

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

1. Name of Property

historic name Odessa Ice Cream Company Building

other names/site number N/A

2. Location

street & number 101 W. Dryden Street [N/A] not for publication

city or town Odessa [N/A] vicinity

state Missouri code MO county Lafayette code 107 zip code 64076

3. State/Federal Agency Certification

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

Claire F. Blackwell 28 Aug 96

Signature of certifying official/Title Claire F. Blackwell/Deputy SHPO

Date

Missouri Department of Natural Resources
State or Federal agency and bureau

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

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date

- [] entered in the National Register
See continuation sheet [].
- [] determined eligible for the
National Register
See continuation sheet [].
- [] determined not eligible for the
National Register.
- [] removed from the
National Register
- [] other, explain
See continuation sheet [].

5 Classification

Ownership of Property	Category of Property	Number of Resources within Property		
		Contributing	Noncontributing	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	0	buildings
<input type="checkbox"/> public-local	<input type="checkbox"/> district	0	0	sites
<input type="checkbox"/> public-State	<input type="checkbox"/> site	0	0	structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	0	0	objects
	<input type="checkbox"/> object	1	0	Total

Name of related multiple property listing.

Number of contributing resources previously listed in the National Register.

N/A

N/A

6 Function or Use

Historic Function

COMMERCE/TRADE: Specialty Store
 DOMESTIC: Single Dwelling

Current Functions

COMMERCE/TRADE: Specialty Store
 DOMESTIC: Multiple Dwelling

7 Description

Architectural Classification

No Style

Materials

foundation concrete
 walls brick;
 asbestos
 roof asphalt
 other

Narrative Description

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

8 Statement of Significance

Applicable National Register Criteria

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

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

COMMERCE

Periods of Significance

1929-1946

Significant Dates

1929-1946

Significant Person(s)

N/A

Cultural Affiliation

N/A

Architect/Builder

UNKNOWN

Narrative Statement of Significance

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

9 Major Bibliographic References

Bibliography

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

Previous documentation on file (NPS):

- 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:
Linda Hall Library, Kansas City, MO

10 Geographical Data

Acreeage of Property less than one acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	417370	4316350			

C. Zone	Easting	Northing	D. Zone	Easting	Northing
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[] 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 Cydney E. Millstein
organization Architectural & Art Historical Research date June 21, 1996
street & number PO Box 22551 telephone 816-363-0567
city or town Kansas City state MO zip code 64113

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

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

Additional Items

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

Property Owner

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

name Larry White
street & number 507 Opera House Lane telephone 816-230-8557
city or town Odessa state MO zip code 64076

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NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 1 Odessa Ice Cream Co. Building,
Lafayette County, Missouri.

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The Odessa Ice Cream Company building, located at 101 W. Dryden Street, Odessa, Lafayette County, is a two-story clay block and brick building measuring 3 bays in width (east-west axis) and five bays in length (north-south axis). Situated at the northwest corner of Dryden and First streets, the building is sited just south and east of the central business district of Odessa. Constructed by local labor in 1929¹, the building retains much of its original integrity, despite some alterations to the north or rear facade.

Directly to the west of the Odessa Ice Cream Company building is a one-story cinder block structure which shares a party wall. To the east is a United States Post Office building, to the south is a church and to the north is an frame apartment building.

The storefront facade features a non-original aluminum-framed plate glass door with a non-operable aluminum-framed plate glass window, matching the size of the door, directly to the west. Two symmetrically-placed fixed plate glass windows flank the main entrance; the unit to the west features a small sliding window for outside service. At the far west bay is a four-light paneled wooden door that leads to the second floor apartments. A non-original metal canopy is placed above the storefront. The second floor of the main facade features three symmetrically-placed one-over-one, double-hung wood sash fenestration.

In c. 1946, the north or rear facade of the Odessa Ice Cream Company building was modified with a second story asbestos-clad unit placed above the original one-story brick and clay block rear section.² The first story of the original building was further extended by a one-story stucco unit which housed freezer storage. Fenestration of the second-story consists of three one-over-one, double-hung, wood sash units and two similar units at the first story. A single wood door with false muntins and paneling at the second story is reached by a series of wood stairs.

At the west facade, there are five one-over-one double-hung wood sash window units at the second story. The first story of this facade is obscured by the one-story cinder-block building to the west. Fenestration of the west facade is duplicated at the second story of the east elevation and the first two bays (south to north) of the first story. The window unit at the third bay of the east facade has been

¹Helen Endsley. Interview with author, November 17, 1995. Endsley is the daughter of J. C. Shryock, the founder of the Odessa Ice Cream Company. The company's opening was announced in *The Ice Cream Trade Journal*, April, 1930, 82.

²Helen Endsley.

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modified with a fan and vent. The remaining multipaned fixed unit of the east facade was installed c. 1946. A non-original plain metal door is located at the fourth bay of the east facade, while a "dog-house" door, which allowed delivery directly to the interior freezer, is symmetrically-placed at the one-story stucco unit.

Additional features of the Odessa Ice Cream Company building include a flat roof with parapet, stepped on the east and west facades, and terra-cotta coping. The roof is covered with asphalt. The slab foundation is poured concrete. Above the awning at the main facade, a pair of painted stylized polar bears each with the words "ODESSA ICE CREAM EVERY BITE JUST RIGHT" flank the name of the store "ODESSA ICE CREAM."

The interior retail space, rear of the first floor, and second story of the Odessa Ice Cream Company building have been modified over the years. While the manufacturing area of the first floor has retained most of its original integrity (the original hardening room is intact), the retail space was recently remodeled by the present owners. Original equipment used by the company's founder including a batch freezer and a viscolizer, both manufactured by the Cherry-Burrell Company, Little Falls, New York, in the early 1930s have been stored in the processing area of the first story. In addition, two continuous freezers, a cooling rack and a pasteurizer purchased by the company's second owner in the 1950s, are also extant.³

The second floor apartment was modified when the two separate rear additions were added to the building, c. 1946. This altered the original single apartment into two separate living quarters.

With the exception of the rear additions, storefront door replacement, and minor window modification, the Odessa Ice Cream Company building maintains its original historic integrity and retains the key exterior materials dating from the period of its significance. The building's original massing, spatial arrangement, pattern of fenestration, textures and surface materials from its original design are intact.

³This equipment, dating from c. 1935-1946, was purchased used. All original manuals have been retained and are on file at the company's office.

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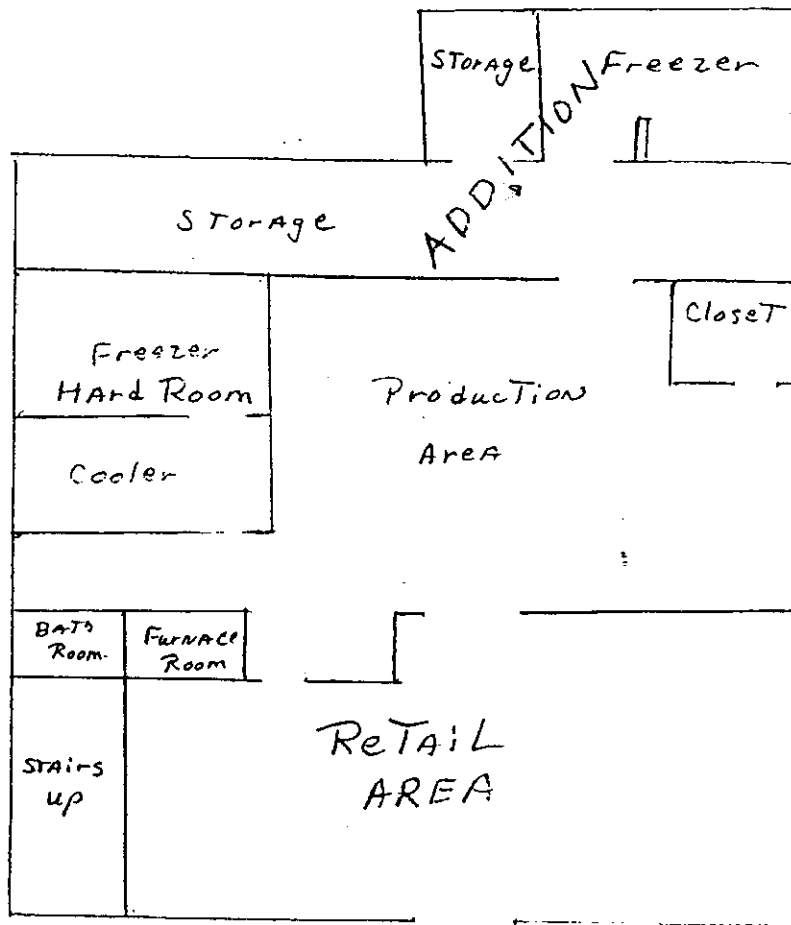
Section number 7

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Odessa Ice Cream Co. Building,
Lafayette County, Missouri.

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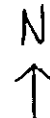
The Odessa Ice Cream Company Building



W. Dryden Street

S. 1st Street

First Floor
(not to scale)



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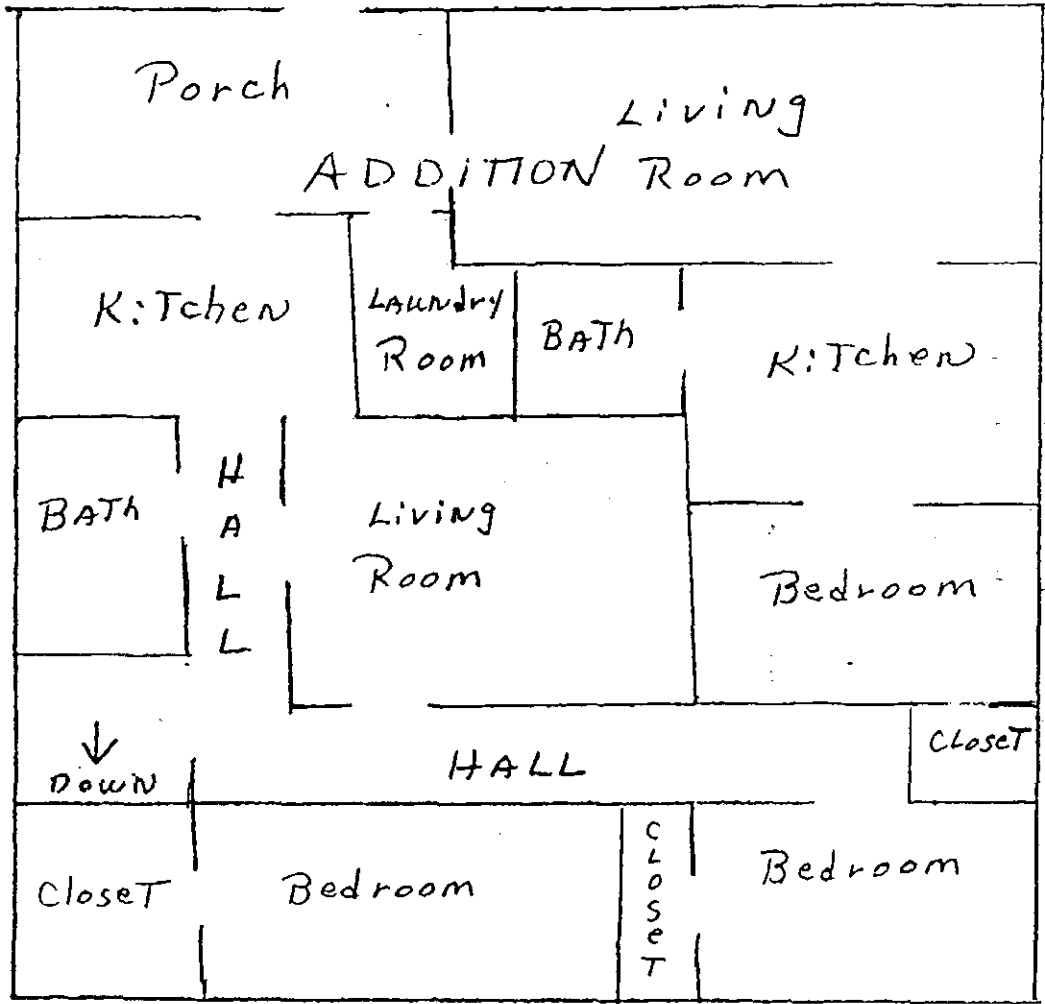
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Odessa Ice Cream Co. Building,
Lafayette County, Missouri.

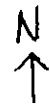
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The Odessa Ice Cream Company Building



W. Dryden Street

Second Floor
(not to scale)



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Lafayette County, Missouri.

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SUMMARY

The Odessa Ice Cream Company Building located at 101 W. Dryden Street, Odessa, Lafayette County, is eligible for listing in the National Register of Historic Places under Criterion A and is significant in the following area: COMMERCE: Established in 1928 by Joseph Clair Shryock just at the outset of a nationwide love affair with ice cream⁴, the Odessa Ice Cream Company was notably unrivaled for its product in Lafayette County, Missouri. The following year, in 1929, Shryock constructed a two-story retail and manufacturing building that is most associated with the success and prominence of the company. Odessa Ice Cream was not only popular with locals, but was delivered throughout the county and was the official ice cream at the Missouri State Fair in the 1930s.⁵ Furthermore, during its heyday, the Odessa Ice Cream Company became an institution, a social "shrine" of sorts for children and adults alike. Today, with examples of its original equipment intact, it remains the only extant ice cream manufacturing facility of its kind in Lafayette County, Missouri.

ELABORATION

J. C. "Shy" Shryock came to Odessa, Missouri in 1928 after apprenticing in several ice cream plants in his native hometown of Kansas City. That year, he had made the decision to begin his ice cream trade in a rented one-story cinder-block building on W. Dryden Street.⁶ At this location, Shryock ran a five-gallon gasoline-powered ice cream freezer (much like the small home freezer of today) which mixed his ready-made product. The ice cream was kept frozen in containers placed in tubs filled with ice and salt. Even though in this first year of operation Shryock did not use fresh ingredients, it was evident that the local townspeople craved his product, especially during the hot summer months. As recipients of the largess of the company's founder, over 1800 people were given free, double-dip ice cream cones on opening day.⁷

Because his business prospered so quickly in the first year of operation, Shryock made the decision to expand by building his own storefront and purchasing more modern ice cream processing equipment. In 1929, with the assistance of local carpenters, Shryock erected a brick and clay block two-story building at the northwest corner of West Dryden and South 1st streets, just east of where his business was

⁴Paul Dickson. *The Great American Ice Cream Book*. (New York: Atheneum, 1972), 33, 35.

⁵Helen Endsley.

⁶Ibid. The original address of this building, which is extant, was 113 E. Dryden Street.

⁷Ibid. See also *Odessa The Way We Were*. (Odessa: Odessa Area Centennial Pageant, 1978), n.p.; *The Odessan*. July 15, 1955, 4.

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originally established. The first floor of the new building housed the retail and manufacturing sections, while the second floor featured a kitchen, living and dining rooms, three bedrooms, and a bath. Beginning in the late fall of 1929 after his wife and two children joined him, Shryock and his family made their home in this apartment.⁸

In his second year of operation, Shryock installed a pasteurizer, a viscolizer, a batch freezer and also set-up a hardening room cooled by ammonia at his new location.⁹ Using these "modern" machines, Shryock's technique of making ice cream was much the same as it is today: The first step consisted of pasteurization of the fresh ice cream mix (including butter and milk products) in a round jacketed stainless steel vat. Pasteurization of all mixes became mandatory, as this process destroys all disease-producing bacteria. This part of the procedure consists of agitation of the mix while simultaneously heating the mix rapidly to a temperature of 210-220 degrees F and holding at that temperature for a minimum period of time (up to 40 seconds). After pasteurization, the mix was piped through a viscolizer or homogenizer, which forced the mix at high pressure through a minute valve opening. This process makes a permanent and uniform suspension of the fat in the mix by reducing the size of the fat droplets to a very small diameter, so the fat will not rise and form a cream layer in the final product. The result is a more uniform ice cream with a smooth texture.¹⁰

From the viscolizer, the mix was then piped to the cooling racks which cooled the mix to a temperature of 32 to -40 degrees F. The cooling temperature is essential, as it imparts increased viscosity to ice cream, contributing to a desirable texture. The next stage was to pack the mix into 5-gallon tinned steel containers, which were set for 2-4 hours in a holding tank. This step improved the whipping ability of the mix and the body and texture of the ice cream.¹¹

⁸Ibid. Shryock's family remained in Kansas City until the building was completed.
⁹Endsley. Also Eugene Wood. Interview with author, June 18, 1996. Wood, who worked for Shryock for a number of years, purchased the company in 1954.
¹⁰See Grover Dean Turnbow, Paul Hubert Tracy and Lloyd Andrew Rafetto. *The Ice Cream Industry*. (New York: John Wiley and Sons, Inc., 1928, 1947); Hugo H. Sommer. *The Theory and Practice of Ice Cream Making*. (Madison: Hugo H. Sommer, 1946); and W. S. Arbuckle. *Ice Cream*. (Westport, Connecticut: AVI Publishing Company, Inc). The process for making ice cream at the Odessa Ice Cream Company was discussed with both Helen Endsley and Eugene Wood.
¹¹Ibid.

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Lafayette County, Missouri.

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In the final steps, the mix was put into a freezer, packaged, then set in the hardening room. Quick freezing, which produces small ice crystals, is essential for a smooth product. Freezing is one of the most important operations of ice cream making, for "upon it depend the quality, palatability, and yield of the finished product."¹² Any flavoring is added to the freezer early in the freezing process while fruits and nuts are added toward the finish.

When the ice cream was drawn from the freezer, it was then put into 5-gallon, 2 1/2-gallon or 1/2-gallon containers.¹³ Next, the containers were placed in the hardening room where the freezing process was continued without agitation until the temperature of ice cream reached -15 degrees F. Like the freezing process, quick hardening was desirable.¹⁴

At the end of the school day, after church on Sunday or following any social function, locals flocked to the Odessa Ice Cream Company. People as far away as St. Louis traveled to Odessa to savor the product. "Curb service was provided at the blink of a light or the honk of a horn: The din on weekends was occasionally reported to police officer Joe Colvin who was given a malt or ice cream on the house."¹⁵ Throughout the year, vanilla, strawberry, chocolate, caramel nut, lemon, tutti-frutti, chip chocolate ice cream and orange, pineapple and lime sherbets were available. Special flavors, including peppermint stick, raspberry and cream sherbet were sold during the holiday season.¹⁶ With excellence in its service and its product, the company earned its motto, "Every bite just right".

"There [was] no similar size operation anywhere in the trade area"¹⁷, claimed Shryock in an article published in 1955. According to the *Ice Cream Trade Journal* it appears that the Lexington Dairy Company, Lexington, Missouri, was the only other location in Lafayette County that manufactured ice cream during the same period, yet their trade was not exclusive to that product.¹⁸ They also sold milk, cream, and

¹²*Ice Cream*, 4.

¹³Eugene Wood.

¹⁴*Ice Cream*, 262.

¹⁵*Odessa The Way We Were*, n.p.

¹⁶Endsley.

¹⁷*The Odessan*, July 15, 1955 4.

¹⁸"Directory of Ice Cream Manufacturers", *The Ice Cream Trade Journal*. September, 1929, 1931, 1933. Flo and David Frerking. Interview with author, June 13, 1996. Flo's

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butter. The Higginsville Dairy, an operation similar to the Lexington Dairy Company, did not begin manufacturing ice cream until the mid 1950s.¹⁹

Throughout the 1930s and 1940s, the Odessa Ice Cream Company prospered. Retail stores were established in Marshall, Higginsville and Lexington and ice cream was delivered not only to all parts of Lafayette County, but to Kansas City and Richmond as well. In c. 1933, Odessa Ice Cream was the official ice cream of the Missouri State Fair. To insure that the product arrived frozen to these various destinations, ice cream cans were put into thick insulated leather and canvas jackets and housed in Kelvinator portable ice cream cabinets on delivery trucks. Although no refrigeration was ever used, this method kept ice cream frozen up to four hours.²⁰

Shryock always insisted on the freshest ingredients and made sure that his product had a high percentage of butter fat. During World War II when rationing hit the entire nation, Shryock bought a herd of Guernsey cattle to help supply the needed milk and cream and to guarantee the quality of his product.²¹ Wartime restrictions on sugar and milk solids and the scant amount of flavoring materials available had limited the variety and undermined the caliber of America's favorite dessert.

Although the period of significance ends with the arbitrary fifty-year cut-off in 1946, it is important to note the the Odessa Ice Cream Company continued manufacturing ice cream when large chain supermarkets had all but wiped out the existence of small, private operations and local soda fountains nationwide in the 1950s.²² After twenty-six years of successful operation, J. C. Shryock sold the Odessa Ice Cream Company to Eugene Wood in August, 1954. Wood, who had been a part-time employee for Shryock for a number of years, modernized and expanded the ice cream business. In February, 1975, brothers Rick and Mick Tribble and Mike Houle assumed ownership of the company where along with the traditional Odessa Ice Cream, they manufactured Holy Cow Ice Cream, a naturally-sweetened product that was rated 7th in the chocolate category in a

father, Edward Fiora, bought the Lexington Dairy Company in 1960, the year the company quit making ice cream.

¹⁹Art and Ruth Goettling. Interview with the author, June 13, 1996. The Goettlings owned the Higginsville Dairy.

²⁰Endsley. See also *The Theory and Practice of Ice Cream Making*, 427.

²¹Endsley; *The Ice Cream Industry*, 13.

²²Carry home packages of ice cream were marketed in chain grocery stores as early as 1946. *Ice Cream*, 418; *The Great American Ice Cream Book*, 54.

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national ice cream survey.²³ The fourth owners were Marty Beemer and Steve Barker, who continued to produce Odessa Ice Cream from Shryock's original recipes until 1993. Larry and Donna White, the most recent owners, have remodeled the building's small parlor and continue the tradition of selling ice cream from this storefront location. Although they do not manufacture Odessa Ice Cream, they do sell Belfonte Ice Cream, a product made in Kansas City. Examples of Shryock's original equipment have been stored in the first floor of the building.

²³Odessa Ice Cream Co. Architectural/Historic Inventory Survey Form. Missouri Office of Historic Preservation, March 2, 1989.

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Published Materials

Arbuckle, W. S. *Ice Cream*. Westport, Connecticut: AVI Publishing Company, 1986.

Dickson, Paul. *The Great American Ice Cream Book*. New York: Atheneum, 1972.

Ice Cream Trade Journal, September, 1929, 1931, 1933; April, 1930.

Odessa The Way We Were. Odessa: Odessa Area Centennial Pageant, August 9-12, 1978.

Sanborn Insurance Map Company. *Odessa, Missouri*. New York: Sanborn Insurance Company, 1900, 1925, 1935.

Sommer, Hugo H. *The Theory and Practice of Ice Cream Making*. Madison: Hugo H. Sommer, 1946.

The Odessan, July 15, 1955, 4.

Turnbow, Grover, Paul Hubert Tracy and Lloyd Andrew Rafetto. *The Ice Cream Industry*. New York: John Wiley and Sons, Inc., 1928, 1947.

Interviews

Endsley, Helen. Odessa, Missouri. Interview with author, November 17, 1995.

Frerking, Flo and David. Lexington, Missouri. Interview with author, June 13, 1996.

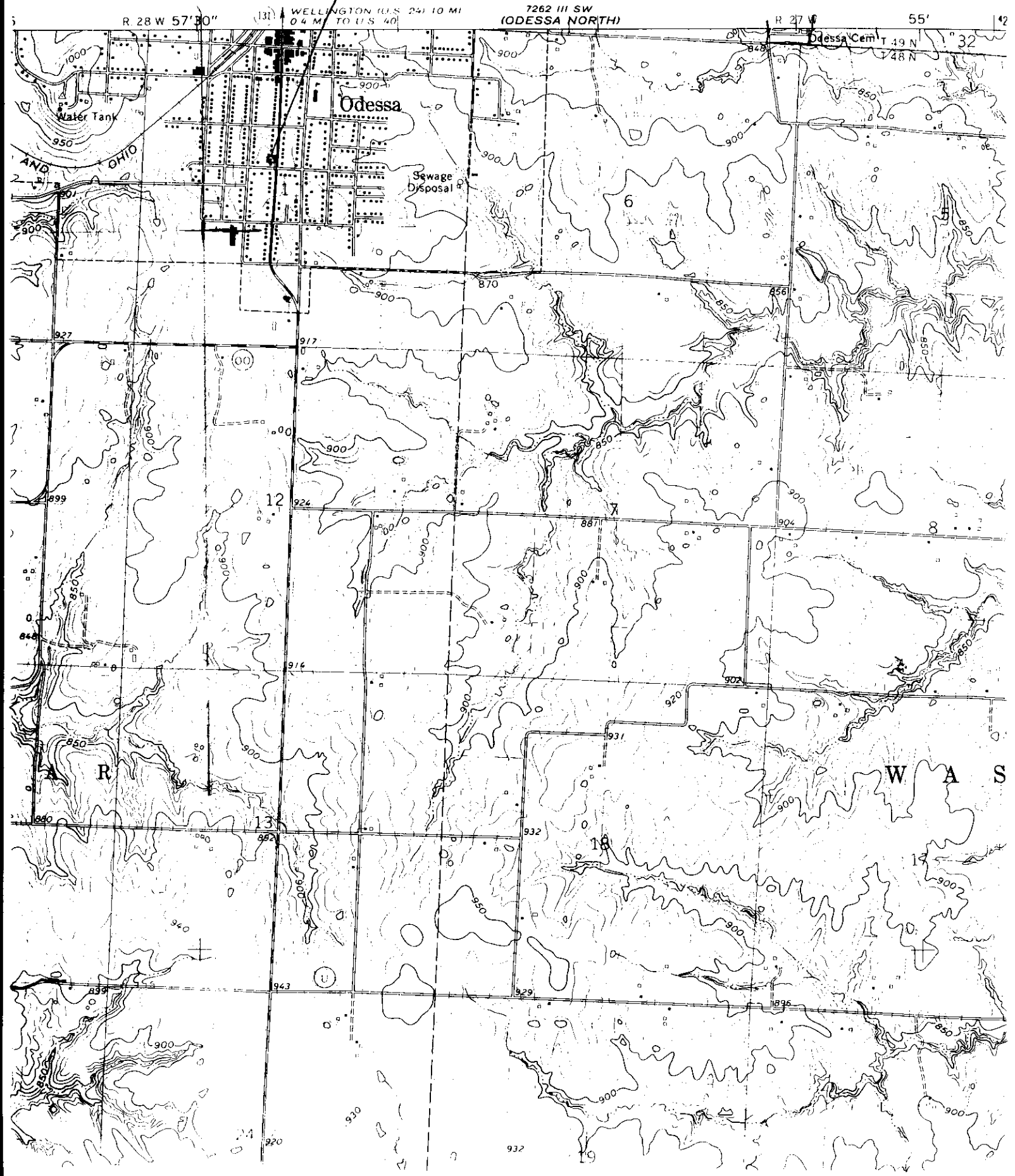
Goettling, Art and Ruth. Higginsville, Missouri. Interview with author, June 13, 1996.

Linscott, Sharon. Interview with author, June 13, 1996.

Wood, Lucile and Eugene. Phone interview with author, June 18, 1996.

ODESSA,
LAFAYETTE CO.
MISSOURI

ODESSA ICE CREAM BUILDING
UTM → A15, EASTING 417370, NORTHING 4316350



Odessa Ice Cream Company Building

#1

101 W. Dryden Street

Odessa, Lafayette County, Missouri

Cydney Millstein, photographer

June 13, 1996

main facade, view looking north

5/4 N N H+ NL-1

Odessa Ice Cream Company Building

#2

101 W. Dryden St.

Odessa, Lafayette County, Mo

C. Millstein, photographer

June 13, 1996

main (south) and west facades,
view looking northeast.

5/4 N N H+ NL-1



Odessa Ice Cream Company Building #3

101 W. Dryden St.

Odessa, Lafayette County, Mo

C. Millstein, photographer

June 13, 1996

South and east facades
view looking northwest

9/4 N N N- 1L-1

Odessa Ice Cream Company Building #4

101 W. Dryden St.

Odessa, Lafayette County, Mo

C. Millstein, photographer

June 13, 1996

east facade
view facing west.

9/4 N N N- 1L-1



Odessa Ice Cream Company Building #5

101 W. Dryden Street

Odessa, Lafayette County, Mo

C. Millstein, photographer

June 13, 1996

east and north facades
view facing southwest

W/4 N N4 ML-1



Odessa Ice Cream Company Building #6

101 W. Dryden St.

Odessa, Lafayette County, MO

C. Millstem, Photographer

June 13, 1996

detail of 1st floor interior
view facing northwest

9/4 N N # 11-1



Odesa Ice Cream Company Building #7
101 W. Dryden Street

Odesa, Lafayette County, Mo
C. Wilstein, photographer

June 13, 1996

detail of hardening room exterior
view facing north

11-11-11-11-11



Odesa Ice Cream Company Building #8

101 W. Dryden Street

Odesa, Lafayette County, Mo

G. Mulslein Photographer

June 13, 1996

Visolizer (bottom right)

view facing east

