

## 108 W 9th Street

Architectural Style: Utilitarian “Commercial”

Parkin Ice Cream Manufacturing Plant & Dairy/Blue Heron BrewPub

Built by Thomsen-Abbott Engineers & Contractors to house the Parkin Ice Cream Mfg. Plant & Dairy, this brick & reinforced concrete “state of the art” creamery processing plant visually honored its function, having no grand ornamentation; the east section built in 1941, the west in 1946. It was angled for property & street lines. Still largely intact, it has simple lines; glass block windows, most with transparent inserts; & 5 original service bay doors, now infilled. The small canopied entry on the east end was added (n.d.) for access to part of the basement. In 2005 the brick & metal 2 story entry on the west end was added for its current usage, & the full building’s window & door entries highlighted in red.



Canopied entry



Original service bay entries



Although Parkin Dairy no longer serves the people of Marshfield, its fond memories remain on the minds as well as the taste buds of many Marshfield residents. Who can forget the famous chocolate and butterscotch covered ice cream bars, 'Suzie and Todd,' named after John Parkin's children?

But the Parkin history of ice cream making and dairy products did not start in Marshfield. Instead, it started with a young Minnesota boy, Wilbur L. Parkin, and his desire to be a cheesemaker. To realize his dream, Parkin began saving the \$22.00 per month salary his father paid him for working on the family dairy farm. He also cut and sold wood for neighboring farmers on a share basis.

Late in 1901 he enrolled in the University of Minnesota Dairy School at St. Anthony Park. Taught by A. W. Parkin, his brother, and Harry Roman, manager of the Stanton Cooperative Cheese Factory, W. L. Parkin graduated at the end of the three-month course with a score of 98, the highest in the class.

His first employer was the Ellington Daisy Dairy Association at West Concord, Minnesota. In 1903, he became cheesemaker for the Pilot Mound Cheese Factory and in 1906, Mr. Parkin took charge of the Farmer's Cooperative Creamery at Northfield, Minnesota. It was during this period that he also served as treasurer of the Minnesota Butter and Cheesemakers Association and was placed in charge of the state fair exhibit in St. Paul, Minnesota.

During 1910, W. L. Parkin and Henry Dlouhy purchased an ice cream production company from James Freueir in Rochester, Minnesota for \$2,535. Parkin later bought out Dlouhy's interest and the firm became the Parkin Ice Cream Company. It became the largest ice cream producer outside the Twin Cities and Duluth. In 1928, Parkin sold this business, which started with an \$800 investment for \$136,000 to Marigold Dairies of St. Paul.



*A Retro advertisement for Parkin Ice Cream.*

Although Mr. Parkin had intended to sell ice cream manufacturing equipment, he saw an opportunity in Marshfield and purchased the Mc Crillis Ice Cream Company here. Over the next few years, more than \$60,000 in improvements were put in the plant of Parkin Ice Cream including a new ice cream brick machine and popsicle equipment. One of the special manufacturing features of the company were molded ice cream designs. These designs were in the form of many types of fruit, with special designs for weddings, birthdays, holidays and other occasions. There were more than 50 ice cream mold designs carried by the company.

During January 1941, the Parkin plant was badly damaged by fire. Construction of a new plant was completed later that year. The new plant, a 77 x 50 foot, story and one-half brick structure, included a full-sized basement. After the completion of the new plant, W. L. Parkin gave up his control to his son, John.

John continued providing Marshfield with fine dairy products by continually improving the plant and facilities. In 1952 Parkin Dairy completely eliminated the milk can on all of the farms supplying milk to their dairy. Milk went directly from the cow into sanitary milk machines and then directly into Dari-Kool bulk milk coolers right on each farm. The milk was then picked up by Parkin's tankers and rushed to their plant.

John sold Parkin Dairy Products in 1966 to Consolidated Badger Cooperative of Shawano. The transaction, Parkin said, "is just the joining together of two locally-owned firms to give better service and products to the area." Consolidated Badger marketed dairy products under the "Morning Glory" label.

For 40 years the Parkin Dairy Company bottled milk and manufactured ice cream, cottage cheese and specialty dairy products for wholesale and retail distribution in central Wisconsin.

**Submitted by John Parkin for the Marshfield History Project, Volume 2, "The Marshfield Story: Windows to Our Past", page 469**





## MCCRILLIS SELLS POP AND ICE CREAM PLANT

### New Owner Takes Possession Of Business July 1

The McCrillis ice cream and pop manufacturing business, together with the building and land on South Central avenue, which has been conducted the past 15 years, by J. H. McCrillis has been sold to W. L. Parkin of Rochester, Minn., who took charge July 1.

Mr. Parkin expects to be joined by Mrs. Parkin and their son and daughter in about 30 days to make their future home in this city.

Mr. McCrillis retains ownership of his ice business. He and Mrs. McCrillis plan to spend the summer at their cottage on Lake Pulaski in Rusk county and the coming winter in California.

Marshfield News-Herald  
Marshfield, Wisconsin  
02 Jul 1928, Mon • Page 5

## LOCAL MAN STARTS SMALL MARTIN RANCH

The latest in the city in the fur bearing animal raising line is a martin ranch on a small scale, established by W. L. Parkin on land in the rear of his ice cream and pop factory on South Central avenue, which he purchased a short time ago from J. E. McCrillis.

Mr. Parkin began his martin breeding venture this week, when he received his first pair. They are being kept in a 6x6x24-foot mesh-wire enclosure. Another pair is expected to arrive soon.

The two pair of animals were bought from a ranch owner in Utah. So far as he knew the Utah ranch and one in Canada are the only ones in these countries operating with any degree of success. Though difficult to raise in captivity, he had decided to try out his luck, he remarked.

Mr. Parkin's former home was in Rochester, Minn.

Marshfield News-Herald  
Marshfield, Wisconsin  
10 Aug 1928, Fri • Page 5

A number of improvements have been made at the plant of the Parkin ice cream factory on South Central avenue.

Marshfield News-Herald  
Marshfield, Wisconsin  
08 Sep 1928, Sat • Page 3

Bricklaying was resumed this week on the addition of the Parkin ice cream factory after a suspension of several days because of unfavorable weather. If no further interruption occurs, the contractor, James Wegner, calculated to have the structure completed within a week. The lower story is designed for boiler quarters, the upper story for storage purposes.

Marshfield News-Herald  
Marshfield, Wisconsin  
12 Jan 1929, Sat • Page 5

## PARKIN IMPROVES ICE CREAM PLANT

### Marshfield Company Installs Large Amount of New Machinery

More than \$60,000 in improvements and equipment have been put into the plant of Parkin Ice-cream company in the past two years according to the records of the company disclosed to a News-Herald representative who visited the plant to view the installation of a \$8,000 ice cream brick machine and popsicle equipment installed during the past week.

With the brick machine ice cream is cut to size, wrapped in special paper, packed in boxes, and hermetically sealed without being touched by hand. The popsicle equipment is for a novelty hardened sweet that has recently been put on the market.

#### Does Own Mixing

All ice cream mix is now prepared at the plant which means the purchase of cream from this vicinity. This was done in other cities before W. L. Parkin, present owner, purchased the plant. This has entailed the purchase of about 39,000 pounds of butter fat or 164,040 pounds of cream which has kept approximately \$27,000 in this vicinity which previously went to other communities. An average price of 47 cents per pound for butter fat has been paid the records show.

During 1930 the concern manufactured 67,039 gallons of bulk ice cream, 8,919 bricks, 3,741 dozen Eskimo pies, 481 Dixie cups, in addition to other novelty specialties of the concern. One of the special features in the manufacturing of the company is ice cream in desings from molds. These molds are in the form many types of fruit, designs for weddings, birthdays, special holidays and for many other occasions. There are more than 50 individual designs in ice cream molds carried by the company.

A large refrigerator is being installed in the plant of the Parkin ice cream factory, South Central avenue.

Marshfield News-Herald  
Marshfield, Wisconsin  
02 Mar 1929, Sat • Page 5

#### 14 Per Cent Butter Fat

An analysis of the ice cream shows it to average 14 per cent butter fat and 40 per cent solids.

A fleet of six trucks is used in the delivery of the company's product to the surrounding country. Two of the trucks are of the refrigerator type and deliver ice cream to more than 25 communities within a radius of 40 miles of the city.

Employees of the concern are dressed in clothes made of white materials and much effort is put toward keeping the plant in clean and sanitary condition. The enormous amount of modern machinery in the plant makes manufacturing conditions most suitable for this type of product. One of the employees has been manufacturing ice cream for more than 15 years and has studied a special college course in the manufacture of ice cream.

With the recently installed machinery the company is now equipped with: one ten-ton ice machine, one 12-ton ice machine, three 500-gallon mixing tanks, one 250-gallon per hour viscolizer for pasteurization under 3,000 pounds pressure, one 250-gallon cream cooler, one 80 and one 40-guart freezer, one brick packing machine, and one set of Popsicle equipment. The concern also has its own well and pumping equipment.

Marshfield News-Herald  
Marshfield, Wisconsin  
22 Jun 1931, Mon • Page 6



## ICE CREAM FACTORY DAMAGED BY BLAZE

Fire at **Parkin** Plant Yesterday Originates in Boiler Room

Fire originating from overheated merchandise in the boiler room of the **Parkin Ice Cream** factory late yesterday afternoon caused damage to the building and destroyed large supplies of **ice cream** cones and buckets stored in the stock department on the floor above the boiler room.

Fire department officials said they would conduct an investigation today to determine the actual amount of the loss.

The flames burned through the ceiling of the boiler room and into the stock department before being discovered. Both the boiler room and the stock department are housed in an addition constructed of heavy brick walls so that the fire was prevented from spreading to other parts of the building.

Marshfield News-Herald  
Marshfield, Wisconsin  
23 Nov 1932, Wed • Page 4

## 3 MARSHFIELD MEN OPEN NEW BUSINESS

New Ice Cream Plant is Established on South Central This Week

Three Marshfield men are the founders of the city's newest industry, the Super Ice Cream company at 908 South Central avenue, which opened for business Wednesday. The plant is owned and operated by A. L. Hutson, Richard Wolf, and Lawrence Hutson.

A. L. Hutson and his son Lawrence, were in the employ of the W. L. Parkin's Ice Cream company until about two months ago, having come to Marshfield from Rochester, Minn., with Mr. Parkin in 1928. Mr. Wolf is a native of Marshfield and was also employed at the Parkin plant during the past four years.

The new plant has a capacity of 30 gallons of ice cream an hour. Its freezer is operated with methyl-chloride gas, one of the fastest processes known, and is capable of turning out a five gallon mix in seven minutes. A 100-gallon pasteurizer is used and a modern homogenizer and the latest type of refrigeration system, automatically controlled, are among the plant's equipment.

A stand has been established at Blodgett and Walnut streets and both local and outside trade will be supplied by the new plant. An invitation to visitors is extended by the owners.

Marshfield News-Herald  
Marshfield, Wisconsin  
13 May 1933, Sat • Page 2

\* \* \*  
The Parkin Ice Cream company is tearing down a group of buildings at the rear of its plant and will soon begin the construction of a new five-car garage.  
\* \* \*

Marshfield News-Herald  
Marshfield, Wisconsin  
29 Sep 1934, Sat • Page 5

## ICE CREAM FACTORY FAMED OVER STATE

Marshfield Firm Supplies Wide Demand For Special Confections

It is doubtful whether any Wisconsin ice cream plant outside of Milwaukee is as well equipped for the manufacture of individual molds of the popular cold confection as the Parkin Ice Cream company of Marshfield.

So widespread is the reputation of the local firm for this type of ice cream that in addition to filling orders from many cities and towns in this area, it has made special shipments to points as distant as Winona and Minneapolis, Minn.

### Greatly Improved

W. L. Parkin, owner of the plant, purchased it from the McCrillis Ice Cream company in July, 1928. At that time the plant was without mechanical refrigeration or refrigerator trucks, and had a capacity of only about 18,000 gallons a year.

Since then many thousands of dollars have been expended for new equipment and the capacity of the factory has been more than tripled, although the plant has not had to make full use of its facilities since 1930 because of the depression's effects on this semi-luxury line.

The plant, which absorbs a large quantity of cream produced in the Marshfield area, serves a radius of about 50 miles, having approximately

150 accounts in Marshfield and neighboring towns.

### Variety of Products

Among its products are ice cream bricks, cups, chocolate coated bars, a variety of individual molds, meringue pies, sherbets and ices.

The factory, largest of its kind in the central Wisconsin area, has nine permanent employes and employs additional help during the flush season.

Mr. Parkin, who came to Marshfield from Rochester, Minn., was engaged in the ice cream manufacturing business for 17 years before coming here.

Marshfield News-Herald  
Marshfield, Wisconsin  
21 Sep 1935, Sat • Page 6



\* \* \*

The ice house of the Parkin Ice Cream company is being re-lined this week.

\* \* \*

Marshfield News-Herald  
Marshfield, Wisconsin  
23 Nov 1935, Sat • Page 6

The Parkin Ice Cream company reports that the ice cream business has more than doubled during the hot spell. Drivers have become worn to a frazzle making and re-making their routes to supply the demand. By running its freezing equipment night and day for two weeks, the factory has been able to freeze enough cream to supply the demand.

Marshfield News-Herald  
Marshfield, Wisconsin  
14 Jul 1936, Tue • Page 1

Sam Miller is building a new garage on E. Third street, and Leonard Zink is erecting a new garage on Cedar street, while the Parkin Ice Cream company has completed its new garage building.

Marshfield News-Herald  
Marshfield, Wisconsin  
04 Jun 1938, Sat • Page 5

Building permits have been issued to the following persons and firms:

**Parkin's Ice Cream Company for alterations and repairs at its plant on S. Central avenue.**

Marshfield News-Herald  
Marshfield, Wisconsin  
25 Nov 1939, Sat • Page 5

# Ice Cream Plant Damaged by Fire

## \$35,000 LOSS IS POSSIBILITY

### Five Escape From Apartments Over Parkin Factory Early Sunday

### FIREMAN SUFFERS BURNS

Fire, believed to have been caused by a defective automatic ice-machine switch, gutted the Parkin Ice Cream Company plant and second story flats on S. Central avenue Sunday morning in Marshfield's most costly blaze since 1936.

The alarm was turned in at 6:25 a. m. yesterday, and Marshfield's Volunteer Fire Department fought the blaze for six hours, the last man leaving the scene at 12:30 o'clock.

One fireman, Al Peterson, was treated at the Marshfield Clinic for burns suffered to his face and head when ammonia, under pressure, was released by the heat, the resultant blast scorching his face and blowing him from a ladder on the west wall of the building.

Five people made their way to safety from the smoke-filled flats, one of them breaking a bedroom window and escaping by way of a roof on a one-story addition to the main building.

**225,000 Gallons of Water Used**  
Four lines of hose were used in combating the blaze and Ed Kipp, superintendent of the Water and Light Department, reported that approximately 225,000 gallons of water were used in quenching the fire.

Company officials were unable to give an accurate estimate of the damage done to the plant which was completely covered by insurance until insurance company adjusters have reported their findings. It was reported this morning that a near-total loss is feared, and W. L. Parkin, head of the company, said that a total loss would approximate \$35,000.

The fire was discovered by Harold H. Jepson, occupant of the north flat, shortly after 6 a. m. when smoke seeped into the apartment occupied by himself and Mrs. Jepson. Stepping across to the south flat Mrs. Jepson awakened Marion and Catherine Borens. The Fire Department was then called.

A boarder at the Borens' home, Sam Seidl, who could not be awakened immediately, made his escape later by breaking a window. Mrs. Peter Borens, the other occupant of the flat, was attending church at the time the fire was discovered.

#### Furniture Insured

Furniture in both flats was covered by insurance, as were personal effects in the Borens' apartment. Mr. Jepson said this noon that a portion of their personal belongings was saved, although damaged by smoke and water.

Mr. and Mrs. Jepson are staying at the E. L. Giroux home on S. Oak street temporarily, while the occupants of the other apartment are at the Herman Sommers home on S. Maple street.

Double roofs and walls due to extensive remodeling of the building hampered firemen considerably in their efforts to get at the blaze, Fire Chief Walter Mueller said this morning.

#### Fumes Hinder Work

Fumes from ammonia, used in mechanical refrigeration at the plant, and the dense smoke, also hindered fire fighting. Difficulty in spotting fire equipment and laying hose lines was also experienced, due to the traffic congestion caused by cars returning from early church services, it was reported. At one time four men were detailed to handle traffic.

Flames were not readily apparent through the haze of smoke, until a lead gasket holding ammonia under 180 pounds of pressure melted, and shot the chemical skyward, scattering the flames to all parts of the second story. It was explained this morning that the walls might have buckled under the blast had the fire not weakened the central walls, ceiling and roof of the building, and the force of the blast followed the lines of least resistance.

#### Plant in Ruins

The engine room and office bore the brunt of damage by flames on the first floor, although practically the entire building is a ruin, suffering heavily from smoke and water damage. Only the brick boiler room came through comparatively unscathed.



Company records were saved from the blaze. Approximately 600 gallons of ice cream stored in the hardening room has been listed as a loss.

The fire apparently started behind the automatic ice-machine switch, working into the wall and creeping upward into the ceiling and walls of the staircase and hallway centrally located and running from the second story to the street.

#### Hear Screeching Noise

Occupants of the flats reported hearing a screeching noise in the engine room, which authorities said might have been due to the switch or an overheated motor.

The plant will be rebuilt, Mr. Parkin said today, but no definite plans have yet been made. The manufacturing of ice cream is being carried on today by local employes using local cream and formula in Parkin-owned plants at Baraboo, Sauk City, and Merrill, it was announced.

Marshfield News-Herald  
Marshfield, Wisconsin  
06 Jan 1941, Mon • Pages 1 & 2

## REPAIR OLD PLANT FOR TEMPORARY USE

### Parkin Will Construct New Ice Cream Factory on W. Ninth

The Parkin Ice Cream Company will establish a temporary factory in the old plant which was recently the scene of Marshfield's most disastrous fire in four years, pending the construction of new quarters on Ninth street west of the old building, W. L. Parkin, owner of the company, said yesterday.

Workmen began Thursday afternoon to remove the ruins of the second story which bore the brunt of the fire and will construct a temporary roof over the ground floor. Meanwhile, carpenters, electricians, and plumbers are busy reconditioning the old frame structure for the resumption of plant activities.

The plant is expected to be in operation again in 10 days or two weeks, Mr. Parkin said. The Thomsen - Abbott Construction Company, Marshfield, is in charge of rehabilitating the factory.

No plans have yet been announced for the new building, other than the fact that it will be of brick construction.

Marshfield News-Herald  
Marshfield, Wisconsin  
18 Jan 1941, Sat • Page 5

## BUILDING PERMITS FOR FACTORY, HOME ISSUED

A permit for a new 77x50-foot factory, to be built of brick, was issued to the Parkin Ice Cream Company, S. Central avenue, by Ludolph Wollesen, building inspector, this week.

Part of the building will be of two-story construction and will include a full basement. The Thomsen - Abbott Construction Company, Marshfield, is listed as architect and contractor for the new factory.

Marshfield News-Herald  
Marshfield, Wisconsin  
15 Mar 1941, Sat • Page 5

#### New Filling Station

Ordinance No. 193, granting Carl Miller and Joe Walloch, co-partnership of Wisconsin Rapids, permission to build a gasoline filling station at the corner of S. Central avenue and W. Ninth street, the site of the old Parkin Ice Cream Company factory, met with Council approval.

Marshfield News-Herald  
Marshfield, Wisconsin  
05 Jul 1941, Sat • Page 1

# New-Type Filter in Use At Modern Parkin Plant

"Mix" pumped from the mixing and pasteurization vat to the homogenizing equipment at the new Parkin Ice Cream Company plant here, must first go through 14 layers of filter cloth in the new filter installation at the modern factory. This new equipment, the first of its kind installed in any Wisconsin ice cream plant, is another demonstration of the Parkin aim to maintain its high standard of quality and desire to provide the ultimate in consumer protection.

J. P. O'Meara, of the W. M. Sprinkman Corporation of Milwaukee, which supplied the new-type filter, declared in congratulating the Parkin Company on the opening of its new plant:

"The Parkin Ice Cream Company has installed a Stamsvik Ice Cream Mix Filter in its new plant. This filter which filters the ice cream mix before it goes to the homogenizer, removes all the undissolved sugar and foreign matter from the ice cream "mix" and thereby assures a much smoother finished ice cream than any previously obtainable.

"This is the first installation of this type in the State of Wisconsin, and the Parkin Ice Cream Company, in line with their policy of always trying to give the consumer the best possible product attainable, takes a step forward and maintains its leadership in the ice cream field by installing this equipment, and therefore guaranteeing a smooth, creamy, and better flavored ice cream.

"On this installation the Parkin Ice Cream Company should be complimented for their foresight and efforts towards putting out the best possible ice cream that can be made today."

Marshfield News-Herald,  
Marshfield, Wisconsin,  
19 Aug 1941, Tue • Page 3

# Hold Open House at New Parkin Plant Tomorrow

## Modern Ice Cream Factory Here Among Largest in Wisconsin

Formal opening at the new Parkin Ice Cream Company plant at 104 W. Ninth street, seventh largest of its kind among several hundred in Wisconsin, and key to the distribution of Parkin ice cream through about one third of the State, will be held Wednesday, Aug. 20, W. L. Parkin, president of the firm, announced today.

Beginning at 7 a. m. and continuing through 10 p. m., the general public is invited to inspect, with competent guides, the modern, fireproof structure which re-

### PARADE TONIGHT

Mayor George J. Leonhard, members of the City Council, Chief of Police William Paape, and members of the Water and Light Commission, of which W. L. Parkin is a member, a band, 14 trucks and other units of the Parkin Ice Cream Company will participate in a parade starting at 6 p. m. on S. Central avenue to start off the Parkin plant's formal opening, which takes place tomorrow. After the parade the officials will be guests at a party at the Parkin factory where refreshments will be served and the band will play. They will also have a special preview of the plant.

places the old Parkin plant badly damaged by fire more than seven months ago, on Jan. 5, and since razed.

Favors will be distributed to children accompanied by their parents, the management announced.

### Join in Observance

Joining in the observance formally opening the new factory to manufacture one of the most popular dairy products in the heart of Wisconsin's Dairyland, by means of a sale featuring the Parkin products, will be more than half a thousand dealers throughout central and southern Wisconsin.

Visitors will see a plant which a State inspector recently characterized as one of the "finest and cleanest in Wisconsin," a 50x76 story and one half structure with a full-sized basement, entirely constructed of masonry and reinforced concrete, with glass block extensively used for natural illumination.

Floors in the plant proper are of milk-acid resistant red tile, and a 5-foot wainscoting of

See—PARKIN—Page 6

## PARKIN

(CONTINUED FROM PAGE ONE)

variegated buff glazed tile, also of acid resisting material, is another of the construction features of the factory. Buff tile, with a fire brick finish is used on the walls above the wainscoting, and ceilings are plastered.

### Address System

Flexotile floors, which have a terrazzo tile appearance but are not as brittle, have been laid in the air conditioned office quarters. Facilities include a fireproof storage vault, fluorescent lighting, and a two-way address system which communicates with all departments of the plant.

The private office has birch veneered walls and ceilings, naturally finished, with a stained golden oak wainscoting added. Woodwork has been painted cream throughout the office and plant. The offices are completely re-equipped and include a good deal of steel office furniture.

Employee conveniences in the new structure include shower facilities and private lockers. The Parkin company, with branches in Merrill, Sauk City, and Baraboo requires the services of 29 men, 15 of them in Marshfield.

### 700 Dairy Cows Needed

The local factory, with freezing equipment to handle 1,000 gallons of ice cream a day, and a "mix" capacity twice as great, uses the cream production of between 600 and 700 high-grade dairy cattle in this area every day, it is estimated.

Not generally known is the fact that the factory here provides all the "mix" for the four Parkin plants, as well as part of the requirements of other concerns at scattered points in the State.

A total of 14 motor vehicles, including two business cars and six electrically refrigerated trucks, service the hundreds of retailers and deliver "mix" to the various branches and plants where the product is hardened and prepared for sale.

Marshfield News-Herald  
Marshfield, Wisconsin  
19 Aug 1941, Tue • Pages 1 & 6



# Invite Public to Inspect New Parkin Plant Tomorrow

## ICE CREAM FACTORY HOLDS OPEN HOUSE

**Modern Manufacturing Plant  
Efficient, Sanitary to  
High Degree**

Most persons eat and enjoy ice cream regularly; many persons have some more or less vague ideas on how the food confection is made available for their tables; but comparatively few have ever visited an ice cream factory to actually witness the chain of operations by which sweet cream, brought in fresh each day from dairy farms and receiving centers, is transformed into one of America's best-loved and most healthful foods.

Tomorrow the people of Central Wisconsin will have an opportunity to witness just such operations in one of Wisconsin's largest and most modern manufacturing plants, for Wednesday marks the formal opening of the new Parkin Ice Cream Company established on W. Ninth street.

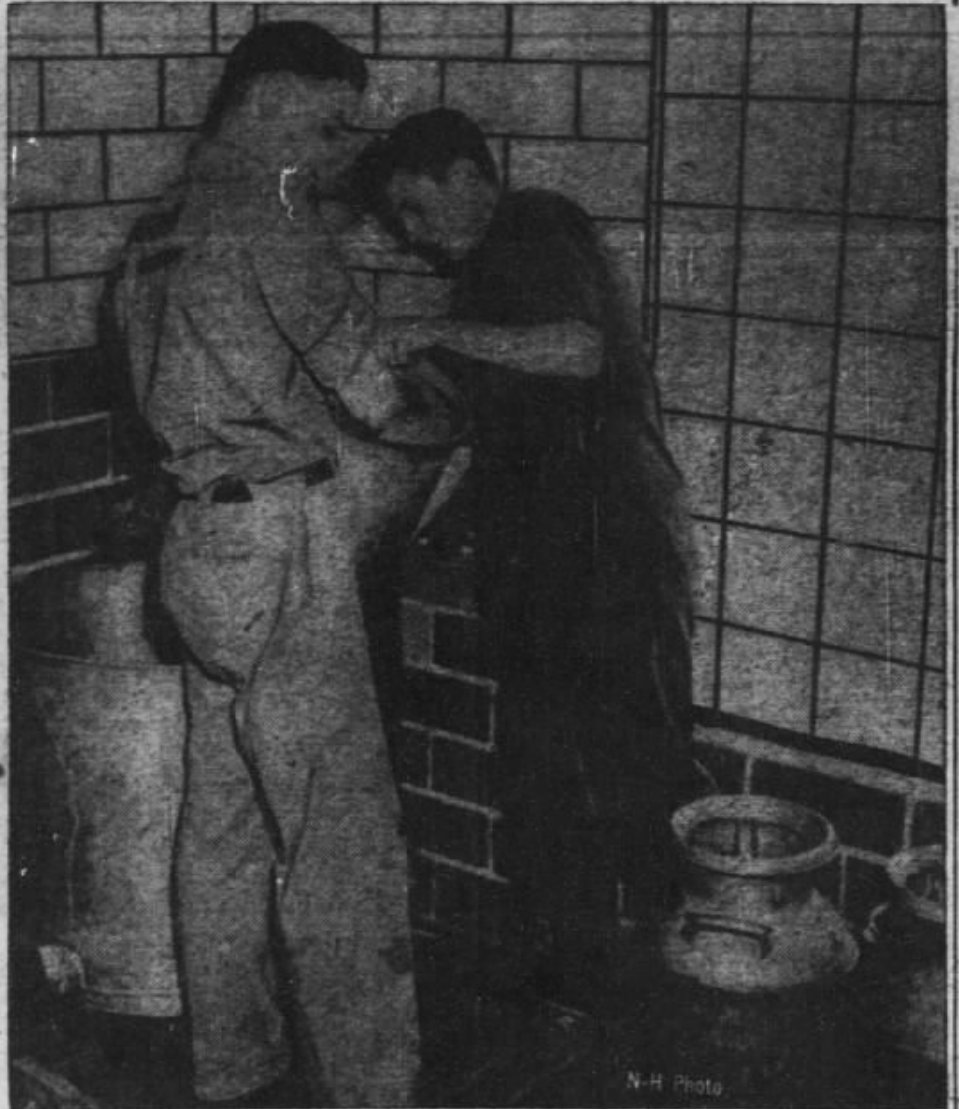
Beginning at 7 a. m. and continuing until 10 in the evening, the general public will be privileged to witness the operations and inspect the equipment in a model ice cream factory, a plant planned not by the management alone, but by the plant employes themselves, for the greatest working convenience plus the utmost in sanitation.

### Highly Efficient

Convenience, of course, spells efficiency, and the plant is efficient and productive to a high degree. Center of the factory is the freezers, to which two main lines of operations lead: that of preparing metal containers for use, and secondly, the preparation of the raw material for the freezers.

The first line is the shortest and simplest. Used metal containers, picked up by Parkin trucks from hundreds of dealers throughout central and southern Wisconsin, are dumped upon the unloading platform, where they are quickly transported to the can washing and storage room. Here mechanical equipment does a good share of the work of cleaning and disinfecting the containers for re-use.

This operation finished, the cans



**FIRST STEP IN MAKING ICE CREAM**—The first step, of course, in making ice cream, is getting the raw material. Above, in the receiving room of the new Parkin Ice Cream Company plant, which the public is invited to inspect tomorrow, are employes Roland Grosbier Jr., and William Fehrenbach Jr., dumping sweet cream into the weighing tank. The daily production of between 600 and 700 Wisconsin dairy cattle is needed to fill the ice cream factory's sweet cream needs.

### Pasteurized

Here it is weighed and pumped into a large pasteurization vat, where ingredients for making the "mix" are added to the sweet cream. The "batch" is integrated and pasteurized by a revolving steam coil. During the process, an automatic recording thermometer keeps a record of the pasteurization for the company and State.

Pasteurized, the "mix" is then pumped into a new-type filter—the first installation of its kind in Wisconsin—which guards against the possibility of any for-

are stored in large portable racks by which they are wheeled as needed, 200 at a time, to the freezers.

The second line of operations is more complicated. Sweet cream, produced each day by 600 to 700 head of dairy cattle in the Marshfield area, is received at the factory, moving from the loading platform to the receiving or mixing room by means of a conveyor.

eign substance getting into Parkin ice cream. From the filter, the "mix" is then pumped into the viscolizer, where it is placed under a terrific pressure of 3,000 pounds to the square inch to break up the butter fat globules, thereby preventing the separation of the "mix" and maintaining uniform quality.

Once through the homogenizing equipment, the mixture, heated to 150 degrees Fahrenheit, enters the freezing room, where it is pumped into a modern stainless steel cabinet cooler, which reduces the batch from 150 degrees to 40 degrees temperature in a matter of seconds. The quick

temperature change has as its purpose the elimination of possible bacteria.

#### Allowed to Age

From the cooling coils the "mix" goes to two 500-gallon storage vats, where the mix is allowed to age in the covered tanks for 24 hours before being pumped to the plant's two freezers. Before entering the freezers the mixture again passes through filters, doubly protecting the final product.

At the freezers, of 25- and 10-gallons capacity respectively, the desired flavor—any one of the 18 now being used by Parkin's—is added, and the batches are turned out at 10-minute intervals. When the freezer gates are opened, the finished product is then either put in the clean cans ready for the hardening room where sub-zero temperatures keep the product firm and fresh ready for its trip to dealer and the ultimate consumer; or sent to the brick machine where ice cream bricks with as many as three flavors can

be semi-automatically made up and packed in any size.

Slabs of ice cream are also prepared in the hardening room for use in the bar machine, which can produce 125 dozen chocolate coated bars an hour.

#### Cleanliness Important

Sanitary piping and pumps play an important part in the operation of this modern plant.

(Continued on Next Page)



**125 DOZEN BARS AN HOUR**—In an air conditioned room, where a working temperature of 50 degrees is maintained, Parkin employe Bob Mueller (above) "takes away" from the intricate bar machine installed at the plant. The device, which can produce 125 dozen chocolate-coated ice cream bars an hour, thermostatically regulates the heat of the melted chocolate, cuts the bar of ice cream to the desired size, inserts the "sticks," dips the bar in the chocolate, dries the chocolate coating, ejects the bar, and opens the individual sacks in which the bars are wrapped, all ready for packing in cartons.

## 39TH YEAR

(Continued from Preceding Page)

Winner of the first place cups was A. W. Parkin, his brother and former instructor.

The medals are two first place awards and a second place award for the annual contest of the same three years sponsored by the Minnesota Butter and Cheese Makers Association. Second place winner the first two years was A. W. Parkin, who did not compete in 1905, having accepted a position as inspector with the Minnesota Dairy and Food Department, a position he held for 15 years.

In 1906, W. L. Parkin took charge of the Farmers Co-Operative creamery, at Northfield, and during this period was made treasurer of the Minnesota Butter and Cheesemakers Association, and was also placed in charge of the State Fair exhibit at St. Paul.

Early in 1907, he became manager for a firm which operated three creameries in the neighborhood of Renville, Minn., leaving this position in May, 1909, to purchase his own dairy at Owatonna. His first private venture was short

lived, however, as he sold in September of the same year to go on the road for a salt company.

#### Buys Ice Cream Firm

In 1910 he entered the ice cream business. The Freyre Ice Cream Company at Rochester, Minn., was for sale for the price of \$2,535, and Parkin and his partner, Harry Deloughy, jumped at the chance.

Rochester was at that time a city of about 6,000 people, and there were two other ice cream plants already in the city. Within a month after taking over the Freyre business, partners Parkin and Deloughy were, in the veteran ice-cream maker's own words, "starving to death."

In dire financial straits, with all their small savings stuck into the plant, and minus a working capital, the harassed partners held a gloomy final conference.

"We're broke. This place can't

feed two of us. You can run it alone, but I can't. Buy me out," Deloughy suggested.

With a good chance of losing his savings of \$800 already tied up in the business, and with a family to support, Parkin took the chance, went deeper into debt with a loan procured with the help of his brother, secured a hired man, and began the operation of the ice cream factory.



His entire production that first summer totaled only 6,000 gallons.

#### Joined by Rowley

Late in the year of 1910 Arley Rowley, operator of one of the other plants in Rochester, joined Parkin. The partners pooled their resources, which consisted principally of ice cream making equipment and a lot, on which the factory slowly began to grow.

Freezing equipment was a far cry from that used in the Parkin factory of 1941, and consisted principally of a wooden tub with a capacity of 10 gallons, and with the beating apparatus driven by a belt connected to a gasoline engine. Deliveries that first winter were made with an old horse and cutter. Hardening rooms and mechanical refrigeration were practically unheard of, and ice was cut at night on the river for the next day's operations.

The ice cream formula was mixed right in the freezer, and the uniform quality that exists today was impossible then. Ice cream texture was a hit-or-miss proposition.

In 1913, Parkin bought out Rowley, who retired from the field and, in January, 1928, W. L. Parkin sold the Parkin Ice Cream Company, of Rochester, Minn., begun on an original investment of \$800, and built up through long hours and hard work, to the Marigold Dairies, a combination of the two largest companies in St. Paul, for the cash price of \$136,000. During that 18-year period, the production of the plant had risen from 6,000 gallons in 1910, to 186,000 in 1928.

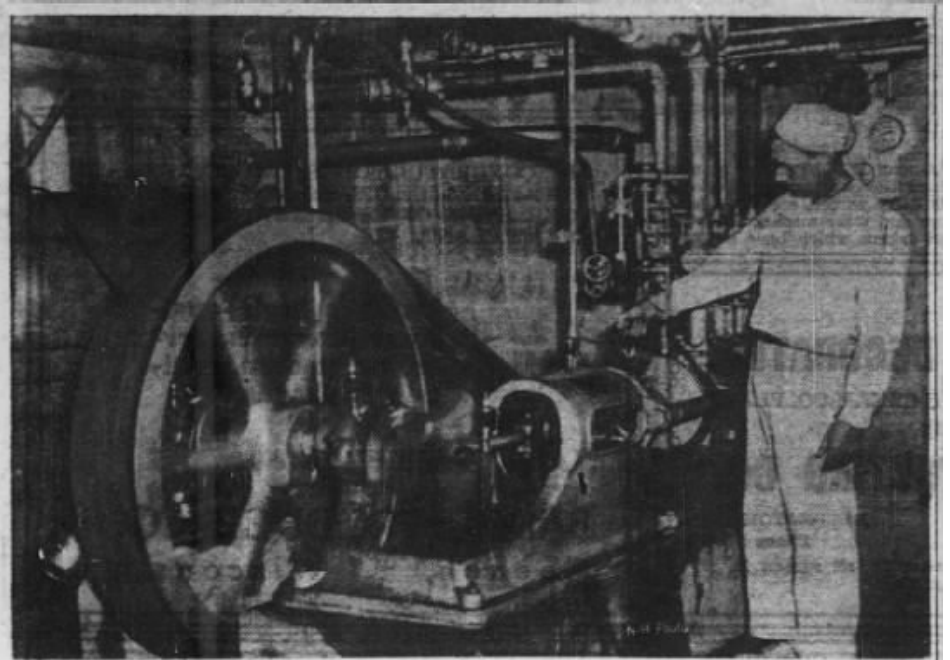
His plant sold, Parkin decided upon the selling of ice cream manufacturing equipment as his new vocation, but, after several months, saw an opportunity in Marshfield and purchased the McCrillis Ice Cream Company business.

#### Production Greatly Increased

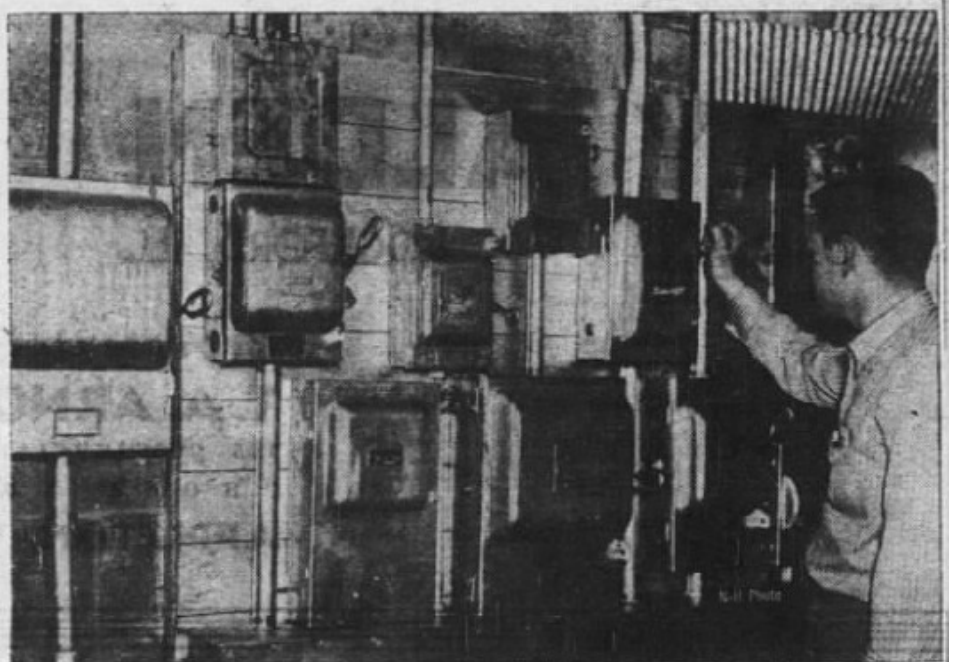
At the time of the purchase, in 1928, the McCrillis Company was producing 18,000 gallons of ice cream per year. By 1930, Parkin had increased production to over 70,000 gallons.

With the business here steadily growing, the Parkin Company, on May 13, 1937, started making their own "mix," a step which enabled the company to buy sweet cream from dairy farmers in this area.

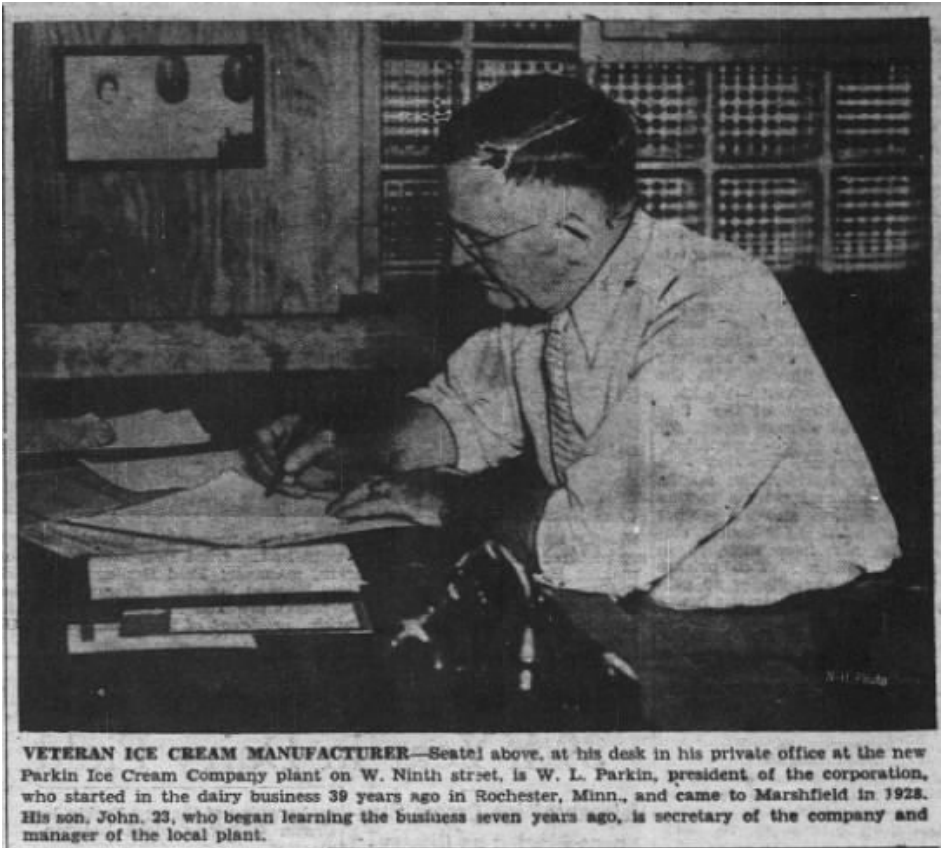
Today the firm, which supplies all the "mix" for three other Parkin plants in Wisconsin, as well as a portion of the requirements of other firms, uses the daily sweet cream production of between 600 and 700 dairy cattle.



**SUB ZERO WEATHER MADE TO ORDER**—Ice cream dealers like a warm summer sun, but ice cream manufacturers must work, in certain departments, at old-fashioned winter temperatures. Installed in the engine room at the new Parkin Ice Cream plant are two ammonia compressors, of 12- and 10-ton capacity, which operate throughout the day, with the smaller machine taking care of the night load. The machines maintain a sub-zero temperature of 5 to 10 degrees in the hardening room of the plant, where about 8,000 gallons of ice cream can be stored. Pictured above, at the 12-ton compressor, is Jack Rappe, ice cream maker.



**NEW FIREPROOF SWITCHBOARD** — The fire that gutted the former Parkin Ice Cream Company plant on Jan. 5 of this year was believed to have been caused by a defective electrical switch. When plans for the new structure were made, care was taken that such a blaze could never occur again. The switchboard room in the modern and enlarged plant, located in the basement, is constructed of reinforced concrete and concrete block. Shown at the board (above) is John Parkin, manager of the plant. An indication of the increase in size of the new plant over the old is given by the fact that a load of 400 amperes is handled on the new board as compared to 200 at the former factory.



**VETERAN ICE CREAM MANUFACTURER**—Seated above, at his desk in his private office at the new Parkin Ice Cream Company plant on W. Ninth street, is W. L. Parkin, president of the corporation, who started in the dairy business 39 years ago in Rochester, Minn., and came to Marshfield in 1928. His son, John, 23, who began learning the business seven years ago, is secretary of the company and manager of the local plant.

Marshfield News-Herald, Marshfield, Wisconsin, 19 Aug 1941, Tue • Pages 8 & 9

## 4,000 to 5,000 Attend Parkin Formal Opening

The formal opening of the new Parkin Ice Cream Company plant on W. Ninth street yesterday, was described as "highly successful" with between 4,000 and 5,000 persons visiting the plant, according to figures compiled by plant authorities.

The flow of visitors through the factory was steady throughout the day, with the peak reached during the evening hours. Visitors from Wisconsin Rapids, Wausau, and Stevens Point were present as well as large numbers from the immediate trade area, and persons visiting in Marshfield from Cuba and New York also registered in the guest book, it was reported.

Many baskets of flowers received from well-wishers added to the beauty of the new quarters yesterday.



Marshfield News-Herald  
Marshfield, Wisconsin  
21 Aug 1941, Thu • Page 8



# NEW STATION WILL OPEN ON SATURDAY

## Schaefer's Sinclair Service on S. Central Ready for Business

The formal opening of Schaefer's Sinclair Service at the corner of W. Ninth and S. Central avenue will be held tomorrow, Oct. 25, according to an announcement made today by Art Schaefer, who has been identified with the service station business here for the past 12 years.

The modern, recently completed super service will feature lubrication and washing and a complete line of auto accessories and, in addition, will re-introduce to Marshfield a nationally known line of petroleum products not handled in this vicinity for many years, Schaefer said.

The large 26x40 station, of cinder block construction, is fronted by an 88x40 concrete drive. The roomy bay has separate greasing and washing stalls, and lubrication and other service equipment is new and of a most modern type.

Facilities of the new service station, erected on the site of the old Parkin Ice Cream Company plant, include a 13x13 office and display room, rest rooms, and separate fuel and storage rooms.

Fluorescent lighting has been installed in the display room, and neon lighting is also featured along the coping of the building.

Marshfield News-Herald  
Marshfield, Wisconsin  
21 Aug 1941, Thu • Page 8

# FORMAL OPENING

Saturday, October 25<sup>th</sup>



My new station at 9th and Central

HERE'S a cordial invitation to every motorist in this vicinity to visit my new station on its formal opening day, Saturday, October 25.

Come in and buy — or just look around. Inspect the complete facilities for washing, tire and battery service and my stock of accessory items. I feature these famous Sinclair Products:

**SINCLAIR H-C GASOLINE**—For performance it has no superior in its price class.

**SINCLAIR OPALINE AND SINCLAIR PENNSYLVANIA MOTOR OILS**—These oils last so long they save you money.

**SINCLAIR LUBRICANTS**—I apply these lubricants according to a special chart for your car contained in my Sinclair Lubrication Index. The chart shows your car manufacturer's recommendations. This kind of lubrication helps prevent repairs—makes your car safer and easier to drive.



Ready  
To  
Serve  
You:  
  
**ART  
SCHAEFER**

*I also offer you free 5-Point Safety Service. Come in today.*

**ART SCHAEFER**  
**SINCLAIR DEALER**

Marshfield News-Herald, Marshfield, Wisconsin, 24 Oct 1941, Fri • Page 3

# Blueberry Ice Cream Not New Dish in Marshfield

"Blueberries, tender and sweet and fresh from Wisconsin fields, will be making their debut this summer in a new way," according to an announcement from the University of Wisconsin dairy, where "a smooth, tangy ice cream flavored with the taste of blueberries and a rich, deep blue in color," has been produced.

What the dairy publicity writers apparently didn't know is that blueberry ice cream is nothing new to Marshfield ice cream consumers, who have eaten it and liked it for several years.

## Long Known Here

The W. L. Parkin Ice Cream Company has manufactured the product for several years, and although many consumers are fond of it, the demand is not generally heavy. The berries impart a tart taste to the cream. Seeds must be removed, and a puree of blueberries is thus created and added to the ice cream mix.

Elmer's Ice Cream Company first made the unique product two years ago and featured it as a special. It is not generally handled by Wisconsin dealers.

The University of Wisconsin, in publicizing blueberry ice cream in particular and blueberries in general, continues:

"The juice of the blueberry gives the ice cream its blue color, while the fruit itself is included either in whole berries or crushed. Patriotic housewives may soon be able to add dash to their tables with a red, white and blue brick, and a different flavor.

## Berries Save Sugar

"The chief ice-cream-maker in the University of Wisconsin dairy, George Winterstein, has made the ice cream using the frozen whole berries, but intends to use the berries crushed and strained

of seeds for the next batch. He says the blueberry flavor is refreshing.

"Ice cream is not, however, the only means of using this sugar-saving fruit. An old favorite, blueberry muffins, still holds its own on the luncheon menu. And blueberry pie, a la mode or not, rates high with any man.

"Conrad Kuehner, of the horticulture department of the university, suggests that women "fill their jars with blueberries, not with sugar," emphasizing the fact that the blueberry can be canned with less sugar than some other fruits.

"Housewives and farmers with wild blueberries in their gardens can be sure that though small, they are just as sweet and desirable for eating and canning as the larger domestic ones. For your

family's sweet dessert, fill the cream pitcher, save that sugar for baking, and treat yourself to a bowl of fresh blueberries and cream."

Marshfield News-Herald  
Marshfield, Wisconsin  
20 Jul 1942, Mon • Page 6

## MARSHFIELD CONCERN BUYS ICE CREAM PLANT

Medford — The McCarron Ice Cream Company of Little Black has been purchased by the Parkin Ice Cream Company of Marshfield. According to John Parkin, secretary and treasurer of the company, plans are being made to open a plant and office in Medford after the war. Harold McGuire will be the company's manager.

Marshfield News-Herald  
Marshfield, Wisconsin  
30 Dec 1944, Sat • Page 11

## LOCAL FIRM PLANS STORAGE BUILDING

Parkin Ice Cream Company  
To Construct New \$25,-  
000 Warehouse

A new concrete and brick storage addition to the Parkin Ice Cream Company at 104 W. Ninth street, this week swelled valuations of Marshfield's building activities to \$30,375, according to figures released today by Peter LeMahieu, city building inspector.

The cost of the new Parkin structure, for which a permit was issued this week, will be an estimated \$25,000 and will provide storage space for the firm's contemplated increased production.

Other permits this week were issued to the following: Ole Warren, 600 N. Chestnut street, \$75 to enclose a porch; Walter Redig, 1200 E. Doege street, \$300 to cover sidewalks with imitation brick; and William Heiting, 603 W. Blodgett street, \$5,500 to remodel for two apartments.

Marshfield News-Herald  
Marshfield, Wisconsin  
29 Sep 1945, Sat • Page 3



# WORK STARTED ON PARKIN STRUCTURE

**New \$25,000 Plant Addition Will Enable Firm To Double Output**

Preliminary work on a \$25,000 addition to the Parkin Ice Cream Company plant, 104 W. Ninth street, was started Oct. 1 by the Thomsen - Abbott Construction Company, original builders of the factory, it was announced today.

The new structure will be of reinforced concrete and brick and will enable the firm to double its output of 1,000 gallons of ice cream a day, and will make the Parkin Company the largest ice cream manufacturing plant in Wisconsin, except for plants in Milwaukee and Madison.

The two-story fireproof addition will be erected on the west side of the present building and will be 85½ feet wide at the Ninth street front, 54 feet, 11 inches in depth, and 47 feet, 9 inches wide at the rear.

The new building will allow more room in the old structure for hardening ice cream and will also provide an area to be used as a loading platform and receiving room.

After the addition is completed the main floor will be used to house the company's fleet of 10 trucks and the second floor will be used for storage. As the plant operations are expanded, the second floor of the new structure will house the ice cream mixing machines.

Marshfield News-Herald  
Marshfield, Wisconsin  
06 Oct 1945, Sat • Page 3

The city attorney was instructed to prepare a resolution granting the Parkin Ice Cream Company an easement to run a 2-inch water main from its well at 300 W. Sixth street to the plant on W. Ninth street via the box storm sewer in the vicinity. The well is expected to take the plant's cooling water burden off the city water supply.

Marshfield News-Herald  
Marshfield, Wisconsin  
05 May 1949, Thu • Page 17

## Sewer Hearing

Also adopted were resolutions calling for a sewer hearing for a contemplated project on Washington avenue running from E. Fourth street south about 1,200 feet, and giving the Parkin Ice Cream Company permission to run a two-inch water main from a private well at Sixth and Walnut streets down the box storm sewer in the vicinity to the Parkin plant on W. Ninth street. The water will be used for cooling purposes.

Marshfield News-Herald  
Marshfield, Wisconsin  
15 Jun 1949, Wed • Page 14

## RESOLUTION NO. 148

WHEREAS, the Parkin Ice Cream Company, of Marshfield, Wood County, Wisconsin, has expressed its desire to install a private water system, and whereas, it appears that such installation of a private water system would remove the said Parkin Ice Cream Company from the City of Marshfield water supply, and whereas, it is necessary for the installation of such private water system that the Parkin Ice Cream Company construct, operate and maintain a small pipe in and through one of the City of Marshfield's storm sewers,

NOW, THEREFORE, be it resolved that the Mayor and City Clerk be and they are hereby authorized, empowered and directed to execute the proper instrument granting to the said Parkin Ice Cream Company the right to construct, operate and maintain, at its own expense a Two (2) inch pipe in and through that storm sewer which extends from the intersection of West Sixth Street and South Walnut Street, thence South on South Walnut Street to West Seventh Street, thence in a Southerly direction to the intersection of West Ninth Street and South Central Avenue, and thence under Ninth Street to the property owned by the Company, such construction, operation, and maintenance to be in accordance with the directions and under the supervision of the City Engineer, a copy of which instrument is hereunto attached.

Passed—June 14, 1949  
Approved—June 14, 1949  
Published—June 18, 1949

A. J. Reeths, Mayor  
E. H. Olson, City Clerk

Marshfield News-Herald  
Marshfield, Wisconsin  
18 Jun 1949, Sat • Page 9

## Parkin Company Gets Grade A Milk Permit

Receipt of its Wisconsin Grade A milk permit was announced today by the Parkin Ice Cream Company, 104 W. Ninth St.

The permit from the Wisconsin State Department of Agriculture indicates that the local dairy and its 19 producing farms are now in full compliance with the state Grade A rules and regulations.

John Parkin, head of the firm, said the dairy has been bottling A-quality milk for the past six weeks and using the label. The permit received today makes it "official."

Grade A rules and regulations are exacting. Farms and the dairy are inspected regularly, and raw milk samples from each producer are submitted for laboratory tests four times during each six-month grading period. Processed milk samples are similarly checked.

Both the dairy and the farms will be surveyed by a representative of the U. S. Public Health Service at an early date to determine whether they are in full compliance with Grade A standards and regulations.

Marshfield News-Herald  
Marshfield, Wisconsin  
29 Jul 1953, Wed • Page 16

To Help Reduce The Dairy Surplus  
And Help Our Central Wis. Farmers...

**DOWN GO PRICES  
ON VITAMIN D ENRICHED**

**Parkin**  
FIRST CHOICE

**ICE CREAM**

We know that the people of Central Wisconsin are just as interested in the problems of our dairy farmers as we are. We all know that the best way to solve these problems is to get rid of the big surplus of dairy products. There is only one way to do this and that is for all of us to use more dairy products every day.



The Parkin Ice Cream Company wants to help. Fortunately, we have had such a tremendous response to our Parkin Vitamin "D" Enriched Ice Cream that we are able to help by reducing the price of ice cream to make it the finest food value on the market today.

Continued large volume production and sales will allow us to keep the price of ice cream low. We hope that this reduced price will make it possible for you to afford to enjoy our ice cream more often. Then you'll be happy . . . we'll be happy . . . and, the dairy farmers of Central Wisconsin will be mighty happy, too!

**NEW LOW PRICE**

AT MOST PARKIN DEALERS

OUR  
REG. ~~95~~<sup>c</sup>

HALF GAL.  
BULK PACK

**85<sup>c</sup>**

*You Save 10c On Every Half Gallon You Buy  
Of The Finest Ice Cream At Any Price!*

*And, Remember, It's Enriched With Vitamin D*

TO HELP KEEP YOUR FAMILY HEALTHY



★ ★ ★

Ice cream, another delectable product of the dairy industry, was responsible for still another manufacturing activity which dates back a half century in Wood county when Ralph J. Baker, a restaurant operator, built a plant in Marshfield.

"Baker's Velvet Ice Cream," a slogan still capable of inspiring nostalgia among the now gray-haired and paunchy set, remained alone in the county field until late in 1912, when C. D. McCrillis, another Marshfield restaurateur, set up an ice cream and cone factory and an ice house. At the outset, the cream came from a herd of Jersey cows kept on his farm and the product, obviously, was marketed as "Jersey Ice Cream."

Baker's plant disappeared with the purchase of his establishment by the Ripon Produce Co. in the mid-twenties, and the McCrillis venture was sold to Wilbur L. Parkin and his Parkin Ice Cream Company, one of the four ice cream manufacturing plants busy in Wood county today.

# To Marshfield Youth Council Members

And All Those Interested In The Youth Of Our Community + + +



JOHN PARKIN

After many years of association with young people in this area, I have come to the conclusion that the youth of our community are willing to work for the things they want.

I believe that all youth wants is the opportunity to earn the things they want. They do not want a "hand out".

I believe that the business and professional men of our community should give youth the opportunity to work together to gain the things youth wants.

For this reason, the **Parkin Ice Cream Company** has worked out a plan with the officers of the Marshfield Youth Council, comprised of young folks from the Marshfield Senior High School and Columbus High School, the opportunity to raise the cash they need to put on youth activities for all the youth of our community. This is not an activity of either high school, but of the students themselves.

The Youth Council wishes to finance these activities in preference to having adults finance them on a "hand out" basis. The first activity will be a Youth Council dance.

Here Is The Plan For

## Operation "Tops For Teens"!

The **Parkin Ice Cream Company** Will Pay 5c To The Marshfield Youth Council For Every Carton Top From Half Gallon Containers Of Either Parkin Homogenized Grade A Milk Or Parkin Grade A Homogenized Multi-Vitamin Health Milk.

These carton tops must be picked up by members of the Marshfield Youth Council and turned in to the **Parkin Ice Cream Company** during the week of Oct. 23 through Oct. 29th. This offer expires on Oct. 28, 1957.

Individuals should not bring carton tops to the **Parkin Ice Cream Company**. All carton tops should be delivered to the special "Tops for Teens" box at the Marshfield Savings & Loan Assn., office of William Furr, Youth Council Advisor.

Adults who wish to help out in this worthwhile youth effort may do so by saving the carton tops from Half Gallon Containers of Parkin Grade A Homogenized Milk or Parkin Grade A Homogenized Multi-Vitamin Health Milk until the night of Monday, Oct. 29th, when the youth of the community will pick them up in a porch light campaign. Otherwise, adults may turn over the carton tops saved to any authorized member of the Marshfield Youth Council, or call 313 and they will be picked up by members of the Youth Council.

In an effort to help out with the program even further, the **Parkin Ice Cream Company** will deliver half gallon containers of Parkin Grade A Homogenized Multi-Vitamin Health Milk to any home in Marshfield during the week of Oct. 23rd through Oct. 29th, as well as having the products available in Marshfield retail food stores. Phone 314 to have Parkin Grade A milk delivered to your door.

Let's all help our youth to help themselves. Save the carton tops from half gallon containers of Parkin Homogenized Grade A Milk and Parkin Grade A Homogenized Multi-Vitamin Health Milk. Every carton top is worth 5c to the Marshfield Youth Council.

Get In On Operation "Tops For Teens"!  
Start Saving Half Gallon Container Tops Now!



Tops Are Worth  
5c To Youth!

Save carton tops from this half gallon container and from Parkin Grade A Homogenized Milk!

Marshfield News-Herald  
Marshfield, Wisconsin  
22 Oct 1957, Tue • Page 7

ICE CREAM CO.  
FOR THE

Marshfield Youth Council

**Parkin**  
FIRST CHOICE



# Rites Tuesday For W. L. Parkin

## Processor of Dairy Products Is Dead at 79

Funeral services will be held at 2 p. m. Tuesday in Immanuel Lutheran Church for a veteran dairy processor and ice cream manufacturer and longtime member of the Water and Light Commission here.

He was W. L. Parkin, 313 W. Fifth St., who died at 1 p. m. Saturday at St. Joseph's Hospital. He was 79.

The victim of Parkinson's disease and complications of advancing years, Mr. Parkin had been an invalid for 3½ years.

The Rev. G. M. Krueger will officiate at the rites and interment will take place in Hillside cemetery.

Friends may call at the Hansen Funeral Home until noon Tuesday, when the body will be taken to the church.

Wilbur L. Parkin (the initial was once "Q," but the letter in his signature was so often mistaken for "L" that he changed it to end the petty annoyance), a pioneer in the dairy industry, began his career in Minnesota, and pyramided an \$800 investment into a large enterprise.

Coming to Marshfield in 1928, Parkin began building a business which today includes the Parkin Ice Cream and Dairy Co. plant here and distributing plants in Medford and Merrill.

A member of Marshfield's Water and Light Commission since its organization in 1934, Mr. Parkin served 12 years as president of the commission prior to his retirement from the municipal body after a 22-year tenure.



W. L. Parkin

He was born Aug. 12, 1879, near Pine Island, Minn., where he worked on his father's farm until he was 21 years old.

Desiring to become a cheesemaker, he began saving the \$22 per month salary his father paid him after he attained his majority and added to his stake by cutting and selling wood for neighboring farmers on a share basis.

Late in 1901 he realized his educational goal and enrolled in the University of Minnesota Dairy School at St. Anthony Park.

There, taught by his brother, A. W. Parkin, and by Harry Roman, manager of the Stanton Cooperative Cheese Factory, where students were given practical training, W. L. Parkin graduated at the end of the three-month course with a score of 98, the highest in his class.

His first employer was the Ellington Daisy Dairy Association at West Concord, Minn. In 1903 he became cheesemaker for the Pilot Mound Cheese Factory. His early employers were fulsome in their praise of the young cheesemaker, written recommendations which were among the veteran dairyman's prized possessions in later years.

Three loving cups and three medals which he proudly displayed, mementoes of his younger years, were tokens of a curious rivalry.

The cups were second-place awards for the years 1903-4-5 offered by the Minnesota State Agricultural Society in statewide cheese-scoring contests. Winner of the top honors in each of the three years was Mr. Parkin's brother and former instructor.

The medals were two first-place awards and a second-place award given during the same period in a contest sponsored by the Minnesota Butter and Cheesemakers Association. Second place winner the first two years was A. W. Parkin.

In 1906 Mr. Parkin took charge of the Farmers Cooperative Creamery at Northfield, and during this period also served as treasurer of the Minnesota Butter and Cheesemakers Association and placed in charge of the State Fair exhibit in St. Paul.

Early in 1907 he was named managed for a firm which operated three creameries in the Renville, Minn., area, but left that post in May, 1909, to purchase his own dairy at Owatonna. In September that same year he sold the business to go on the road for a salt company.

In 1910 Mr. Parkin and a partner, Harry Deloughy went into the ice cream business, buying the Freyeir Ice Cream Co. at Rochester, Minn., for \$2,535. Without working capital and soon in financial straits, the partners held

a conference and Mr. Parkin, with his savings of \$800 already committed, bought out his partner and went deeper into debt.

Late in 1910 he was joined by Arley Rowley, who had operated another ice cream plant in Rochester. The partners pooled their resources, consisting mainly of a lot and some ice cream making equipment, and the business began to grow.

In 1913 he bought out Rowley and in January, 1928, he sold the business, started for \$800, to the Marigold Dairies of St. Paul for \$136,000.

★ ★ ★

He had planned to sell ice cream manufacturing equipment but, after several months, Mr. Parkin saw an opportunity in Marshfield and purchased the McCrillis Ice Cream Co. here.

The business here, too, grew, culminating in the construction of a new plant here in 1941.

With the completion of the new plant W. L. Parkin gave up his active control of the business, with his son, John, stepping in as president.

However, he maintained an active interest in the enterprise, coming down to the plant on an "on and off" basis until three years ago, when his health no longer permitted such activity.

He maintained an intense interest in the municipal utility here, which he had served as commissioner for more than two decades.

★ ★ ★

In his letter of resignation sent to the Common Council, Mr. Parkin observed:

"The Marshfield Electric and Water Department utility belongs to all of us. We should all be proud to be its owners. We should all work to see that the ownership of this wonderful utility remains ever with the people of this city."

He married Verta Cowles at Mantorville, Minn., in 1902. The marriage ended in divorce in 1928. On Oct. 15, 1929, he married Della Neeb at Rockford, Ill.

Surviving, in addition to his wife, are his son, John, Marshfield; a daughter, Miss Evelyn Parkin, Rochester, Minn.; a stepdaughter, Mrs. Edwin J. (Bernice) Drobka, Lombard, Ill.; three brothers, Arthur, Pine Island, Thomas, Rochester, and Guy Parkin, St. Paul; a sister, Mrs. Minnie Stebbins, Lemmon, S. D., and seven grandchildren.

Marshfield News-Herald  
Marshfield, Wisconsin  
06 Jul 1959, Mon • Pages 1 & 6

\* \* \* \* \*



EUROPEAN VISITORS TOUR DAIRY PLANT HERE—Borge Grinsted (center), Copenhagen, Denmark, civil engineer and European sales manager for a Switzerland dairy equipment manufacturing company, toured the Parkin Ice Cream and Dairy Company plant here yesterday. With him is John Parkin, head of the firm, at left, and K. S. Hart, vice president of a Madison, Wis., dairy equipment manufacturing firm. Bulk milk cooling systems on dairy farms in his native land, Grinsted said, are in the early stages of use compared with more rapid and widespread acceptance of such equipment in the United States. Producers supplying milk to the Marshfield plant use bulk coolers exclusively, Grinsted was told. (News-Herald Photo)

Marshfield News-Herald  
Marshfield, Wisconsin  
17 May 1962, Thu • Page 5





W. L. PARKIN  
Our Founder



JOHN PARKIN

**New Faces . . .**  
**New Machines . . .**  
**New Products . . .**

but the same desire to make  
the finest quality products possible!

We sometimes feel "old fashioned" in these modern days when  
so many manufacturers seem to make a product to meet or  
beat a price.

We still believe, after fifty-one years in this business, that we  
should make our products just as good as we possibly can.

And, that's what we do! If you taste them you can tell.

# PARKIN ICE CREAM & DAIRY PRODUCTS

FIRST CHOICE FOR OVER 50 YEARS

AT YOUR STORE . . . AT YOUR DOOR . . . AT OUR PLANT

Marshfield News-Herald  
Marshfield, Wisconsin  
26 Jun 1962, Tue • Page 8



**JOHN PARKIN**, 907 S. Oak Ave., is a candidate for election April 7 to a full term as County Board supervisor from the Fifth Ward, a post to which he was appointed about a year ago.

He is presently a member of the Sheriff and Traffic Committee and Resource Development Committee of the County Board.

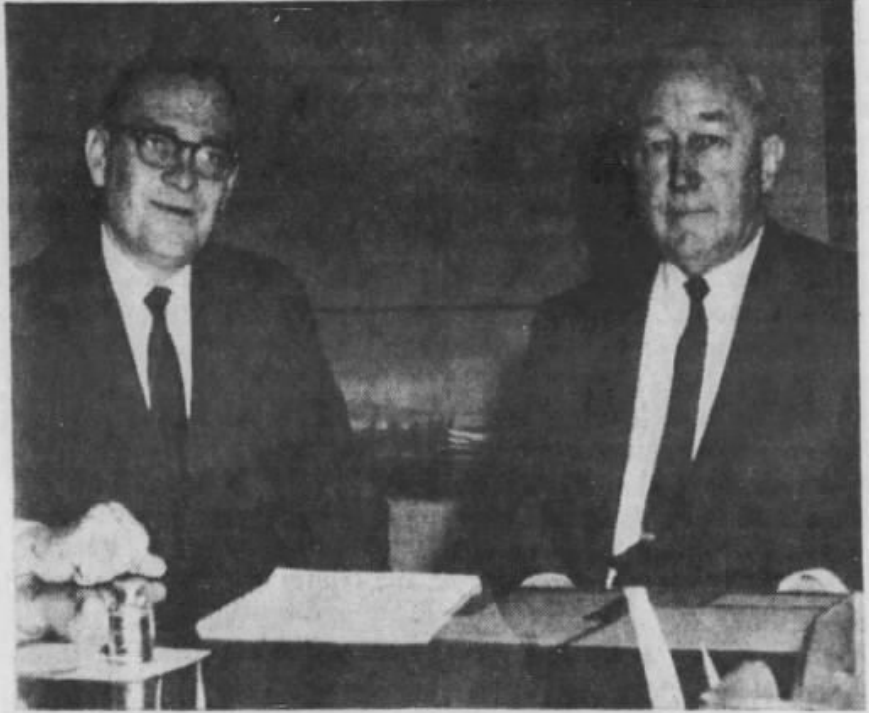
Parkin was born April 10, 1918, in Rochester, Minn., and after graduating from high school there attended the University of Minnesota.

He moved to Marshfield with his family in 1934, and spent the summers until 1938, working in the Parkin Ice Cream and Dairy Co., plant which his father operated. In 1938 he began fulltime work at the dairy and in 1941 became president and manager.

He was married Sept. 21, 1938, at Nashua, Iowa, to Cyle Mundaahl of Rochester. They have one son and one daughter.

He is a former president of the Marshfield Area Chamber of Commerce, Marshfield Rotary Club, the board of trustees of the First Presbyterian Church and the Wisconsin Independent Dairies Association. He is a former vice president and present director of the National Independent Dairies Association.

Parkin has also been active in Boy Scout work, and is now vice president of the Samoset Council. He started the first Cub Scout pack here more than 30 years ago. For four years he was chairman of the Wisconsin Dairy Association's legislative committee.



**PRINCIPALS IN TRANSACTION**—John Parkin (left) president of the Parkin dairies in Marshfield and Medford, and George W. Ruppel (right) general manager of Consolidated Badger of Shawano, today announced the joining of their organizations. The announcement was made at the 35th annual delegate meeting of Consolidated Badger in Shawano.

## Parkin Firm Linked With Badger Co-op

Sale of the Parkin dairies in Marshfield and Medford to Consolidated Badger Cooperative of Shawano, effective April 1, was announced today by George W. Ruppel, Shawano, general manager of Consolidated Badger, and John Parkin, president of the Parkin Company.

The announcement was made public for the first time at today's 35th annual delegate meeting of Consolidated Badger in Shawano, and added that John Parkin would continue to be in charge of operations at the Parkin facilities. No other personnel changes are contemplated at either plant.

The transaction, Parkin said, "is just the joining together of two locally - owned firms to give better service and products to the area." The Parkin Company bottles milk and manufactures ice cream, cottage cheese and specialty dairy products for wholesale and retail distribution in Central Wisconsin.

Consolidated Badger is the largest farmer - owned operating cooperative in Wisconsin and markets dairy products under the "Morning Glory" label. It is owned by 3,100 dairy farmers living in 21 counties, and has 10 plant locations, including Marshfield, Medford and Rib Lake.



The cooperative's multiple products dairy plant on E. Fourth street in Marshfield was acquired from Hub Dairy Cooperative in September of 1963. About a year earlier it added to its holdings a large butter-producing plant at Medford.

The addition of the Parkin dairies, today's announcement said, makes possible the distribution to Badger Cooperative products throughout the organization's entire procurement area.

A native of Rochester, Minn., and a resident of Marshfield since 1934, John Parkin succeeded his father, the late W. L. Parkin, as president of the Parkin Company in 1941. A pioneer in the dairy industry, the elder Parkin began his career in Minnesota. Coming to Marshfield in 1928 he began building the business which he headed until succeeded by his son. The father died in 1959.

Apart from the business, both father and son have played active parts in civic affairs. The elder Parkin had been a member of the Marshfield Water and Light Commission from its establishment in 1914 until 1956, serving 12 years as president of that body.

The son has been a member of the Wood County Board of Supervisors since 1962, and was reelected to that office earlier this month. During his board membership the past two years he has been chairman of the Sheriff and Traffic Committee and a member of the Resource Development Committee.

He is a former president of the Marshfield Area Chamber of Commerce, Marshfield Rotary Club, the board of trustees of the First Presbyterian Church



Mrs. W. L. Parkin

and the Wisconsin Dairies Association. He also is a former vice president and a present director of the National Independent Dairies Association. For four years he was chairman of the Wisconsin Dairy Association's legislative committee.

Marshfield News-Herald  
Marshfield, Wisconsin  
16 Apr 1966, Sat • Page 6

## Rites Set for Mrs. Parkin

Funeral services will be held at 2 p. m. Friday at Immanuel Lutheran Church here for Mrs. W. L. (Adela) Parkin, 73, widow of the late W. L. Parkin of Marshfield, who died at 11 a. m. Tuesday at the home of her son-in-law and daughter, Mr. and Mrs. E. J. Drobka in Atlanta, Ga. She had been in ill health for the past year. The Rev. Daniel Ahrens will officiate, and burial will be made in Hillside cemetery.

The body will repose at the Hansen Funeral Home from Thursday evening until 11 a. m. Friday, when it will be taken to the church.

The former Adela Lawrenz was born Oct. 7, 1890, in Hart, Minn. Her marriage to Henry Neeb, who preceded her in death in 1919, took place in 1916. In 1929, she married W. L. Parkin, who preceded her in death July 6, 1959.

Mrs. Parkin was a member of Immanuel Lutheran Church and its Ladies Aid Society. Her home in Marshfield was at 613 W. Fifth St.

Survivors include a daughter, Mrs. E. J. (Bernice) Drobka, Atlanta, Ga.; a stepson, John L. Parkin, Marshfield; a stepdaughter, Miss Evelyn Parkin, Rochester, Minn.; four brothers, Friebert Lawrenz, and Walter Lawrenz, Winona, Minn.; John Lawrenz, Rochester, Minn.; and Hugo Lawrenz, of California; a sister, Mrs. Minna Hafner, Milwaukee; and five grandchildren.

She was preceded in death by two brothers and two sisters.

Marshfield News-Herald  
Marshfield, Wisconsin  
30 Sep 1964, Wed • Page 2

## Clyle Parkin

ATLANTA, Ga. — Clyle Norene Mundahl Parkin died on Wednesday, Feb. 12, 2003, in Atlanta, Ga., at the age of 82, after a full and rewarding life. Always a lover of people and a champion of children everywhere, Clyle enjoyed the company of her family even as she tolerated Alzheimer's disease.



Clyle Parkin

Born Feb. 18, 1920, Clyle was lovingly reared by her widowed mother (Lulu Elizabeth Walker Mundahl) and her grandmother (Belle Persus Morse Walker) in Esterville, Iowa, and Rochester, Minn., learning only at the age of 60 that she had been adopted as an infant. After graduating from Rochester High School in 1937, Clyle married her high school sweetheart, John W. Parkin, on Sept. 21, 1938, at The Little Brown Church in the Vale in Nashua, Iowa. She moved with her husband to Marshfield when John was called to take over Parkin Dairy, the family business. Throughout her life Clyle and her husband worked together as a team, including the years that John was in Madison as a state legislator.

Clyle Parkin's home was a warm environment not only for her daughter and son, but also for other young people from Marshfield and Tug Lake in Merrill. Clyle served on various local, state, and national committees throughout her life, and initiated many programs to benefit people in her community. In her early years as a wife and mother, Clyle helped to begin the first Scouting programs for both boys and girls in Marshfield, started the first PTA (at Washington Elementary School) with Betty Abbott, and was active with Jobs Daughters. Clyle was instrumental in initiating the first Youth Center in Marshfield because of her commitment to programs that would benefit the youth of central Wisconsin.

Clyle Parkin was a member of the Governor's Committee (Wisconsin) on Children and Youth from 1960 to 1970, and was a state delegate from Wisconsin to the first White House Conference on Children and Youth in 1960 and again in 1970 (she was proud to say she had been sent by both Republican and Democratic governors). Clyle was chairwoman of FISH (a community service project which she organized), served on the board of Planned Parenthood, and was a longtime volunteer for

Meals on Wheels. For her many contributions to the betterment of her community Clyle was honored in 1974 as Clubwoman of the Year by the Marshfield Woman's Club, and was the first woman to receive (along with her husband) the Service Above Self award from the Marshfield Rotary Club. Clyle was one of the first female elders of the First Presbyterian Church in Marshfield (where she was also a deacon), and in that capacity assisted at the baptism of her only granddaughter in 1973.

After her children had moved away, Clyle was employed as a researcher by Survey Research Labs from the universities of Wisconsin, Michigan, and Illinois. Clyle and John Parkin moved to Stone Mountain, Ga., in 1987 to be closer to family members. They have made many new friends while living in the Cedar Park neighborhood and at Kings Bridge, and while visiting in Luquillo, Puerto Rico.

Clyle has been a member of PEO chapters in both Marshfield and Atlanta. She also was a willing participant in the National Institute of Health's Atlanta-based Wom-en's Health Initiative. For the past four years Clyle has resided at the A.G. Rhodes home at Wesley Woods.

Clyle Parkin is survived by her husband John; daughter and son-in-law, Sue and Bernie TeStrake; her granddaughter and grandson-in-law, Rebecca and Drew Graham; and her great-granddaughters, Emma and Kate Graham, all of Atlanta. Also surviving her are her son and daughter-in-law, Todd and Maralee Parkin; and three grandsons, Tait, Chad and Tyler Parkin, all of Seneca, S.C.

Clyle will be warmly remembered as a loving and supportive wife, parent, grandparent, and great-grandparent. She was a cheerful, imaginative, creative, and open-minded woman who strove to better the lives of those around her, and to make the world a better place.

Clyle Parkin's body was donated to the Emory University School of Medicine for the advancement of medical science. The family wishes to thank those at A.G. Rhodes who have cared for her with kindness.

Donations in her honor may be made to the Alzheimer's Association, the A.G. Rhodes Home at Wesley Woods, or the youth organization of your choice.

## John Parkin

ATLANTA — John Wilbur Parkin died June 4, 2003, in Atlanta, Ga., following his final courageous battle with cancer, a disease he initially conquered more than 50 years ago.



John Parkin

He was the recently widowed husband of Clyle Parkin, and was a beloved father, grandfather, and great-grandfather.

The body has been cremated and memorial services are private. Messages of condolence may be sent to the online Guest Book at [www.ajc.com/obits](http://www.ajc.com/obits), and those wishing to make donations in his memory may do so to King's Bridge or A.G. Rhodes at Wesley Woods, both in Atlanta, or The Hemlock Society USA.

John was born April 10, 1918, in Rochester, Minn., the son of Verta and Wilbur Parkin. He was a 1938 graduate of Rochester High School, and attended the University of Minnesota before moving to Marshfield to take over the family business, Parkin Ice Cream Co. That year he married his high school sweetheart, Clyle Mundahl, and the couple later had two children, Susan Parkin TeStrake and Todd Parkin.

John was an active community participant, serving as chairman of the Wood County Board of Supervisors and as a representative to the state Assembly, where he served on several committees, three in the leadership position. John was the president of the Marshfield Rotary Club, president of the Marshfield Chamber of Commerce, chairman of the Board of Trustees of the First Presbyterian Church where he also served on the Board of Deacons. John was president of the Wisconsin Independent Dairy Association from 1956 to 1963, and was the vice president of the National Independent Dairy Associations (NIDA). At the time that Parkin Dairy was sold to the Morning Glory Division of Consolidated Badger, there were local facilities in Marshfield, Medford and Merrill. The company was the first in the state of Wisconsin to obtain 100 percent of its milk

from farmers using bulk tank trucks, and the first in the area to be certified Grade-A. It also was the first company in the area to process and distribute solely in single-service paper containers. After serving as manager of Morning Glory, John worked for many years as the director of sales for the Nelson Jameson Corp.

Following his retirement, John moved with his wife to Cedar Park neighborhood in Atlanta to be near family members. The couple eventually moved to King's Bridge, a retirement facility where John lived until his death. While at King's Bridge, John served six years on the Resident's Council, one as president. He also was active in computer activities there, documenting historic pictures of his friends for their enjoyment.

Of all his many activities, John Parkin was most proud of accomplishments that helped mankind. He started the first Cub Scout troops in Marshfield, was district commissioner, vice chairman, and camping chairman of Samoset Council BSA. In 1945 when he received the national Silver Beaver Award for Outstanding Service from the Boy Scouts of America, he was the youngest recipient to receive this award. John served on many human services/welfare boards in the state of Wisconsin, as well as state licensing committees and in emergency government positions. John received an Honorary Future Farmers of America award, and was honored by the Rotary Club at a special banquet for Service Above Self. He would like to be remembered as someone who loved being a father, grandfather, and great-grandfather. He loved dogs and cats, traveling, working in his yard and maintaining his home, and after he was no longer physically able to do this, he delighted in being a computer buff.

John was a devoted husband, and is survived in Atlanta by his daughter and son-in-law, Sue and Bernie TeStrake; granddaughter and grandson-in-law, Rebecca and Drew Graham, and great-granddaughters, Emma and Kate. Todd Parkin and his family live in Seneca, S.C.



See additional stories on:

[John W. Parkins](#)

[https://www.marshfieldgenealogy.com/John\\_W\\_Parkin\\_Family\\_Story.pdf](https://www.marshfieldgenealogy.com/John_W_Parkin_Family_Story.pdf)

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Also see additional information on this building from the Wisconsin Historical Society:

<https://www.wisconsinhistory.org/Records/Property/HI138089>