

BK8211901114

ORDINANCE NO.: (1998) 456

000237

PRESENTED FOR REGISTRATION

AN ORDINANCE DESIGNATING the (former) Pine State Creamery, 414 Glenwood Avenue IN THE PLANNING JURISDICTION OF RALEIGH, NORTH CAROLINA, A HISTORIC LANDMARK. 19: 52

WHEREAS, the General Assembly of the State of North Carolina authorized the creation of a countywide Historic Preservation Commission for Wake County and otherwise provided for the preservation of certain historic sites and buildings by the passage of Part 3C, Chapter 160A, Article 19 of the North Carolina General Statutes; and

WHEREAS, the City of Raleigh agreed to participate in the countywide Historic Preservation Commission through an interlocal agreement with Wake County; and

WHEREAS, the Wake County Historic Preservation Commission has made an investigation and recommended the following property be designated a historic landmark; and

WHEREAS, the North Carolina Department of Cultural Resources has made an analysis that the following property is eligible to be designated a historic landmark; and

WHEREAS, on the 17<sup>th</sup> day of November, 1998 a public hearing was held in the City Council Chamber of the Municipal Building, Raleigh, by the City Council of the City of Raleigh to determine whether the hereinafter described property should be designated a historic landmark; and

WHEREAS, all requirements of Part 3C, Chapter 160A, Article 19 of the North Carolina General Statutes, preceding the adoption of this ordinance, have been met.

NOW, THEREFORE, BE IT ORDAINED BY THE RALEIGH CITY COUNCIL THAT:

Section 1. The property designated as the (former) Pine State Creamery, owned by Michaels, Jones, Martin, Parris and Tessener Law Offices PLLC, in the planning jurisdiction of Raleigh, North Carolina, be and is declared a Raleigh Historic Landmark. Said property being more particularly described as follows:

The (former) Pine State Creamery at 414 Glenwood Avenue, Raleigh, (Wake County PIN # 1704.18 41 7007), approximately 2.015 acres, which includes the entire parcel on which the building stands, as indicated on the map in the designation report.

Section 2. Those elements that are integral to its historical, architectural, archaeological significance, or any combination thereof are as follows:

Exterior of the two-story cream-colored brick former dairy products plant constructed in 1928 in the Art Moderne style. The primary architectural interest of the building is in the crenellated parapet with concrete coping along the roof line and the three-story tower at the building's northwest corner. The building is one of only a few examples of Art Moderne industrial design in Raleigh.

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*City Of Raleigh*  
*North Carolina*

STATE OF NORTH CAROLINA)  
COUNTY OF WAKE)

**CERTIFICATION**

I, Gail G. Smith, City Clerk & Treasurer of the City of Raleigh, North Carolina, do hereby certify that the attached is a true and exact copy of Ordinance 1998-456 adopted on November 17, 1998.

IN WITNESS WHEREOF, I have unto set my hand and have caused the Seal of the City of Raleigh to be affixed this 10th day of December, 1998.



Gail G. Smith  
City Clerk & Treasurer

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Section 3. No building, site, structure, or object that is designated in this ordinance located on the hereinbefore described site may be altered, restored, moved, remodeled, or reconstructed so that a change in design, material, or outer appearance occurs unless and until a certificate of appropriateness is obtained from the Wake County Historic Preservation Commission or its successors.

Section 4. No building, site, structure, or object that is designated in this ordinance located on the hereinbefore described site may be demolished unless and until either approval of demolition is obtained from the Wake County Historic Preservation Commission or a period of three hundred sixty-five (365) days has elapsed following final review by the Wake County Historic Preservation Commission of a request for demolition (or any longer period required by N.C.G.S. 160A-400.14 as it may be amended hereafter).

Section 5. All owners of the property hereinabove described, whose identity and addresses can be ascertained by the exercise of due diligence, shall be sent by certified mail a copy of this ordinance.

Section 6. This ordinance shall be indexed after the property owner's name in the grantor and grantee indexes in the Office of the Register of Deeds of Wake County.

Section 7. City administration and the Wake County Historic Preservation Commission are hereby authorized to have erected an appropriate sign on the site herein described setting forth the fact that said site has been designated a historic landmark by action of the Raleigh City Council and the Wake County Historic Preservation Commission.

Section 8. In the event any building, site, structure, or object is demolished in accordance with the ordinances of the city of Raleigh, this ordinance may be repealed.

Section 9. Any violation of this ordinance shall be unlawful as by law provided.

\_\_\_\_\_  
Council Member Fetzer made a motion that the above ordinance be adopted. Council Member Fanjul seconded the motion, and upon vote, the motion carried this the 17<sup>th</sup> day of November 1998.

Effective Date: December 31, 1998

Distribution: City Council  
City Manager  
City Attorney  
Planning Department (2)  
Inspections Department (3)  
Wake County Register of Deeds  
Wake County Historic Preservation Commission

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

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

1. Name of Property

historic name (former) Pine State Creamery

other names/site number \_\_\_\_\_

2. Location

street & number 414 Glenwood Avenue N/A  not for publication

city or town Raleigh N/A  vicinity

state North Carolina code NC county Wake code 183 zip code 27604

3. State/Federal Agency Certification

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

Jeffrey A. Cross SHPO 10/22/97  
Signature of certifying official/Title Date

\_\_\_\_\_  
State of Federal agency and bureau

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

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

\_\_\_\_\_  
State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:	Signature of the Keeper	Date of Action
<input type="checkbox"/> entered in the National Register. <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined eligible for the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register.	_____	_____
<input type="checkbox"/> other, (explain): _____	_____	_____
_____	_____	_____
_____	_____	_____

Name of Property

County and State

5. Classification

Ownership of Property (Check as many boxes as apply)

Category of Property (Check only one box)

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

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

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

Table with 2 columns: Contributing, Noncontributing. Rows for buildings, sites, structures, objects, Total.

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

N/A

Number of contributing resources previously listed in the National Register

-0-

6. Function or Use

Historic Functions (Enter categories from instructions)

Current Functions (Enter categories from instructions)

Industry/Processing/Extraction: Manufacturing facility

Vacant/Not In Use

7. Description

Architectural Classification (Enter categories from instructions)

Moderne

Materials (Enter categories from instructions)

foundation brick, walls brick, concrete, roof Other: built-up, other metal

Narrative Description

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

(former) Pine State Creamery  
Name of Property

Wake NC  
County and State

### 8. Statement of Significance

#### Applicable National Register Criteria

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

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

#### Criteria Considerations

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

Property is:

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

#### Areas of Significance

(Enter categories from instructions)

Industry

Architecture

#### Period of Significance

1928-1947

#### Significant Dates

1928

#### Significant Person

(Complete if Criterion B is marked above)

N/A

#### Cultural Affiliation

N/A

#### Architect/Builder

Davidson, James A., builder

McLawhorn, H.R., architect (additions)

#### Narrative Statement of Significance

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

### 9. Major Bibliographical 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:

\_\_\_\_\_

(former) Pine State Creamery

Wake, NC

Name of Property

County and State

10. Geographical Data

Acreage of Property 2.015 Ac.

UTM References

(Place additional UTM references on a continuation sheet.)

UTM grid boxes 1 and 2 with values 17, 712660, 3962530

UTM grid boxes 3 and 4

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 M. Ruth Little, Ph.D.
organization Longleaf Historic Resources date 7-15-97
street & number 2709 Bedford Avenue telephone 919-836-8128
city or town Raleigh state NC zip code 27607

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
street & number telephone
city or town state zip code

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

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

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**Description**

The (former) Pine State Creamery is sited at the prominent intersection of Glenwood Avenue and Tucker Street in the northwest section of downtown Raleigh, an early twentieth-century area containing light industry, commercial and residential usage. The two-story, flat-roofed building of Moderne design in cream-colored brick, was completed in 1928. Both the five-bay north facade along Tucker Street and the six-bay west facade along Glenwood Avenue are of equal importance, united by a three-story tower at the corner. Glenwood Avenue rises in elevation to the south, thus the first story gradually drops below street level at the south end. In the 1940s an extension at the south end of the building nearly doubled its size. In the early 1960s a second southern addition and two rear (east) wings were built, creating the present U-shaped complex. The additions are unobtrusive, leaving the original building as the most prominent feature of the streetscape. The building abuts the sidewalk on its north and west facades; the rear (east) courtyard and rear lot is largely paved with concrete. The two-acre site, bounded on the north by Tucker Street, on the east by the tracks of the Norfolk-Southern Railroad, on the south by a corner commercial building and by West North Street, and on the west by Glenwood Avenue, occupies almost the entire block. The remainder of the block, to the east of the railroad tracks, was acquired later and a garage building erected there in 1964, but this portion of the complex has been sold and is no longer associated with the creamery. Likewise, the company acquired a tract across Tucker Street to the north, where a new office building was erected in 1961, but this also has been sold.

The structure of the original building is reinforced concrete frame with cast-in-place concrete floors and roof. Exterior walls are clad in cream brick veneer. Originally, large windows of fixed steel frame and glass windows with some openable sections filled nearly every bay of the Tucker and Glenwood street elevations. Concrete sills with pseudo brackets and crossetted concrete lintels articulate the window openings. Many windows are now infilled with cream brick or concrete stuccoed panels. The original main entrance, in the corner tower bay facing Glenwood Avenue, was a double-leaf door surrounded by a glass brick transom and sidelights. It has been converted to a garage door, but retains a decorative iron bracketed lamp above.

The chief architectural interest of the building is concentrated at the roofline, where a crenellated parapet with concrete coping extends above the flat, built-up roof. Pilasters extend through the second story to the parapet, terminating in concrete cartouches of Moderne design. At the street corner, a third story tower steps back from the wall plane, with corner buttresses with similar



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cartouches and a crenellated roofline with blind bull's eye brickwork designs in each of the two tower faces. A louvered ventilator topped by a fanlight occupies the center of each tower face.

The rooftop is filled with brick "air handlers," gabled enclosures with glass roofs and metal turbines. These house large electric fans, providing ventilation and light inside the creamery. A large skylight over the center of the building was removed some years ago. The first addition, in the 1940s, extended the building to the south. At this time the southernmost pilaster on the Glenwood facade must have been removed, and the cream brick veneer of the addition was laced into the original elevation to provide visual continuity. This addition, which houses mechanical equipment on the first floor and production areas on the second floor, is a steel frame structure with load-bearing concrete walls, large ventilators at the street level and small vents just below the plain roof parapet.

In the early 1960s two substantial wings were constructed. At the southeast rear corner, a two-story wing with a loading dock along the inside elevation was added in 1962. At the northeast rear corner, a one-story shipping department was added in 1965. A covered loading dock wraps around this wing. Both are of red brick veneer, with corrugated metal siding, built-up flat roofs and minimal detailing. A one-story extension with ice cream loading dock was added to the south end at this time, and a two-story red brick laboratory addition to the east. The rear work yard contained raw milk storage tanks which are currently being removed. It is enclosed by a tall chain link fence (1 structure), with a gate entering from Tucker Street beside which is a small brick sewage testing station (1 building) constructed about the same time as the additions.

The interior of the plant is basically intact in floor plan and materials, but the uses and mechanical configuration of the spaces evolved over the years as the creamery incorporated updated equipment and diversified its milk products. Figure 1 presents the floor plans. In its final stage, from the early 1960s to the closing in 1996, the first floor housed the utilities department, containing compressors and refrigeration equipment, and the filling department, where containers were filled with milk and crated. The second (main) floor contained the pasteurizing department, ice cream mixing department, ice cream room, cottage cheese department, the "blow molding" room where plastic milk jugs were made, the receiving department where raw milk was stored, the laboratory where milk was tested, the ice cream cooler, and the low temperature room for fruits and flavorings. The main offices were located in the northwest corner beneath the tower until 1961, when a separate office building was constructed across Tucker Street. The rear two-story wing held facilities for unloading raw milk on the first floor and dry storage on the second

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floor. The rear one-story wing held the refrigerated cooler for pasteurized milk. Ceilings contain a complicated network of stainless steel piping. The milk processing equipment is being sold off at the present time.

Interior finish consists of concrete floors, concrete posts, and open-girder concrete ceilings. Floors in machinery areas are tiled. Interior walls are typically cream-colored clay tile or brick, with occasional partition walls constructed partially of glass bricks. Three flights of stairs connect the two floors, each consisting of bare concrete stairs with metal pipe railings.

### Integrity Statement

Like most twentieth-century industrial complexes, the (former) Pine State Creamery was designed for additions to accommodate expansion in production and technological changes in the production process. The creamery underwent two major expansions: the 1940s southern expansion and the 1960s east (rear) wings, along with constant upgrading of mechanical equipment. However, these additions replicated the original plant in scale and exterior materials; moreover, their simplicity and lack of architectural detailing preserve the original building's dominance in the streetscape. On the interior, the additions continued the interior finish and open floor plan found in the original building. The (former) Pine State Creamery retains its integrity as a low-scale, streamlined plant comprised of specialized departments housed within its various sections.

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**Significance**

The two-story cream colored brick dairy products plant of Art Moderne design completed in 1928 for the Pine State Creamery on Glenwood Avenue in Raleigh signified the booming growth of the city as a regional wholesale distribution center. The plant was occupied by Pine State Creamery Inc. until the firm's closing in 1996. Pine State, established through the encouragement of the State College Agricultural Extension Service as a dairy farmers' cooperative at the end of World War I, continued throughout its seventy-seven years of operation to have a close relationship with State College (now North Carolina State University). Pine State pioneered the commercial development of a number of new milk products and processing techniques developed at the college. The Kilgore family operated the plant after 1932, when Dr. Benjamin Kilgore, first director of the extension service, became the plant's owner. The plant was designed and built by James A. Davidson, a local master builder during the period, later founding partner in the regional contracting firm Davidson & Jones General Contractors. Although the concrete butter churn "finial" which appeared in an early blueprint was never realized, the streamlined creamy brick building with its dramatic corner tower symbolized the most up-to-date processing and distribution of milk and ice cream in central North Carolina for fifty years. The former Pine State Creamery plant has industrial significance under Criterion A as the only early twentieth-century commercial dairy which has survived in Raleigh. Under Criterion C, Pine State has architectural distinction as one of a few examples of Art Moderne industrial design in Raleigh.

**Historical Background**

In 1919, the Army asked State College to provide pasteurized milk for Camp Polk, a tank corps training center in Raleigh. A group of dairy farmers began processing milk at Polk Hall on the campus of State College (now North Carolina State University). With the encouragement of Benjamin W. Kilgore, first director of the North Carolina Agricultural Extension Service, the group formed the Pine State Creamery Company. Alvin J. Reed, head of the Dairy Extension Work of the state, became the first president of Pine State Creamery. In 1920, Reed became General Manager of the new Pine State Creamery on South Salisbury Street in the heart of Raleigh's central business district. The new plant furnished milk, cream, butter, ice cream and

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chocolate milk, its operators boasting that it could supply the milk demands of the entire city of Raleigh.<sup>1</sup>

The original dairy was a two-story brick building constructed at 116-118 S. Salisbury Street, near Capitol Square and beside the First Presbyterian Church. In 1922 Lyman Kiser, a dairy specialist who had trained at State College, was hired to replace Reed as general manager of Pine State. Kiser is credited with initiating much of the growth of the creamery. In 1926 Charles R. Russell became Pine State's secretary-treasurer.<sup>2</sup> Business was so good that by 1926 the creamery had outgrown its original plant and began construction of a large new facility on Glenwood Avenue. The estate of Colonel William J. Saunders sold a portion of the property where his residence stood to Pine State for \$5,100. The company purchased the entire block bounded by Tucker, Glenwood (at that time called Saunders Street), West and North Streets west of the railroad tracks, with the exception of the parcel at the southwest corner containing the Standard Ice Company.<sup>3</sup>

Esteemed local builder James A. Davidson was hired to design and build the plant. A master carpenter who had emigrated from Scotland, Davidson worked in Raleigh from about 1918 to the 1950s. In the early years of his career he built a large number of residences, churches, and commercial buildings which created his reputation as an honest, high-quality general contractor. In 1945 his firm became Davidson & Jones General Contractors, which developed into a powerful regional speculative development company.<sup>4</sup>

The plant began operation in 1928 at its new facility.<sup>5</sup> In its early days, the creamery building presented an open and airy face to the street, for its bays were almost uniformly filled with large

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<sup>1</sup> Kiser family entry no. 441, *The Heritage of Wake County* (Wake County Genealogical Society, 1983); Pine State Employee Handbook, 1986 revised edition, 3 (copy in file; *Raleigh City Directory, 1926*; "Public invited to inspect Pine State Creamery," *The Raleigh Times*, August 5, 1920.

<sup>2</sup> Kiser family entry no. 441, *The Heritage of Wake County*; Pine State Employee Handbook, 3.

<sup>3</sup> Wake County Deeds: 486: 367-369.

<sup>4</sup> Charlotte V. Brown, "Professionalization of Building, 1900-1945," in *Architects and Builders in North Carolina* (Chapel Hill: University of North Carolina Press, 1990), 314-315.

<sup>5</sup> Raleigh City Directories, 1926-1928.

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windows. Canvas awnings sheltered those along Glenwood Avenue against the bright afternoon sun. Until the mid-1940s the old plant on S. Salisbury Street operated as the retail store, becoming a luncheonette specializing in dairy products in its final years.<sup>6</sup> By 1952 the Glenwood Avenue plant had a retail office, perhaps located at the front corner, where the creamery's sign hangs over the front door in a pre-1960s photograph.<sup>7</sup>

The one individual most identified with the success of Pine State Creamery is Dr. Benjamin Wesley Kilgore (1867-1943), a Mississippi-born agriculturist who came to Raleigh in 1889 as assistant chemist of the North Carolina Agriculture Experiment Station. In 1890 he became state chemist, remaining in that capacity off and on throughout his career, including at his death in 1943. At various times he was director of the Agriculture Experiment Station and of the North Carolina Extension Service. Dr. Kilgore served as the first dean of agriculture at State College from 1923 to 1925. Among his many other positions of service in the field were president of the North Carolina Cotton Growers Cooperative Association, president of the American Cotton Exchange, and an editor of the *Progressive Farmer* magazine from 1928 to 1930.<sup>8</sup>

Dr. Kilgore is said to have instigated the formation of Pine State Creamery as a farmers' cooperative and to have been one of the original investors in the company. With his full schedule of activities as a public agricultural chemist, he would certainly not have been able to conduct the business on a day-to-day basis, yet he apparently took an active role from the beginning. He is said to have brought in able general manager Lyman Kiser in 1922, by 1926 he had become president, by 1932, the sole owner. Kilgore probably left the details of the business to Kiser, his trusted manager, and later to his son, James D. Kilgore. Dr. Kilgore died on December 27, 1943, during the height of the war, and his son, James D. Kilgore, assumed leadership of the company. From then until its closure, the company continued to be owned and

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<sup>6</sup>Raleigh City Directories 1926-1948.

<sup>7</sup> Pre-1960s photograph supplied by realtor, copy in file.

<sup>8</sup>"Dr. B. W. Kilgore Dies In Raleigh," *The News and Observer*, December 28, 1943; "Pine State: a strategy gone sour," *The News and Observer*, June 16, 1996.

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tightly controlled by the family. B. W. Kilgore's son, James D. Kilgore, was chairman and chief executive officer for years. B. W. Kilgore III, his grandson, became president in 1972.<sup>9</sup>

Very early in its history, Pine State diversified into ice cream. A company advertisement of 1927 claims "The Home of Good Milk and Ice Cream." By 1929 the creamery advertised its "pasteurized milk, cream, butter, buttermilk, cottage cheese and ice cream." Ice cream remained an important product throughout the firm's history. A 1940 advertisement shows a dish of ice cream with the urging "Ice Cream is an every day food not a luxury."<sup>10</sup> Pine State was known for its home deliveries throughout its history. In the 1920s and early 1930s milk and other products were delivered in horse-drawn carts. Some 225 workers were employed at the plant by the 1930s, producing over 20,000 quarts of milk. Motorized delivery began by 1935, but during World War II horse-drawn deliveries resumed in order to conserve rubber and gasoline. Motorized deliveries resumed in 1945. During World War II, Pine State met the demand for milk for military personnel stationed in piedmont North Carolina by opening a milk and cream receiving station in Oxford.<sup>11</sup>

Following World War II the dairy grew into a regional processor which supplied milk, ice cream and other products across a three-state region from Greensboro to the North Carolina coast and from South Hills, Virginia to Myrtle Beach, South Carolina.<sup>12</sup> By about 1960 the company apparently sold no retail dairy products on site: it advertised "Milk and Ice Cream: at your nearby store; Milk and Dairy Foods: by convenient home delivery."<sup>13</sup> Expansion took place by the purchase of other dairies as well as by opening new branches. In 1952 Pine State purchased Buffaloe Creamery of Raleigh. In 1956 the company purchased Hood Dairy near Goldsboro and relocated the operation to a new facility at the edge of Goldsboro. In 1957, a branch was established in Dunn. In 1962 the purchase of Lindale Dairies in Roanoke Rapids gave the

<sup>9</sup>"Dr. B. W. Kilgore Dies In Raleigh," "Pine State: a strategy gone sour."

<sup>10</sup>Raleigh City Directory, 1927, yellow pages advertisement; 1929, yellow pages advertisement; 1940, yellow pages advertisement.

<sup>11</sup>"Pine State: a strategy gone sour," Pine State Employee Handbook, 3.

<sup>12</sup>"Pine State: a strategy gone sour."

<sup>13</sup>Raleigh City Directory, 1960, yellow pages advertisement.

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company a branch to serve a six-county market in Virginia, the first time the company was operating outside North Carolina. A branch in Sanford was established in 1961, and another in Henderson by this year. In 1965 the Henderson and Oxford facilities were merged. Branches appeared in 1966 in Durham, in 1970 in Apex; and in 1972 Whitebrook Farms, Inc. in Wilmington, with distribution centers in Morehead City, Jacksonville, Shallotte, Lumberton and Laurinburg in eastern North Carolina, was acquired. At the height of the company's success, in the mid-1980s, it was distributing milk to 63 North Carolina counties, six South Carolina counties and seven Virginia counties. The company's ice cream and cottage cheese was distributed throughout all three states.<sup>14</sup>

Pine State maintained its close connection to North Carolina State University after Dr. Kilgore's death. In conjunction with the university, in the 1950s the company installed one of the first machines to remove undesirable milk flavors in the southeastern United States. In 1975 it became the world's first commercial maker of Sweet Acidophilus lowfat milk, which had been developed at the university.<sup>15</sup> From the 1950s to the 1990s, a major source of Pine State's revenue was contracts to provide milk for the Raleigh school system. Raleigh schoolchildren in the 1950s enjoyed Pine State ice cream cups with their lunches, eating the ice cream with small wooden paddle-shaped spoons. The company's reputation was built on sanitation and freshness, with the slogan "If it's ours it's fresh" painted on their orange delivery trucks.<sup>16</sup>

To accommodate the increasing demand, the physical plant underwent a series of expansions in the 1960s. In 1961 a modern free-standing office building was built across the street. In 1962 the two-story rear warehouse wing was built. In 1965 the cooler and shipping wing, one of the most modern in the state, was built. The small sewer testing station was erected during this period. The architectural firm of H.R. McLawhorn, Jr. (later in partnership with Bill Glover), of Greensboro, designed the 1960s additions and alterations, which were built by Davidson & Jones contractors.<sup>17</sup>

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<sup>14</sup> Raleigh City Directories 1952-1963; Pine State Employee Handbook, 4-5.

<sup>15</sup> Pine State Employee Handbook, 3-4.

<sup>16</sup> "Pine State: a strategy gone sour."

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During the second half of the twentieth century North Carolina's dairy industry experienced consolidation and change, with the number of processors declining from more than 200 to less than two dozen. Pine State's own acquisitions of smaller dairies contributed to this change. In the 1980s all of the state's major processors except Pine State and the Maola Company of New Bern merged in order to survive competition. Ultimately, however, competition from even bigger supermarket chains or cooperatives spelled the end of Pine State as well. Unable to survive independently, the company shut down in 1996.<sup>18</sup> Presently the impressive Moderne building is vacant while plans for its conversion to office and retail functions are being prepared. The new owners seek National Register listing to guide the design process and to take advantage of the investment tax credits.

**Industry Context**

With the end of World War I, Raleigh experienced a residential and commercial boom. In an effort to lure new and diversified manufacturing establishments, leaders promoted Raleigh as a distribution center.<sup>19</sup> By 1930 Raleigh was home to seventy-six wholesale businesses, many situated along the railroad tracks along the west side of town. These distributed notions, millinery, candy, ice cream, drugs, brick, groceries, automobile tires and accessories, flour, baked goods, feed, athletic goods, vegetables, cotton and tobacco products, lumber, office supplies, school supplies, contractors' implements, machines, barber supplies, farm implements, meats, oils, optical supplies, paper, paints, plumbing and heating supplies, and road building equipment.<sup>20</sup>

The growing importance of dairy farming in Wake County in the early twentieth century insured that Pine State Creamery had plenty of raw milk suppliers. Wake County led North Carolina in

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<sup>17</sup> Raleigh City Directories 1963, 1964, Pine State Employee Handbook, 4; Plans of additions and expansions from the 1950s -1970s are in the possession of Davidson & Jones Company. Linda Harris Edmisten and Michael T. Southern viewed them in June 1997.

<sup>18</sup> "Pine State: a strategy gone sour."

<sup>19</sup> Helen P. Ross, "Raleigh Comprehensive Architectural Survey Final Report," June 4, 1992.

<sup>20</sup> Hill's Raleigh City Directory, 1929, 15.



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the production of dairy products from 1900 to 1930. In 1900 the county ranked second in the sales of cream; in 1910 and again in 1930 it ranked first.<sup>21</sup>

In 1928 when Pine State Creamery moved its milk processing facility from S. Salisbury Street, near Capitol Square, west to Glenwood Avenue, along the railroad tracks, it was part of a general movement of industry toward the city's outskirts. But most of these manufactories and warehouses have been demolished as the western edges of Raleigh have suburbanized since the 1940s. Such plants as the Pine State Creamery, the former Dr. Pepper Plant at 416 S. Dawson Street, and the former Nehi Bottling Plant at 3301 Hillsborough Street are among the small number of early twentieth-century industrial buildings that survive in Raleigh. Like many other manufacturing and processing plants in Raleigh, the Pine State Creamery experienced steady growth during the Depression, subsequent economic recovery, and during World War II by modifying and diversifying its line of products and by gradually shifting the bulk of its sales into wholesaling rather than retailing. The near doubling of the size of the plant in the 1940s proved that the dairy emerged from the Depression era in good financial condition.

Of the state's two major commercial dairies which survived into the 1980s--Pine State Creamery and Maola Dairy of New Bern--only Maola is still in business. Maola purchased an old lumber mill on the Neuse River in New Bern in the 1930s and adapted several of the old brick buildings for milk processing. In the 1950s the company constructed a stuccoed concrete block office building of streamlined Moderne design. Maola distributes its products throughout eastern North Carolina and into South Carolina and Virginia.<sup>22</sup>

### Architecture Context

Art Moderne design was not exactly wholeheartedly embraced in North Carolina and in Raleigh, where clients and architects favored historical styles--classicism and romanticism. However, some industrialists chose the Moderne style, with its evocation of scientific progress, efficiency, and sanitation, for their factories and processing facilities. In Raleigh, two former soft drink bottling plants--Nehi Bottling Plant at 3210 Hillsborough Street and the Dr. Pepper Plant at 416 S. Dawson Street, have similar Moderne designs. The Dr. Pepper plant, built about 1935, is also a two-story yellow brick Art Moderne style building with streamlined brick pilaster accents and

<sup>21</sup> Linda Harris Edmisten, Jones-Johnson-Ballentine Historic District nomination, 8.5-8.6.

<sup>22</sup> Personal communication with Gregory Sekula, Preservation Planner, New Bern, May 29, 1997.

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large bands of metal casements. The Nehi plant, designed in 1937 by Raleigh architect William Henley Deitrick, is a yellow brick Art Moderne building with smooth wall planes broken only by large metal casement windows. Yellow or cream colored brick seemed to be particularly appropriate to commercial/industrial buildings, whereas most institutional buildings were of red brick.

The contemplated usage of a concrete butter churn to surmount the tower of the Pine State Creamery reflected a popular component of Art Deco and Art Moderne design in the early twentieth century, the use of sculptural advertisement. Sculptural design was often derived from the product itself or from corporate or institutional symbolism. In the 1930s, several Shell Company gas stations in Winston-Salem were built in the shape of giant concrete shells. A 1920s-1930s period Coca Cola Bottling Plant on W. Trade Street in Charlotte contains relief sculptures of coke bottles in the frieze. Institutional buildings such as courthouses of the era often displayed concrete relief sculpture bearing symbols of the county, such as the 1939 Art Deco style Lenoir County courthouse with its bas reliefs of tobacco leaves.

Pine State Creamery is architecturally significant as one of the rare Art Moderne buildings surviving in Raleigh. Most of the city's pre-World War II industrial buildings were located in close proximity to the Central Business District and have disappeared as automobile-oriented development has taken its place in the past fifty years. Such buildings as creameries and bottling plants now are of utilitarian design, located in industrial parks along interstate highways, far from business districts. The Pine State Creamery is an imposing and well-preserved Art Moderne industrial plant, a landmark of the era when industrial buildings had an architectural presence on urban thoroughfares.

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## 10. Geographical Data

### Verbal Boundary Description

The parcel, irregularly shaped, is outlined in red in the accompanying Wake County GIS tax map, being parcel 1704.18.7007.

### Boundary Justification

This parcel constitutes the entire property historically associated with the 1928 main plant of the Pine State Creamery, Incorporated.

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Photographs  
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**Photographs**

The following information pertains to all photographs:

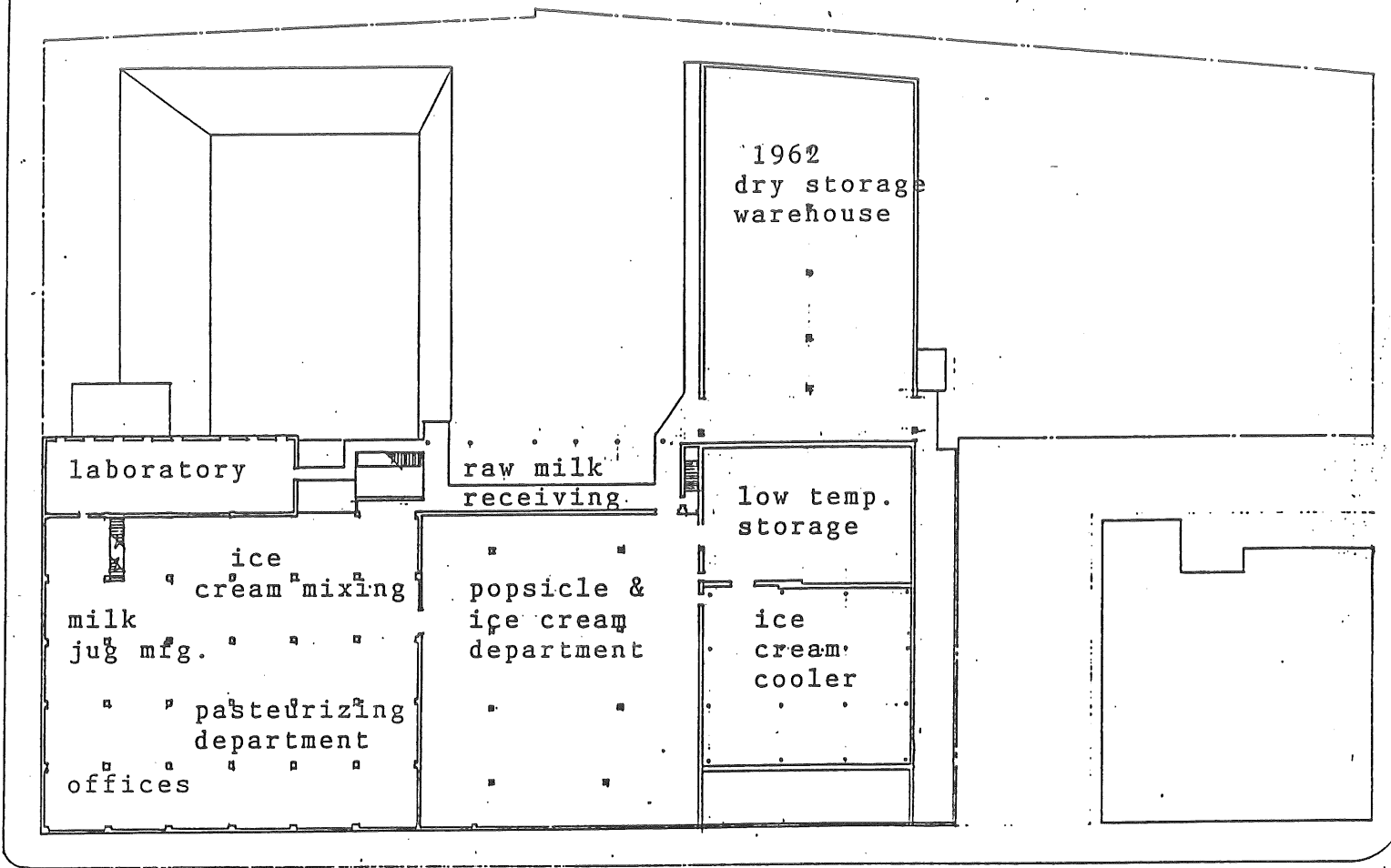
Photographer: M. Ruth Little

Date: May 1997

Location of negatives: North Carolina State Historic Preservation Office, Raleigh

- A. Overall view from northwest
- B. View of tower from roof
- C. Detail of west facade from west
- D. Rear view of facility from east
- E. View of ice cream mixing department, 2nd floor

SECOND FLOOR



FIRST FLOOR

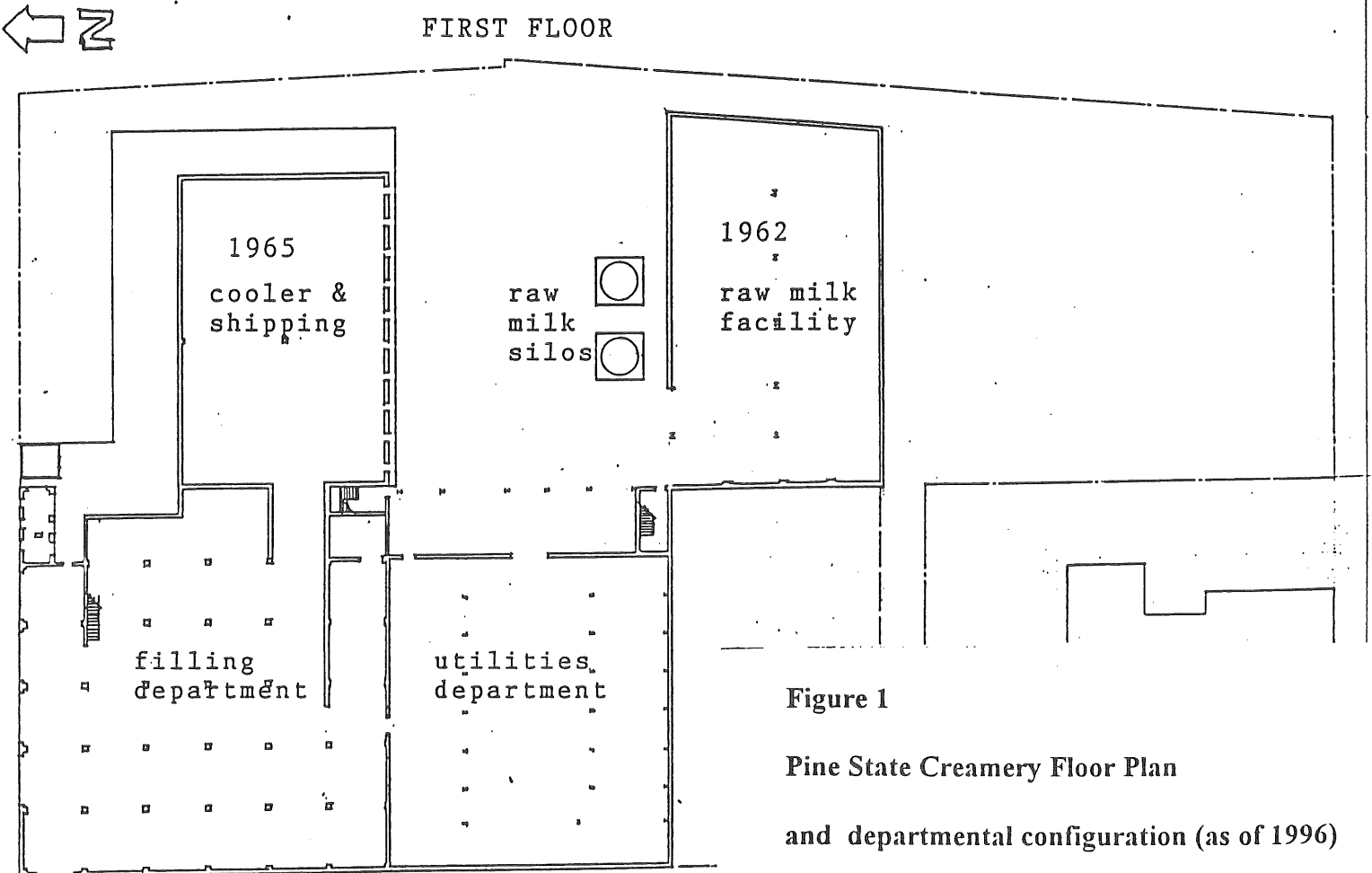
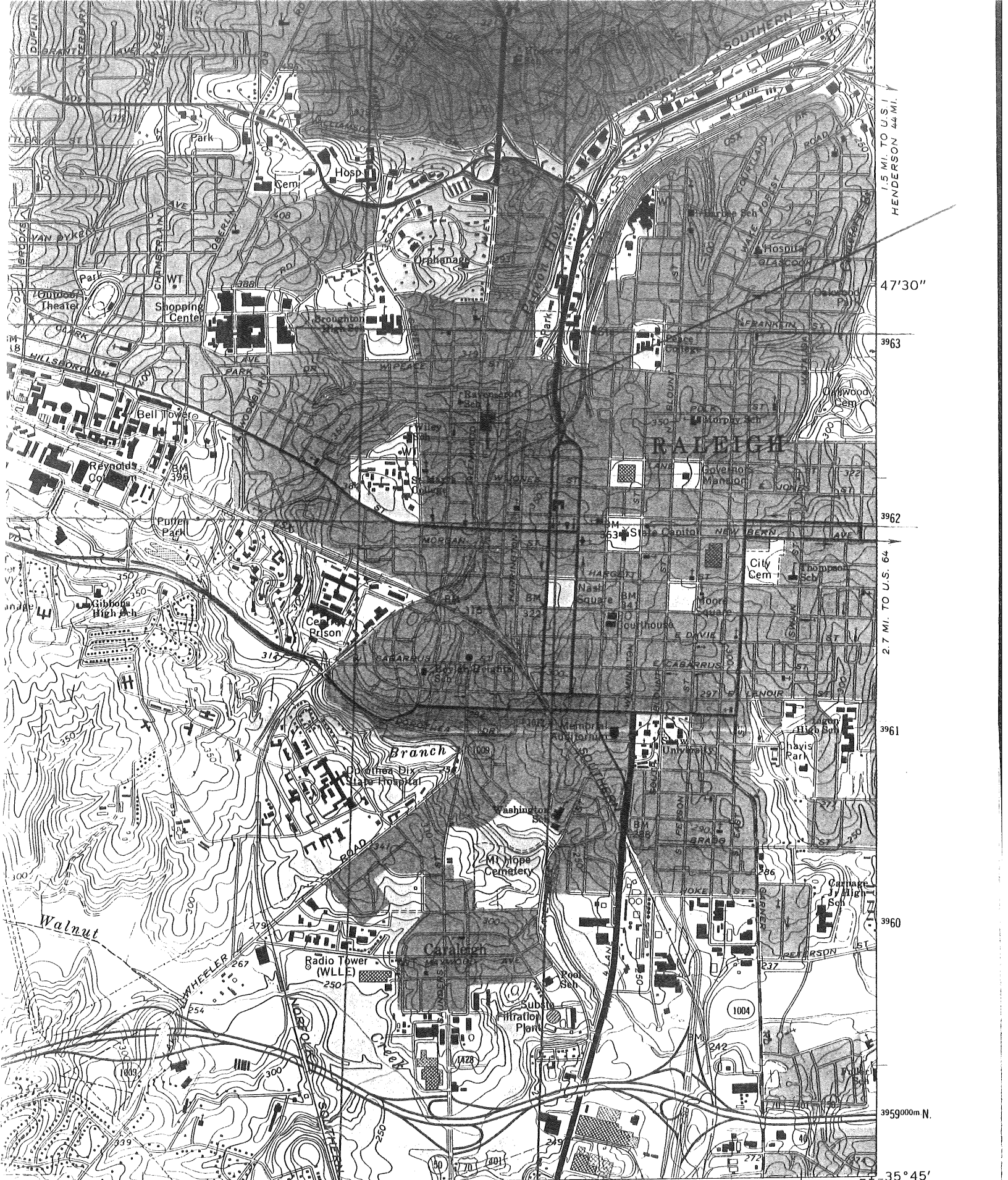


Figure 1

Pine State Creamery Floor Plan

and departmental configuration (as of 1996)



1.5 MI. TO U.S. 1  
HENDERSON 44 MI.

47'30"

3963

3962

2.7 MI. TO U.S. 64

3961

3960

3959000m N.

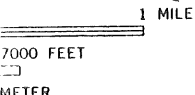
35° 45'

78° 37' 30"

INTERIOR—GEOLOGICAL SURVEY, RESTON, VIRGINIA—1991  
RALEIGH AIRPORT 1.1 MI. 714000m E.  
FAYETTEVILLE 57 MI.

**ROAD CLASSIFICATION**

- Primary highway, all weather, hard surface
- Secondary highway all weather
- Light-duty road, all weather, improved surface
- Unimproved road, fair or dry



(former) Pine State Creamery  
wake Co., N.C.  
11/71266013962530

(GARNER)  
5255 11 NE





