents a Marshfield business that was intimately involved in the state

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<sup>11</sup> "Highlights of History: 1872-1972," Margaret Peterson, Marshfield Commemorative Booklet, 1972; "The Marshfield Clinic: A History, 1916-70," Don E. Beyer, UW-Stevens Point Masters Thesis, 1975.

<sup>12</sup> "The Marshfield Story: 1872-1997, Volume 1, Piecing Together Our Past," Marshfield History Project, 1997; "The Marshfield Story: Volume 2, Windows to our Past," Marshfield History Project, 2000; "Highlights of History: 1872-1972," Margaret Peterson, Marshfield Commemorative Booklet, 1972.

<sup>13</sup> "The Marshfield Story: 1872-1997, Volume 1, Piecing Together Our Past," Marshfield History Project, 1997; "Highlights of History: 1872-1972," Margaret Peterson, Marshfield Commemorative Booklet, 1972; Interview with Bernice Mullins, by Tom Brown, July 12, 2007.



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and nationwide movement to create a compact for marketing and pricing of dairy products. The Parkin family, first under Wilbur L. Parkin and later under his son John Parkin, was also involved in expanding and modernizing the dairy industry in Wisconsin. The present building is the last and only remaining relatively-intact dairy processing plant in the Marshfield area from the dairy expansion era of the 1940s and 50s.<sup>14</sup>

Wilbur L. Parkin became a cheesemaker at age 22, graduating from the Minnesota Dairy School in 1902. His first job was with the Ellington Daisy Dairy Association in Concord, Minnesota in 1902 and, in 1903, he became a cheesemaker at the Pilot Mound, Minnesota cheese factory. In 1906, he became manager of the Farmers Cooperative Creamery in Northfield, Minnesota and, in 1909, he purchased the dairy operation in Owatonna, Minnesota. In 1910, he purchased the Freyeir Ice Cream Company of Rochester, Minnesota with partner Harry DeLoughey. Later in 1910 he took on a new partner, Arley Rowley, and formed the Parkin Ice Cream Company of Rochester. His company produced 6,000 gallons the first year. In 1913, he bought out his partner and became sole proprietor. In 1928, Wilbur Parkin sold the Rochester company to Marigold Dairies and moved to Marshfield, Wisconsin.

Later in 1928, Wilbur Parkin bought the McCrillis Ice Cream Company, also known at one time as the Marshfield Bottling Works, in Marshfield. Starting with a capacity of 18,000 gallons per year, production had reached 70,000 gallons per year by 1930. In 1937, the Parkin Ice Cream Company created its own "mix" for its products by buying sweet cream from area dairy operations. By 1941, there were four Parkin plants in Wisconsin and the operation was using sweet cream from 600-700 cows every day.<sup>15</sup>

Wilbur's son John Parkin was Secretary of the company at age 23 in 1941, when the original plant building was severely damaged in a fire. The present structure was built on the same site and formally dedicated with a parade on August 20, 1941. John Parkin took over management of the company from his father soon after the new plant was built. He continued the company's tradition of being in the forefront of the modern dairy movement. Wilbur Parkin died on July 4, 1959.<sup>16</sup>

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<sup>14</sup> "The Parkin Ice Cream Company," *The Marshfield Story, Volume 2: Windows to our Past*, p. 469, Marshfield History Project, c.2000; "Wilbur L. Parkin," *The Marshfield Story, Volume 2: Windows to our Past*, p. 570, Marshfield History Project, 2000; "John. Parkin Family," *The Marshfield Story, Volume 2: Windows to our Past*, p. 570, Marshfield History Project, 2000.

<sup>15</sup> "The Parkin Ice Cream Company," *The Marshfield Story, Volume 2: Windows to our Past*, p. 469, Marshfield History Project, c.2000; "Wilbur L. Parkin," *The Marshfield Story, Volume 2: Windows to our Past*, p. 570, Marshfield History Project, 2000.

<sup>16</sup> "The Reaper Raps Twice," *Marshfield News-Herald*, July 4, 1959, Wilbur Parkin Obituary.

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The Parkin family led the movement to enlist the central Wisconsin dairy industry in the American Dairy Association (ADA) set-aside program for marketing dairy products. The Parkin plant was one of the first in Wisconsin to become a 100% ADA member plant, after John Parkin successfully lobbied each of his 19 dairy customers. This was a voluntary program whereby individual dairy farmers agreed to set aside a portion of their milk payment checks to be used in a nationwide cooperative research and marketing effort, the modern day equivalent being the "Got Milk?" promotional campaign.<sup>17</sup> While the ADA program predates this building, it was through the efforts of John Parkin that brought the Parkin plant suppliers into the program in the 1940s and 1950s. These efforts are directly associated with the current Parkin Ice Cream Company building.

In 1915 the National Dairy Council (NDC) was formed and included Iowa, Minnesota, Wisconsin, Indiana and Michigan. This was the earliest voluntary attempt to coordinate promotion of dairy products among producers. In 1921 the Minnesota Cooperative Creameries Association was formed, predecessor to the Land O' Lakes Cooperative, which had a plant in Marshfield. Two groups, the Central Wisconsin Cheesemakers', Buttermakers' and Dairymens' Advancement Association (CWCBDAA) and the Marshfield Milk Producers Association (MMPA), were active in the Marshfield area in the mid-1930s. The cooperative model was successful in pooling resources for common marketing and promotion of small producers and led to the forming of the American Dairy Association (ADA) in 1940.<sup>18</sup>

The ADA program struggled during its first years but began to take off after World War II. "June Dairy Month" began as "National Milk Month" and was first held in the summer of 1937. The promotion started as a response to the surplus of milk on the market during the spring months due to spring pasturing and calving of dairy cows. Governor Julius P. Heil made the official proclamation of "June Dairy Month" in Wisconsin in 1940.<sup>19</sup>

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<sup>17</sup> "Parkin/ADA Research Paper," Untitled, unsigned, Parkin family records, Marshfield, Wisconsin, c. 1950; "A History of Dairy Marketing in America," Carl E. Zurborg, National Dairy Shrine, Columbus, Ohio, undated; "Landmarks in the U.S. Dairy Industry," Mark Weimar & Don P. Blayney, U.S.D.A. Agriculture Information Bulletin 694, 1994; Interview with Earl Nelson, by Tom Brown, June 27, 2007; Interview with Jim Kress, by Tom Brown, June 29, 2007.

<sup>18</sup> "A History of Dairy Marketing in America," Carl E. Zurborg, National Dairy Shrine, Columbus, Ohio, undated; "Landmarks in the U.S. Dairy Industry," Mark Weimar & Don P. Blayney, U.S.D.A. Agriculture Information Bulletin 694, 1994.

<sup>19</sup> "A History of Dairy Marketing in America," Carl E. Zurborg, National Dairy Shrine, Columbus, Ohio, undated; "Landmarks in the U.S. Dairy Industry," Mark Weimar & Don P. Blayney, U.S.D.A. Agriculture Information Bulletin 694, 1994; Interview with Joe Bavido, DMI/ADA, by Tom Brown, July 3, 2007.

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The earliest natural membership for the ADA consisted mostly of milk and butter cooperatives in southeastern and southwestern Wisconsin. The central and western Wisconsin dairy industry was dominated by numerous small cheese factories, where there was not a strong cooperative tradition. Cheese-grade milk prices were highly competitive and there was considerable jealousy between these small independent producers. There were over 40 cheese plants in nearby Clark County alone, reduced to just six today. The ADA check-off program began with a one-half cent per hundred pounds of milk voluntary allocation during the month of June. It later expanded to a year-round allocation of two cents per hundred pounds in 1954.<sup>20</sup>

There were 13 ADA districts in Wisconsin, governed by a 26-person board. The Wisconsin and Michigan programs were voluntary, while the ADA programs in California, Iowa and Kansas were mandatory by state law. Eventually the voluntary programs became mandatory with the introduction of block voting by the large cooperatives. The ADA district for central Wisconsin consisted of Clark, Wood, Marathon, Taylor and Lincoln counties. From 1954 until 1972, the district was managed by Gordon Vine, a farmer producer from Granton. He was also responsible for western Wisconsin and his two territories covered 11 counties with 150 dairy operations, stretching from La Crosse to Rhineland.

The Parkin Dairy and a milk cooperative in Medford were the only dairy operations in the two districts to achieve 100% ADA participation. A cheese factory in Dorchester was alone among the many area cheese factories to strongly support the ADA check-off program. Most small farmer producers in central and western Wisconsin felt that promotion should be the responsibility of the end-product manufacturers and distributors. Since most of their production was devoted to the local cheese factories, there was no lack of a local market for their milk. Consequently, they did not see any merit in contributing additional funds to a common promotion program like the ADA.<sup>21</sup>

John Parkin, and the drivers of his fleet of bulk milk haulers, were persistent in encouraging his farmer suppliers to participate in the ADA. He arranged to deduct the check-off amount from their monthly milk payments and even covered the contributions of at least one reluctant customer. Eventually, all 19 farmer producers supplying milk to the Parkin Dairy became ADA participants. These included Jerome Daul, Daryl Larson, David Muench, Karl Greenberg, Archie Leick, Lawrence Leick, Gilbert Leick, Robert Scholl, Clifford Ridell, Arthur Kokenson, William McChesney, Herman Framberger, Alvin Ott, Harlan Eckvall, Ray Miner, Jessie Peck, Mrs. Emil Ohm, Norman Bymers, Donald

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<sup>20</sup> "A History of Dairy Marketing in America," Carl E. Zurborg, National Dairy Shrine, Columbus, Ohio, undated; Interview with Gordon Vine, by Tom Brown, July 11, 2007.

<sup>21</sup> Interview with Gordon Vine, by Tom Brown, July 11, 2007.

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Frankowick and George Spaeth. Archie Leick later became a State Director of the Wisconsin ADA program.<sup>22</sup>

On a national level, Federal Milk Market Orders were started in 1933 and expanded in 1937 to form basis of all milk marketing regulation in the U.S. A majority vote of farmer producers was needed to approve or discontinue Federal Milk orders. The United Dairy Industry Association (UDIA) was formed in 1970, from a merger of the earlier National Dairy Council (NDC), the American Dairy Association (ADA) and Dairy Research, Inc. (DRINC) for nutrition education and promotion. The 1983 Dairy Stabilization Act provided for a mandatory 15 cent per hundred pounds of milk set-aside for promotion, of which five cents went to the National Dairy Board (NDB) and 10 cents to state and local promotion groups, such as the Wisconsin Milk Marketing Board. Eventually, Dairy Management, Inc. (DMI) was formed in 1995 from the National Dairy Board (NDB) and the United Dairy Industry Association (UDIA). The contemporary "Got Milk?" promotion started in 1993, followed by the "milk mustache" promotion. About the same time California started the "Real Seal" promotion, which has become an ADA-registered trademark.<sup>23</sup>

John Parkin was a founding member and vice-president of the National Independent Dairy Association in 1957-58, President of the Wisconsin Independent Dairy Association from 1956-63, and was also a leader in the successful movement to create the predecessor to the Wisconsin Milk Marketing Board in 1961. At the same time John Parkin was promoting participation in the ADA program, he was also changing the way dairy operations in central Wisconsin operated.<sup>24</sup>

In 1945, 75% of all Wisconsin farms were dairy farms and 64% of these dairy farms were commercial operations. Twenty-two percent of these dairy farms averaged 50-99 acres, 32% averaged 100-179 acres, and 10% averaged 180-259 acres. From 1931 through 1948, small farms of 50-99 acres averaged 12 cows. Larger farms of from 180 to 259 acres averaged 21 cows. From 1930 to 1948, milk represented approximately 58% of farm income. From 1931 to 1948, net farm income increased 330% for farms over 180 acres, but only 260% for farms under 99 acres. Eventually, a 1950s trend away from smaller self-sufficient farms to the use of modern machinery and purchased electricity, led to

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<sup>22</sup> "Parkin/ADA Research Paper," Untitled, unsigned, Parkin family records, Marshfield, Wisconsin, c. 1950; Interview with Gordon Vine, by Tom Brown, July 11, 2007; Interview with Norman Byers, by Tom Brown, July 2, 2007.

<sup>23</sup> "A History of Dairy Marketing in America," Carl E. Zurborg, National Dairy Shrine, Columbus, Ohio, undated.

<sup>24</sup> "The Parkin Ice Cream Company," *The Marshfield Story, Volume 2: Windows to our Past*, p. 469, Marshfield History Project, c.2000; "John. Parkin Family," *The Marshfield Story, Volume 2: Windows to our Past*, p. 570, Marshfield History Project, 2000; *Marshfield Story: Volume 2, Windows to our Past*, Marshfield History Project, 2000; Interview with Earl Nelson, by Tom Brown, June 27, 2007; Interview with Gordon Vine, by Tom Brown, July 11, 2007.

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higher vulnerability to price fluctuations.<sup>25</sup>

Bottled milk gave way to paper containers after World War II, due to the lifting of wartime paper restrictions. The “Tetra-Pak” paper containers were originally introduced in the 1930s but their use was not widespread until much later. They became popular when it was realized their opaque walls were a barrier to light-induced oxidation, which kept milk fresher longer. The paper containers were dominated by quart, pint and half-pint sizes, especially for school milk programs. John Parkin was the first to introduce their use in the central Wisconsin dairy industry. The plastic blow-molded containers used today were not developed until the mid-1960s.<sup>26</sup>

Another important change was the conversion from farm-based milk cans to bulk milk-house coolers. The standard 10-gallon metal milk cans had a useful life of 4-5 years and needed to be kept in good repair, cleaned and regularly replaced. The milk cans were kept in cold water until they were picked up by truck and hauled to the processing plant. Milk routes carried 88-120 cans at a time, requiring multiple runs to the processing plants. General acceptance and conversion to bulk milk hauling came in the early 1950s, revolutionizing dairy marketing process. Bulk tanks required less labor, were more sanitary, and allowed on-farm sampling of butterfat content. The responsibility for this was typically placed on the milk hauler.<sup>27</sup>

An early adopter and promoter, John Parkin was a pioneer in the conversion from milk cans to bulk coolers in central Wisconsin. By 1949, many of his farmer-producer customers had already installed refrigerated “Dari-Kool” bulk milk tanks in their milk-houses. By 1952, all of his customers had made the conversion. To accomplish this, he financed the coolers and their installation for individual customers, deducting payments from their monthly milk check, along with their ADA set-aside check-off contribution.<sup>28</sup>

In addition to fluid milk, the Parkin Dairy was also a major ice cream producer in the region. The introduction of direct-expansion ice cream freezers, using ammonia instead of ice and salt, in the 1920s

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<sup>25</sup> “Changes in Dairy Farming in Wisconsin, 1930-48,” Emil Rauchenstein, Walter W. Wilcox & Edward J. Smith, Wisconsin Agriculture Research Bulletin 166, 1950.

<sup>26</sup> “A History of Dairy Marketing in America,” Carl E. Zurborg, National Dairy Shrine, Columbus, Ohio, undated; Interview with Jim Kress, by Tom Brown, June 29, 2007.

<sup>27</sup> “A History of Dairy Marketing in America,” Carl E. Zurborg, National Dairy Shrine, Columbus, Ohio, undated; Interview with Jim Kress, by Tom Brown, June 29, 2007; Interview with Norman Bymers, by Tom Brown, July 2, 2007.

<sup>28</sup> Interviews with Sue TeStrake, by Tom Brown, various dates, 2005-2007; Interview with Earl Nelson, by Tom Brown, June 27, 2007; Interview with Gordon Vine, by Tom Brown, July 11, 2007; Interview with Jim Kress, by Tom Brown, June 29, 2007; Interview with Norman Bymers, by Tom Brown, July 2, 2007.

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enabled faster freezing and higher quality. Ice cream consumption also rose after World War II, due to the easing of the sugar supply and restrictions on milk-solid content of dairy products. With his new "state-of-the-art" ice cream plant built in 1941, John Parkin expanded the product line to include a number of specialty dairy products such as cottage cheese and molded popsicles. Two well-known local products were the chocolate and butterscotch covered "Suzy Bars," and the molded popsicles called "Todd Twins," both named for the Parkin children. The ice cream products were distributed over an area roughly 1/3 of the State of Wisconsin.<sup>29</sup>

Cottage cheese was a common byproduct of fluid milk plants and was also produced by the Parkin plant. It was created through an easier process than most cheeses, accomplished by adding culture and rennet after pasteurization. The curd then set up and was cut, washed, drained and packaged in paper and plastic containers for sale.<sup>30</sup>

John Parkin was active in pushing for legislation requiring all milk producers to meet the strict sanitation and testing standards required of "grade A" producers. From 1954-55, there was a brief "milk war" in the Marshfield area that pitted the fluid milk producers of "grade A" milk products against the cheese plant producers of "grade B" milk. Several independent entrepreneurs started buying up the lower quality "grade B" milk and re-selling it directly to consumers. This caused an uproar among the "grade A" plants such as the Parkin Dairy, which had to meet the stricter sanitary inspection standards. Eventually the controversy led to a 1959 legal requirement mandating that all producers meet "grade A" standards. An unintended side-effect of this, however, was the allowance of direct-farm sales of milk products meeting the "grade A" standards. The Weber Dairy farm was the first to expand into this arena and became a direct competitor of the Parkin Dairy. This same farm later introduced bagged or "pouch" milk in plastic bags in 1973, which is still in production today.<sup>31</sup>

In 1966, John Parkin sold the Parkin Ice Cream Company plant to the Consolidated Badger Cooperative of Shawano, Wisconsin and its products were marketed under the Morning Glory Dairy label, still in use today. Over time the number of fluid milk plants had dwindled nationally. In 1940, there were 9950 fluid milk plants in the U.S. By 1960, there were 5328 fluid milk plants. By 1980,

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<sup>29</sup> "The Parkin Ice Cream Company," *The Marshfield Story, Volume 2: Windows to our Past*, p. 469, Marshfield History Project, c.2000; "John. Parkin Family," *The Marshfield Story, Volume 2: Windows to our Past*, p. 570, Marshfield History Project, 2000; "The Marshfield Story: Volume 2, Windows to our Past," Marshfield History Project, 2000; "A History of Dairy Marketing in America," Carl E. Zurborg, National Dairy Shrine, Columbus, Ohio, undated; Interviews with Sue TeStrake, by Tom Brown, various dates, 2005-2007.

<sup>30</sup> "A History of Dairy Marketing in America," Carl E. Zurborg, National Dairy Shrine, Columbus, Ohio, undated

<sup>31</sup> Interview with Earl Nelson, by Tom Brown, June 27, 2007; Interview with Jim Kress, by Tom Brown, June 29, 2007; Interview with Joe Weber, by Tom Brown, June 29, 2007.

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there were 1095 fluid milk plants and, by 2001, there were only 396 fluid milk plants in the U.S. The Parkin Ice Cream Company plant building continued for some years to be used for dairy product storage, although the processing operations ceased shortly after the sale. By 1975, the plant building itself had been vacated and closed.<sup>32</sup>

After selling his company, John Parkin was elected to the Wisconsin State Assembly as a Republican in 1968. He served one term and in 1971 went to work for the Nelson-Jameson Company in Marshfield, a major supplier to the dairy industry. He became Sales Manager and retired after 15 years of continued work in the dairy industry in 1986.<sup>33</sup>

Active in the Marshfield community, he was the founder of the first Cub Scout pack in Marshfield in 1940, served as a District Council Scout Commissioner from 1942-45, was North Wood County Scout Chairman from 1951-53 and Vice President of the Samoset Council from 1957-58. He also served as president of the Marshfield Chamber of Commerce from 1958-60, was President of the Marshfield Rotary Club, was Chairman of the North Wood County Historical Society from 1972-3, and served as a Wood County Board Supervisor from 1963-72. John Parkin later moved to Atlanta, Georgia, to be closer to his family, where he died on June 4, 2003.<sup>34</sup>

Although no longer used for its original purpose, the Parkin Ice Cream Company building is largely intact and is the last remaining original structure associated with the heyday of the modern dairy industry in Marshfield from the 1940s expansion era. The other major dairy operation in Marshfield, Clover Cream, no longer is in operation and their original plant was altered and incorporated into another industrial business on Depot Street. Morning Glory, the successor to the Parkin operation, is located in a newer plant complex on 4th Street and Karau Drive. Another local firm, the Nelson-Jameson Company still operates a dairy supply business on 5th Street in Marshfield. John Parkin was associated with this company after selling his own company.

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<sup>32</sup> "The Parkin Ice Cream Company," *The Marshfield Story, Volume 2: Windows to our Past*, p. 469, Marshfield History Project, c.2000; "The Marshfield Story: Volume 2, Windows to our Past," Marshfield History Project, 2000; Interviews with Sue TeStrake, by Tom Brown, various dates, 2005-2007; Interview with Jim Kress, by Tom Brown, June 29, 2007.

<sup>33</sup> "John. Parkin Family," *The Marshfield Story, Volume 2: Windows to our Past*, p. 570, Marshfield History Project, 2000; "John Parkin," State of Wisconsin Blue Book, 1970; Interviews with Sue TeStrake, by Tom Brown, various dates, 2005-2007; Interview with Earl Nelson, by Tom Brown, June 27, 2007.

<sup>34</sup> "John. Parkin Family," *The Marshfield Story, Volume 2: Windows to our Past*, p. 570, Marshfield History Project, 2000; Interviews with Sue TeStrake, by Tom Brown, various dates, 2005-2007; Interview with Iris Guensberg, by Tom Brown, July 12, 2007.

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The period of significance for the building is from its construction by Wilbur Parkin in 1941 until 1958, which is the National Register's 50 year cutoff for significance. Although the building continued being used for dairy manufacturing and storage purposes even after being sold in 1966, its period of significance is limited to the years when the company and the Parkin family were active in both modernizing the actual dairy processing industry and the common marketing of dairy products in central Wisconsin. By the mid to late 1950s, what had once been new state-of-the-art technology was becoming obsolete and the voluntary efforts of common marketing were becoming institutionalized and regulated by government.

Thus, the Parkin Ice Cream Company is locally significant in the area of Industry as a major processor and producer of dairy products in Marshfield. The Parkin operation was also one of the first to adopt new techniques and processing methods in the area, including new milk packaging containers and promoting the use of bulk milk tanks. The Parkin Ice Cream Company is also significant in the area of Commerce for the role it played in leading the movement to enlist the central Wisconsin dairy industry in the American Dairy Association (ADA) set-aside program for marketing dairy products.



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Interview with Earl Nelson, by Tom Brown, June 27, 2007.

Interview with Gordon Vine, by Tom Brown, July 11, 2007.

Interview with Jim Kress, by Tom Brown, June 29, 2007.

Interview with Norman Bymers, by Tom Brown, July 2, 2007.

Interview with Gilbert Leick, by Tom Brown, July 2, 2007.

Interview with Richard Leick, by Tom Brown, July 2, 2007.

Interview with Kenneth Leick, by Tom Brown, July 2, 2007.

Interview with Jerome Daul, by Tom Brown, July 2, 2007.

Interview with Vince Thompson, by Tom Brown, July 12, 2007.

Interview with Joe Weber, by Tom Brown, June 29, 2007.

Interview with Robert C. Reitz, by Tom Brown, June 29, 2007.

Interview with Joe Bavido, DMI/ADA, by Tom Brown, July 3, 2007.

Interview with Charlotte Wilson, DMI/ADA, by Tom Brown, July 10, 2007.

Interview with Iris Guensberg, by Tom Brown, July 12, 2007.

Interview with Bernice Mullins, by Tom Brown, July 12, 2007.

Interview with Don Schnitzler, by Tom Brown, November 7, 2007.

Interview with Shirley Mook, by Tom Brown, November 2, 2007.

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Parkin Ice Cream Company

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**Verbal Boundary Description**

Part of Lots 1, 2, 3, 4, and 5 of Block 253 of the Magee Estate Addition to the City of Marshfield. Property fronts on the south line of West 9th Street, beginning at a point 66 feet west of the southwest corner of the intersection with South Central Avenue, for approximately 219 feet.

**Boundary Justification**

The nominated property consists of the entire lot that has been historically associated with the property.

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Parkin Ice Cream Company  
Marshfield, Wood County, Wisconsin

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Exterior Views

1. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking South at North (front) façade. (Negative Frame #1)
2. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking South at North (front) façade. (Negative Frame #2)
3. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking Southwest at East Wing of North (front) façade. (Negative Frame #30)
4. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking Southeast at West Wing of North (front) façade. (Negative Frame #29)
5. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking Southeast at West Wing of North (front) façade and West Addition façade. (Negative Frame #28)
6. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking Northeast at West Wing of South (rear) façade and West Addition façade. (Negative Frame #24)
7. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking Northwest at East Wing of South (rear) and East façades. (Negative Frame #19)

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Marshfield, Wood County, Wisconsin

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Interior Views

8. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking West to Interior of West Wing First Floor. (Negative Frame #5)
9. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking East to Interior Loading Dock of West Wing First Floor. (Negative Frame #9)
10. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking South to Interior Loading Dock Elevator of West Wing First Floor. (Negative Frame #8)
11. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking West to Interior North Entry of East Wing First Floor. (Negative Frame #16)
12. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking West to Interior of West Wing Second Floor. (Negative Frame #31)
13. Parkin Ice Cream Company, Marshfield, Wood County, WI; Photographer: Thomas Brown; July 2006; Negative: Wisconsin Historical Society; Camera View looking South to Interior West Wing Second Floor. (Negative Frame #33)