

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Rogers Milk Plant Building

Other names/site number: Carnation Milk Plant, BE3567

Name of related multiple property listing:

N/A

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

2. Location

Street & number: 218 West Birch Street

City or town: Rogers State: AR County: Benton

Not For Publication: ☐ Vicinity: ☐

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

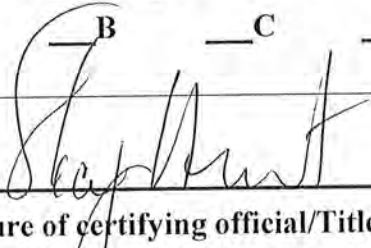
I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria:

X A B C D

		December 5, 2018
Signature of certifying official/Title:		Date
<u>Arkansas Historic Preservation Program</u>		
State or Federal agency/bureau or Tribal Government		

In my opinion, the property <u> </u> meets <u> </u> does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

4. National Park Service Certification

I hereby certify that this property is:

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

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

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

Category of Property

(Check only **one** box.)

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

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>2</u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>1</u>	<u>2</u>	Total

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions

(Enter categories from instructions.)

AGRICULTURE/SUBSISTENCE: Processing

COMMERCE/TRADE: Warehouse

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

7. Description

Architectural Classification

(Enter categories from instructions.)

Late 19th and Early 20th Century American Movements: Commercial Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Foundation: Concrete, Walls, Concrete, Roof:
Concrete

Narrative Description

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

Summary Paragraph

The Rogers Milk Plant Building in Rogers, Arkansas, was constructed in 1928 and opened in January of 1929.¹ The building is located in an industrial area about .7 miles south of downtown on a +/- .48 acre site to the southwest of the intersection of West Birch Street and the Arkansas & Missouri Railroad. The Rogers Milk Plant consists of the main original factory building, a metal structure addition, and two outbuildings. The main factory building remains mostly unchanged since its construction in 1928. The aforementioned outbuildings, consisting of one small office building just northwest of the attached warehouse structure and one outbuilding located near the southeast corner of the factory, were added at later dates. The main factory building is a three-story building with a large smokestack located at the south end of the building. The Rogers Milk Plant Building is an example of an early 20th century commercial style building.

¹ James F. Hales, *Rogers Arkansas: 1881 – 2006: One Hundred of the Most Interesting Historical Sites, Their Stories, and the Way They Look Today*, Rogers, AR: St. Joseph's Ozark Press, 2006, p. 160.

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

Narrative Description

Setting: The Rogers Milk Plant Building is located in an area mixed with industrial and residential uses in central Rogers, about .7 miles south of downtown. The parcel is bound by West Birch Street to the north, the Arkansas & Missouri Railroad to the east, and commercial structures to the south and west.² The plant property is located between a commercial property to the southeast of the intersection of West Birch Street and South 3rd Street and the Arkansas & Missouri Railroad. The surrounding area, outside of this specific commercial block, consists of single-family homes.

Site: The site is just under ½ an acre in size and site features consist of a concrete driveway that stretches from West Birch Street to alongside the west elevation of the original front section of the main Milk Plant building. This driveway also gives access to a large garage door on the northern façade of the attached metal structure on the west façade of the original 1928 building. There is a short concrete drive to the large warehouse structure coming into the site from the southwest corner of the property. The site directly abuts the railroad on the eastern boundary.

Structures: The main factory building is a three-story building with different floor footprints at each level and a large smokestack on the south end. This building was constructed in 1928 and is shaped like three stacked blocks, with the floor size decreasing as the floor level increases. The main factory building is 120 feet deep and about 48 feet wide. The metal warehouse structure connected to the west side of the main factory building is approximately 72 feet deep and approximately 60 feet wide. The smaller office building just northwest of the warehouse building is approximately 41 feet deep and approximately 21 feet wide. The outbuilding located southeast of the main factory building is approximately 45.5 feet deep and approximately 21 feet wide.

Exteriors

The site consists of four structures, two of which are connected. The main original factory building was constructed in 1928. It is unknown when the metal warehouse structure was added to the west façade, but it is speculated that the structure was added for a former dairy or seed business, sometime after 1948 based on surviving Sanborn Fire Insurance maps of the area.

The original Milk Plant Building is a large scale, poured in place, reinforced-concrete structure with large open interior spaces that were originally used for the collection and processing of milk. The main factory building is a three-story rectangular building, with the floor size decreasing as the floor level increases. The main floor is 5,721 square feet, not including the outbuilding which is connected to the west side of the main factory building. The second floor is

² The Arkansas & Missouri Railroad was formerly known as the St. Louis-San Francisco Railway or the "Frisco railroad" before being acquired by the current owner. Charles Y. Alison, "St. Louis-San Francisco Railway," *The Encyclopedia of Arkansas History and Culture*, Butler Center for Arkansas Studies, 20 April 2016, <http://www.encyclopediaofarkansas.net>. Accessed 10 September 2018.

Rogers Milk Plant Building

Benton County, Arkansas
County and State

Name of Property

2,674 square feet, and the third floor is 830 square feet for a gross floor area of 9,225 square feet. The entire structure sits on a continuous concrete foundation. The entire building is made of concrete walls, both on the exterior and the interior, with windows regularly spaced on all levels. The interior also includes square, reinforced-concrete support columns in some areas. Throughout the interior and along all of the exterior facades there are visible lines indicating the original horizontal wood board forms used to construct the building. Many large, original, multi-pane steel-framed windows adorn each building façade. The main office entrance is located at the northwest corner of the building.

Each roof level of the main building is composed of reinforced concrete topped with an asphalt application. There are also cast-iron drains in the various roof levels. The roof levels also include cement plugs where there were holes in the roof to accommodate the attachment of large machinery. The original windows of the main factory building are still intact throughout the structure, including where the metal side structure was attached. These windows are composed of a total of 20 individual panes set in a metal grid frame. The center 9 panes of the window are set in a separate metal frame that is designed as an awning window that opens outward. A few windows along the second floor include attached exterior metal guides and screening, allowing the windows to be fixed in an open position while not allowing bug access. These windows were most likely in areas with interior rooms that needed to be kept sterile for milk processing. On the first floor there are multiple original steel doors and steel double doors leading outside located on the east and west façades and an overhead door on the south façade.

The south façade includes a large, poured in place, reinforced-concrete smokestack. This smokestack is connected to the main structure at ground level, but the rest of the stack is independent of the building. This smokestack includes a large metal access door at ground level and the internal connection to the rest of the building is located under ground level. The smokestack would have provided ventilation to machinery on the lowest floor of the original structure.

The east façade of the building faces onto the railroad tracks that are adjacent to the property. This facade includes six window openings, one at the first floor, three along the second floor and two along the third floor. Each window is located in the center of a single facade bay, which are separated by slightly extended concrete bands, creating a grid like pattern on each facade. The first floor of the east facade includes a large doorway with two large original metal doors that open onto a paved walkway. This paved walkway stretches to a small paved pad along the railroad tracks and was probably used to transport batches of milk to the adjacent rail line for transport to other processing or canning facilities. There is also an original doorway opening along the second floor, just above the doorway on the first floor level.

The south facade includes the three separate facades of the three floors of the structure. The first floor includes a doorway and overhead door system in the westernmost bay. The smokestack is attached in the central first floor bay and a typical metal-framed window is centered in the easternmost bay. The second floor includes two metal-framed windows along the eastern side of the facade. The third floor section includes two metal-framed windows, each centered in the two visible bays.

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

The west facade includes the attached metal structure, which has walls and a roof composed of metal panels. The west facade of the third floor includes two metal-framed windows, centered in the two visible bays. The third floor also includes a small access door near the southern edge of the facade that opens onto the roof section above the second floor. The second floor of the west facade includes four metal-framed windows, centered in the visible bays. The first floor of this facade includes two metal-framed windows and a single entry door to the north of the attached metal structure. Protected by the metal structure are two original windows and a single doorway that sits atop an original raised section of floor at the first floor level. To the south of the attached metal structure is a single metal-framed window at the first floor level. Two of the windows along the northern part of this facade include original metal awnings that are visible in early photographs of this building from c.1930. This added structure was just attached to the exterior of the original building, leaving the original walls and windows of the main structure intact. If the metal structure were to be removed, the west facade with existing windows would be a historically accurate representation of the building from the time of its construction.

The southern facade of the attached metal structure includes a large doorway with an overhead garage door near the western edge. The western facade includes two high metal-framed openings, possibly for ventilation. The northern facade of the metal structure includes a large doorway with an overhead garage door near the eastern edge of the structure, near to where the structure connects with the original milk plant building. This metal building bears a maker's plate noting it as manufactured by Atlas Steel Buildings of Oswego, Kansas. This metal structure was installed after 1948 as a protective covering for the delivery platform that was originally open to the elements.

The north facade of the Milk Plant Building overlooks West Birch Street. This facade includes three separate sections, for each of the separate floor levels due to the setback nature of the building's construction. The third floor includes two metal-framed windows and the second floor includes three metal-framed windows. The first floor includes three metal-framed windows, now obscured by vegetation growth along the first-floor facade.

The non-contributing office structure to the west of the original milk plant building was constructed sometime after 1948, most likely by the seed company that took over the structure in 1967. This building is constructed of concrete blocks on a continuous concrete foundation and topped with a flat concrete roof. The concrete blocks were most likely manufactured by the Darragh Company of Little Rock and feature their distinctive diamond patterning along the exterior. This small building includes three pairs of metal framed, two-over-two windows along the north facade; a single pair of windows along the west facade; three single, two-over-two windows and a doorway along the south facade; and a pair of two-over-two windows and the main entrance door along the east facade.

The non-contributing small metal building to the southeast of the original milk plant building was constructed at an unknown date. It serves as a vehicle storage building and is a ribbed metal structure with a large overhead garage door along the north facade. This structure sits on a continuous concrete foundation.

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

Interiors

The interior of the main factory features finishes that are reflective of a former milk plant building with most interior walls left unfinished yet painted. The interior echoes the exterior of the building with horizontal lines, remnants of the original board forms used in the construction of the building, still visible on most surfaces including the walls, support columns and ceilings. Visible on all floors are reinforced-concrete support columns and reinforced-concrete support beams. The northern portion of the second floor includes some remnants of temporary wood-framed dividing walls that were most likely installed to create small office spaces. In the southwest corner of the first floor is a raised concrete platform. This platform and the surrounding lower floor are covered with tile, possibly to create an easy to clean floor surface.

On the second floor is a 7 feet – 4 inch circular floor opening to the first floor. There is a 6-inch tall concrete edge around the opening; however, it has deteriorated in many areas due to neglect. There are no stairs or ladder connecting the two floors through this opening. This opening is a surviving remnant of the milk holding tanks original installed in the space. The sparse interior finishes remain consistent throughout the building. There is a steel ladder and steel stairs leading to the third floor at the center of the building. Located off the main stairs, there was a small office suite containing a reception area, a small bathroom consisting of a toilet and sink, and an office area, presumably for the manager. The walls of the office suite were constructed of hollow brick with plaster. It is unknown when the office suite was constructed; however, the hollow brick walls have since been demolished. On the south end of the building is a large three-story open space that is open from the first floor to the highest point in the building.

The large warehouse building connected to the west façade is currently being used as a storage space for a local business. The interior is sparse, consisting of concrete floors and metal panel walls. A small bathroom was added a few years ago consisting of a toilet and sink. The small office building to the west of the main building is partitioned into a few small offices and a small bathroom.

Integrity

Since its original construction, the main milk plant building has had minimal changes to the exterior of the building. The large warehouse structure was added to the west façade, covering a portion of the original structures wall and windows. Some interior changes have been made as tenants have changed. In 1967, the Milk Plant Building was sold to a seed company that removed some of the original milk related machinery and continued to use the building for its sorting and storage facilities. The form, design and interior layout can still be associated with its original use as a milk collection and processing center for the surrounding farming community and local dairy customers. Also, some of the original window panes have been broken due to vandalism.

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
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.)

- ☐ A. Owned by a religious institution or used for religious purposes
- ☐ B. Removed from its original location
- ☐ C. A birthplace or grave
- ☐ D. A cemetery
- ☐ E. A reconstructed building, object, or structure
- ☐ F. A commemorative property
- ☐ G. Less than 50 years old or achieving significance within the past 50 years

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

Areas of Significance

(Enter categories from instructions.)

Agriculture

Industry

Period of Significance

1928 - 1967

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

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

The Carnation Milk Factory is being nominated to the National Register of Historic Places, with **local significance**, under **Criterion A** for its association with the history of Agriculture and Industry in the Rogers area. The first known occupant of the plant was Barnes Dairy Products. The first milk was received at the main factory building in January of 1929.³ In 1935, the Rogers Milk Plant was taken over by the Carnation Company who used the property and building as a receiving plant where they would receive, cool, weigh, and test milk that was brought in from dairy farms in Benton and Washington counties in Arkansas and McDonald County in southern Missouri.⁴ The Carnation Milk Company continued to operate the Rogers Milk Plant until the late 1960s, when it was eventually purchased by a local seed company who used the site until 2006.

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

The City of Rogers, intersected by State Highway 12 and Interstate 49, is located along the eastern border of Benton County which is in the extreme northwestern corner of Arkansas and is bounded by Missouri to the north and Oklahoma to the west. Benton County became the state's first established county on September 30, 1836, just 15 days after Arkansas gained statehood on September 15, 1836.⁵ The county was named in honor of Missouri's U. S. Senator Thomas Hart Benton who had led a strong campaign to secure statehood for Arkansas.⁶ Benton County sits in the plateau of the Ozark Mountains. The plentiful amount of streams and waterways in the area created soils appropriate for agriculture. In the latter part of the nineteenth and early twentieth century fruits such as apples, peaches, pears, plums, and grapes grew with such abundance that Benton County acquired the title of "Apple Orchard of America."⁷ Settlers first began to arrive in the current area of Rogers in 1830 and were drawn to the area because of the clean water and

³ Hales, *Rogers Arkansas: 1881 – 2006*, p. 160.

⁴ "Carnation Co. Area's Major Milk Market," *Rogers Daily News*, Rogers, Arkansas, 28 August 1956.

⁵ Allyn Lord, "Benton County," *The Encyclopedia of Arkansas History and Culture*, Butler Center for Arkansas Studies, 18 December 2017, <http://www.encyclopediaofarkansas.net>, Accessed 10 September 2018.

⁶ "History," The City of Bentonville Arkansas, <https://www.bentonvillear.com/501/History>, Accessed 10 September 2018.

⁷ *The Goodspeed Biographical and Historical Memoirs of Northwestern Arkansas*. Chicago, IL: Goodspeed Publishing Co., 1889. Reprint, files of the Arkansas Historic Preservation Program, p. 19.

Rogers Milk Plant Building

Benton County, Arkansas
County and State

Name of Property

good soil.⁸ Apple production was one of the earliest industries that contributed to the local economy with the first apple tree nursery in Benton County established in 1836.⁹ Rogers was founded on May 10, 1881 with the arrival of the St. Louis and San Francisco Railroad, more commonly known as the Frisco railroad. Rogers was named after the General Manager of the Frisco railroad, Captain Charles Warrington Rogers.¹⁰ The Frisco brought a huge influx of immigrants into the new town of Rogers and the surrounding area. From the time of the first settlement of Benton County in the 1830s, the population increased only gradually until the arrival of the Frisco in 1881.

National advertisements stated the region was “unexcelled in the United States for growing all kinds of fruit.”¹¹ The arrival of the Frisco also offered access to distant markets, resulting in a massive increase in commercial orchard plantings and the development of supporting industries such as barrel making, apple drying, packing, and ice making plants.¹² The increase in demand led to a sizeable increase in orchard land which grew from a few hundred acres to an estimated 40,000 acres in Benton County in 1900.¹³ The apple industry had its peak production year in Benton County in 1919 with a record of 5 million barrels reported. However, apple production began to steadily decline over the next few decades with less than two million bushels produced in 1935. This decline was a result of tree diseases, bad seed mixing, insects, extreme weather conditions, the Great Depression, and changing market demands.¹⁴

As the apple industry began to decline, dairy and poultry products became the new economic leaders in Benton County after a concerted effort by local leaders to push for agricultural diversity in the area.¹⁵ During the 1920s, Northwest Arkansas community leaders were pushing for more investment in agricultural products including dairy and poultry farms. In June of 1927, it was reported in the *Journal-Advance* newspaper in Gentry that a field representative of the Carnation Milk Condensery in Mt. Vernon, Missouri, was in the area looking over dairy production. The paper noted that a new milk plant or condensery could be a great economic prospect for the region and that if a plant was located in the region “it will be a big thing to our farmers and if the farmers make money everybody else will have some along with them.”¹⁶

⁸ Marilyn Harris Collins, *Images of America: Rogers*, The Rogers Historical Museum, Charleston, SC: Arcadia Publishing, 2006, p. 7. Lord, “Benton County,” *The Encyclopedia of Arkansas History and Culture*.

⁹ Roy Curt Rom, “Apple Industry,” *The Encyclopedia of Arkansas History and Culture*, Butler Center for Arkansas Studies, 14 August 2017, <http://www.encyclopediaofarkansas.net>. Accessed 10 September 2018.

¹⁰ Marilyn Harris Collins, *Rogers: The Town the Frisco Built*, The Rogers Historical Museum, Charleston, SC: Arcadia Publishing, 2002, p. 38-39.

¹¹ *The Goodspeed Biographical and Historical Memoirs of Northwestern Arkansas*, p. 19.

¹² Rom, “Apple Industry,” *The Encyclopedia of Arkansas History and Culture*.

¹³ *Ibid.*

¹⁴ *Ibid.*

¹⁵ Collins, *Rogers: The Town the Frisco Built*, p. 88.

¹⁶ “Carnation Man Here Thursday,” *Journal-Advance*, Gentry, Arkansas, 3 June 1927, p. 1.

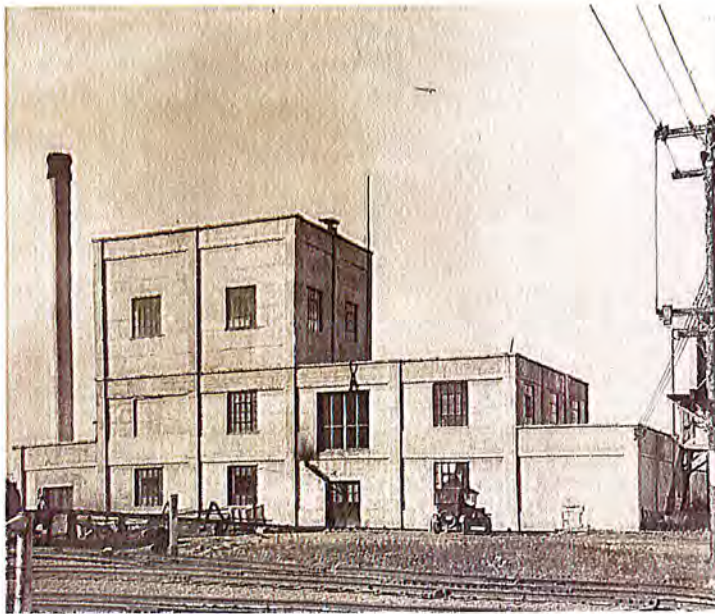
Rogers Milk Plant Building

Benton County, Arkansas
County and State

Name of Property

Throughout 1927, local newspapers continued to extol the virtue of attracting a large scale dairy industry to the area noting "Can we afford to pass up such an opportunity? We cannot."¹⁷

By early 1928, the Barnes Dairy Products Company of northwest Arkansas positioned itself to take advantage of the burgeoning local dairy farms and the ever expanding market for fresh milk spurred by local population growth by starting construction of a large Milk Plant in the city of Rogers, Arkansas. On December 29, 1928, it was reported in the local papers that the new Milk Plant was days away from its formal opening and that the structure would soon be ready to process 40,000 pounds of milk. The completed building was described as a "fireproof concrete building ... judged to be one of the best in northwest Arkansas" and completed at a cost of \$40,000.¹⁸ In January of 1929, the first milk was received at the Barnes Dairy Products located at 218 W. Birch Street in Rogers, Arkansas. This plant was a receiving station for locally produced milk. The plant workers would make sure the accepted milk was clean and fresh and would check the milk for any bacteria before combining it with other accepted milk to be either sold locally or sent for canning at other companies. By April of 1929, it was stated in local newspapers that the Barnes Dairy Products plant at Rogers reported 21,778 pounds of milk received in just one day with \$5,467.83 paid to local farmers in just the first 10 days of operation in April.¹⁹



East Elevation of the Rogers Milk Plant building, ca. 1930.
Photograph courtesy of the Rogers Historical Museum, Rogers, Arkansas.

¹⁷ "A Market Within Our Grasp – But –," *Fayetteville Democrat*, Newspaper, Fayetteville, Arkansas, Saturday Evening, 2 July 1927, p. 2.

¹⁸ "Milk Plant Opens in Rogers Jan. 3: Cost is \$40,000," *Fayetteville Daily Democrat*, Newspaper, Fayetteville, Arkansas, 29 December 1928, p. 1.

¹⁹ "Markets and Prosperity," *Fayetteville Democrat*, Newspaper, Fayetteville, Arkansas, 12 April 1929, p. 1.

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

It seems that the Rogers milk plant was sold or the Barnes Dairy Products was renamed during its first year of operation, as the plant was shut down in September of 1929 so that the Mid-Continent Dairy Products Corporation that controlled the plant could reorganize. This was a huge blow to the local agricultural economy as the plant had been paying out nearly \$50,000 per month for whole milk.²⁰ The reorganization of this company was unsuccessful and the Mid-Continent Dairy Products company was sold in bankruptcy in February of 1930 to a new local company known as the Rogers Dairy Products company. This new company took over the building and installed new equipment in March and April so that the milk plant could reopen in mid-1930.²¹ The facility was listed as the Rogers Dairy Products in the local 1930 Bell Directory.²²

The quick growth of the local dairy industry in Northwest Arkansas was hailed as an important venture into diversification, especially as other sectors of the economy were grinding to a halt due to the effects of the stock market crash of 1929. A newspaper in Camden even reported in 1930 that the dairy industry in Northwest Arkansas would overtake the apple industry that had been the cornerstone of the local agricultural industry for decades:

Tourists nowadays who whiz along the paved roads through the famed apple country in the vicinity of Rogers, high up in the Ozarks of Northwest Arkansas, find that the home of the big red apple is not putting all its eggs in one basket, as the old saying goes. Along with the vast expanse of apple orchards through which the highways thread like a grey ribbon the traveler sees pastures in which graze herds of Jerseys Holsteins and other breeds of milk cows. For the farmer folk about Rogers have turned to the dairy business on a scale that in time may compete with the apple crop.²³

The Rogers milk plant did reopen, but the new company was soon in financial trouble again. By 1931, the plant was again closed due to the bankruptcy of its controlling company. This was another hard blow to the local dairy industry.

A new group of local investors again formed a new company, the Dairy Products Company to take over the idle plant. Due to various technical and legal issues, this group wasn't able to open the plant until January of 1933.²⁴ Although successful in re-opening the milk plant, by late 1934, the Dairy Products Company that controlled the Rogers milk plant was in discussion with the Carnation Company to lease the building and milk processing business in Rogers.

The Carnation Milk Company, formerly known as the Pacific Coast Condensed Milk Company, first manufactured condensed milk on September 6, 1899, at the company's first milk factory

²⁰ "Shut Down Rogers Milk Plant for Re-Organization," *Fayetteville Daily Democrat*, Newspaper, Fayetteville, Arkansas, Monday Evening, 16 September 1929, p. 1.

²¹ "Dairy Products Co. At Rogers To Open," *Fayetteville Democrat*. Newspaper. Fayetteville, Arkansas. Thursday, 27 March 1930. p. 6.

²² Hales, *Rogers Arkansas: 1881 - 2006*, p. 160.

²³ "The Dairy Industry," *Camden Times*, Newspaper, Camden, Arkansas, Thursday, 7 April 1930, p. 2.

²⁴ "Rogers Milk Plant To Be Reopened," *The Harrison Times*, Newspaper, Harrison, Arkansas, Thursday, 5 January 1933, p. 1.

Rogers Milk Plant Building

Benton County, Arkansas

Name of Property

County and State

located in Kent, Washington.²⁵ Elbridge Amos Stuart and business partner Thomas E. Yerxa founded the Carnation Company by buying out a bankrupt condensery in Kent, Washington. They hired the inventor of the evaporated milk process, Swiss dairyman John Meyenberg, to operate their new factory. Meyenberg had patented the innovation of preserving milk by using heat to sterilize the milk before sealing it into airtight metal containers, rather than the old method of adding sugar as a preservative.²⁶ In 1901, Stuart bought out his business partner and went on to rebrand the company as the Carnation Evaporated Milk Company, named after a brand of cigars that Stuart saw in a Seattle store window. The company found early success by marketing its condensed milk to gold prospectors heading to the Yukon Territory in Canada at the turn of the 20th century. These prospectors needed an easily transportable and non-perishable milk product and Carnation was happy to supply them.²⁷

In 1919, at the company's 20th anniversary, there were more than 150,000 cows producing milk for Carnation's 20 plants across the United States. The Carnation Company also became well known for their milk cow breeding programs and their efforts to improve the general dairy stock at all of the farms that provided the company with milk.²⁸ After the company's initial success in the Pacific Northwest, the Carnation Milk Company sought to expand by building and purchasing milk receiving plants, condenseries and canning facilities across the country.²⁹ This included the construction of a condensery plant in Mount Vernon, Missouri, during the early 1920s. The milk plants built and acquired by the company across the country have many similarities to the one built in Rogers, Arkansas, including a multi-story, white painted concrete structure, large steel-framed windows, and tall prominent smokestacks.

Many of the milk plants constructed during the early 20th century had common features including poured-concrete or concrete-block construction, large metal-framed windows, multi-story designs, large smokestacks constructed as separate structures, and a focus on surfaces that could be sanitized easily. A very early example can be seen in the 1893 milk plant built by David Marshall and George Allworth in Aylmer, Ontario, Canada. Other similar milk plants and/or condenseries constructed in the late 1920s include the Carnation Milk Products Condensery in Murfreesboro, Tennessee; the Carnation Milk Plant at Sulphur Springs, Texas; the Carnation Milk Plant in Jefferson, Wisconsin; and the Carnation Milk Plant in Tupelo, Mississippi. The Tupelo plant was constructed in 1927 and was listed in the National Register of Historic Places in 2009.

²⁵ "Carnation Company," *International Directory of Company Histories*, Encyclopedia.com, 2006, <https://www.encyclopedia.com/books/politics-and-business-magazines/carnation-company>, Accessed 10 September 2018.

²⁶ Priscilla Long, "Carnation condensed milk first manufactured in Kent on September 6, 1899," *HistoryLink.org Online Encyclopedia of Washington State History*, 6 August 1999, www.historylink.org, Accessed 10 September 2018.

²⁷ "Carnation Company," *International Directory of Company Histories*.

²⁸ Priscilla Long, "Start, Elbridge A. (1856 – 1944)," *HistoryLink.org Online Encyclopedia of Washington State History*, 11 October 1999, www.historylink.org, Accessed 10 September 2018. "Carnation Company," *International Directory of Company Histories*.

²⁹ "Carnation Company," *International Directory of Company Histories*.

Rogers Milk Plant Building

Benton County, Arkansas
County and State

Name of Property

The evolution of the scientific production of milk that would meet the ever increasing standards of cleanliness and safety resulted in milk production buildings that were often specifically designed to house the needed machinery including refrigeration and sterilization systems. This often led to the design and construction of multistoried buildings to house the needed mechanical systems. Also, the design of the buildings would focus on open, airy structures with interior surfaces such as concrete and tile that could easily be cleaned. Milk would arrive at the various receiving plants in metal milk cans of a standard size, transported to the plant by local farmers or contracted haulers.³⁰ The receiving plants were responsible for checking the milk's temperature, cleanliness, and bacteria count before being weighed, as the purchase price of any accepted milk was based on weight and the richness of the milk. The richness was determined by the percentage of butter fat content present in the milk. The empty cans would then often be sterilized by the plant before being returned to farmers. The milk would then be refrigerated and pumped into large-scale storage vessels for transport to other production facilities such as a condensery for processing and canning. The refrigeration of the milk was very important as this was in a period before pasteurization was a widespread practice and well before it was required by law. Due to the changing nature of milk production and processing throughout the 20th century, including the introduction of pasteurization throughout the dairy industry, these early milk plants that helped to jumpstart the local dairy industry in many places across the United States were often considered obsolete and razed for new development or new facilities.

In April of 1935, the Carnation Company was advertising in Northwest Arkansas newspapers that they would soon be opening the Rogers milk plant building as a receiving station for their Mt. Vernon, Missouri, condensery. The Carnation Company was interested in buying all of the "clean milk, of acceptable quality" that the local dairy farms could produce.³¹ In September of 1935, it was reported by the *Fayetteville Daily Democrat* newspaper that the Carnation Milk Company had exercised an option to buy the Rogers milk plant building from the Rogers Dairy Products Company. It was also noted that this purchase by a well-established milk company would assure permanent operation of the milk plant as a buyer for the more than 600 farmers in the region who had agreed to patronize the Carnation plant.³²

In the early 1940s, the Carnation milk plant was buying \$700,000 to \$800,000 a year worth of raw milk from local farmers and employing 12 families on their payroll. Also the company had contracts with up to 31 "haulers" who transported milk from local farms to the Rogers plant.³³ The plant continued to function as a receiving station for locally produced milk. The plant workers would check the milk for any unwanted bacteria and then it would be cooled and put

³⁰ "The Story of Milk: Part One Production," Bray Studios, Inc. New York, NY, Circa 1925, Prelinger Archives, https://archive.org/details/6079_Story_of_Milk_Part_One_Production_The_11_00_11_28, Accessed 10 September 2018.

³¹ "Notice to Dairymen.... Carnation Company," *Fayetteville Daily Democrat*, Newspaper, Fayetteville, Arkansas, Thursday, 18 April 1935, p. 5.

³² "Carnation Co. Buys Dairy at Rogers," *Hope Star*, Newspaper, Hope, Arkansas, Friday, 20 September 1935, p. 1.

³³ "Carnation Milk Company Offers Large Market for Dairy Farmers," *Northwest Arkansas Times*, Newspaper, Fayetteville, Arkansas, Saturday, 20 November, 1943.

Rogers Milk Plant Building

Benton County, Arkansas

Name of Property

County and State

into large scale storage tanks for transport to the Carnation Company condensery plant in Mount Vernon, Missouri.

Milk was an increasingly important industry in the area as more farmers began raising cows instead of working orchards. During the 1920s and 1930s the dairy industry was promoted by county agents with the University of Arkansas in Fayetteville as one growth industry that would help improve the economic conditions of rural Ozark communities that had good road access to larger urban areas.³⁴ The Carnation Milk Company received more than 5,000 pounds of milk on its first day of operations from area farmers and continued to grow from there.³⁵ There were several factors that influenced the expansion of dairy farming in Northwest Arkansas. Railroad agricultural departments transported dairy products and recruited farmers to supply cream, milk, and butter. Rogers, Fayetteville, and Springdale were considered the growing towns in the area and provided whole-milk for the suppliers. By the late 1930s, Northwest Arkansas had many milk processing companies, including the Carnation Milk Company in Rogers and a new Pet Milk plant in Siloam Springs. In 1939, Benton County farmers marketed almost half a million dollars worth of whole milk, cream, and butter.³⁶

By 1956, Carnation had 9 in-house factory employees and 26 haulers who picked up cans full of milk from 1,200 area dairy farmers across Benton and Washington counties in Arkansas and McDonald County in Southern Missouri.³⁷ In addition to picking up the jars of milk, drivers would offer transportation for farm children needing to go into town.³⁸ Once delivered to the milk plant in Rogers from the area farms, the milk was cooled, weighed, and tested before being shipped to Mt. Vernon, Missouri, to be evaporated and canned.³⁹ The Rogers plant maintained this function until the early 1960s when it was bought by Standard Milk Company. After the purchase by Standard Milk Company, the milk plant continued to buy and process milk for only a few more years.⁴⁰

On July 15, 1967, the Empire Seed Company began operations in the plant where they processed 400,000 pounds of seed from area farmers in the first month.⁴¹ In 2006, the plant ceased production and was bought by Kent Jenkins and occupied by Wildwood Industries, a company that provides oil filters and other items to Walmart. Historic Ozark Properties purchased the property in 2017.

³⁴ Jodie A. Pennington, "Daily Industry," *The Encyclopedia of Arkansas History and Culture*, Butler Center for Arkansas Studies, 29 July 2011, <http://www.encyclopediaofarkansas.net>, Accessed 10 September 2018.

³⁵ Hales, *Rogers Arkansas: 1881 – 2006*, p. 160.

³⁶ Brooks Blevins, *Hill Folks: A History of Arkansas Ozarkers and Their Images*, Chapel Hill, NC: University of North Carolina Press, 2002, p. 105.

³⁷ "Carnation Co. Area's Major Milk Market," *Rogers Daily News*, Rogers, Arkansas, 28 August 1956.

³⁸ Collins, *Images of America: Rogers*, p. 33. Note: the images of the Rogers Milk Plant on page 32 of this publication is misidentified as an early ice plant in Rogers, Arkansas.

³⁹ "Carnation Co. Area's Major Milk Market," *Rogers Daily News*, Rogers, Arkansas, 28 August 1956.

⁴⁰ Hales, *Rogers Arkansas: 1881 – 2006*, p. 160.

⁴¹ *Ibid.*

Rogers Milk Plant Building

Name of Property

Benton County, Arkansas
County and State

Statement of Significance

The Carnation Milk Factory is being nominated to the National Register of Historic Places, with **local significance**, under **Criterion A** for its association with the history of Agriculture and Industry in the Rogers area as related to the growing milk production industry. The period of significance, from 1928 until 1967, includes the entire time period during which the plant served its original purpose, to collect and process milk from local farmers.

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Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

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Rogers Milk Plant Building

Benton County, Arkansas
County and State

Name of Property

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Previous documentation on file (NPS):

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

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

Primary location of additional data:

☒ State Historic Preservation Office

☐ Other State agency

☐ Federal agency

☐ Local government

☐ University

☐ Other

☐ Name of repository: _____

Historic Resources Survey Number (if assigned): BE3567

10. Geographical Data

Acreage of Property < 1 acre

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: _____ Longitude: _____

2. Latitude: _____ Longitude: _____

3. Latitude: _____ Longitude: _____

4. Latitude: _____ Longitude: _____

Or

UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☒ NAD 1983

1. Zone: 15 S Easting: 399591 Northing: 4020433

2. Zone: _____ Easting: _____ Northing: _____

Rogers Milk Plant Building

Benton County, Arkansas
County and State

Name of Property

3. Zone:

Easting:

Northing:

4. Zone:

Easting :

Northing:

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

All of lots 2 and 3 and parts of lots 1 and 4 in Block 8 of McGaugheys Orchard Addition to the City of Rogers.

Boundary Justification (Explain why the boundaries were selected.)

The verbal boundary description includes all of the property historically and currently associated with the Rogers Milk Plant Building.

11. Form Prepared By

name/title: India Olson

organization: EDG, Rogers, Arkansas

date: September 10, 2018

name/title: Callie Williams, National Register Historian

organization: Arkansas Historic Preservation Program

street & number: 1100 North Street

city or town: Little Rock state: AR zip code: 72201

e-mail callie.williams@arkansas.gov

telephone: 501-324-9880

date: September 10, 2018

Additional Documentation

Submit the following items with the completed form:

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

Rogers Milk Plant Building

Name of Property

Benton County, Arkansas

County and State

Photographs

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

Photo Log

Name of Property: Rogers Milk Plant Building

City or Vicinity: Rogers

County: Benton

State: Arkansas

Photographer: Callie Williams

Date Photographed: October 24, 2017

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

- 1 of 14: East Façade, Rogers Milk Plant Building, camera facing west.
- 2 of 14: East Façade, Rogers Milk Plant Building, camera facing southwest.
- 3 of 14: East Façade of the Rogers Milk Plant Building and East and North façade of the metal building to the southeast of the main plant building, camera facing southwest.
- 4 of 14: South Façade of the Rogers Milk Plant Building and South Façade of the metal building to the southeast of the main plant building, camera facing north.
- 5 of 14: South Façade of the Rogers Milk Plant Building, camera facing northwest.
- 6 of 14: South and West façade of the Rogers Milk Plant Building and the attached metal structure, camera facing northeast.
- 7 of 14: West Façade of the Rogers Milk Plant Building and the attached metal structure, camera facing northeast.
- 8 of 14: West Façade of the Rogers Milk Plant Building, camera facing southeast.
- 9 of 14: North and West Facades of the concrete block office building to the northeast of the main plant building, camera facing southeast.
- 10 of 14: South and East Facades of the concrete block office building to the northeast of the main plant building, camera facing northwest.
- 11 of 14: Detail of the concrete chimney at the south end of the main milk plant building, camera facing northwest.
- 12 of 14: Interior detail, second floor of the Rogers Milk Plant Building, camera facing north.

Rogers Milk Plant Building
Name of Property

Benton County, Arkansas
County and State

- 13 of 14: Interior detail, first and second floor at the southwest corner of the building,
camera facing southeast.
- 14 of 14: Interior detail, view of the interior of the third floor ceiling, camera facing
southwest.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Rogers Milk Plant Building

Rogers, Benton County, Arkansas

UTM
NAD 1983

Zone: 15 S
Easting: 399591
Northing: 4020433



Google Earth

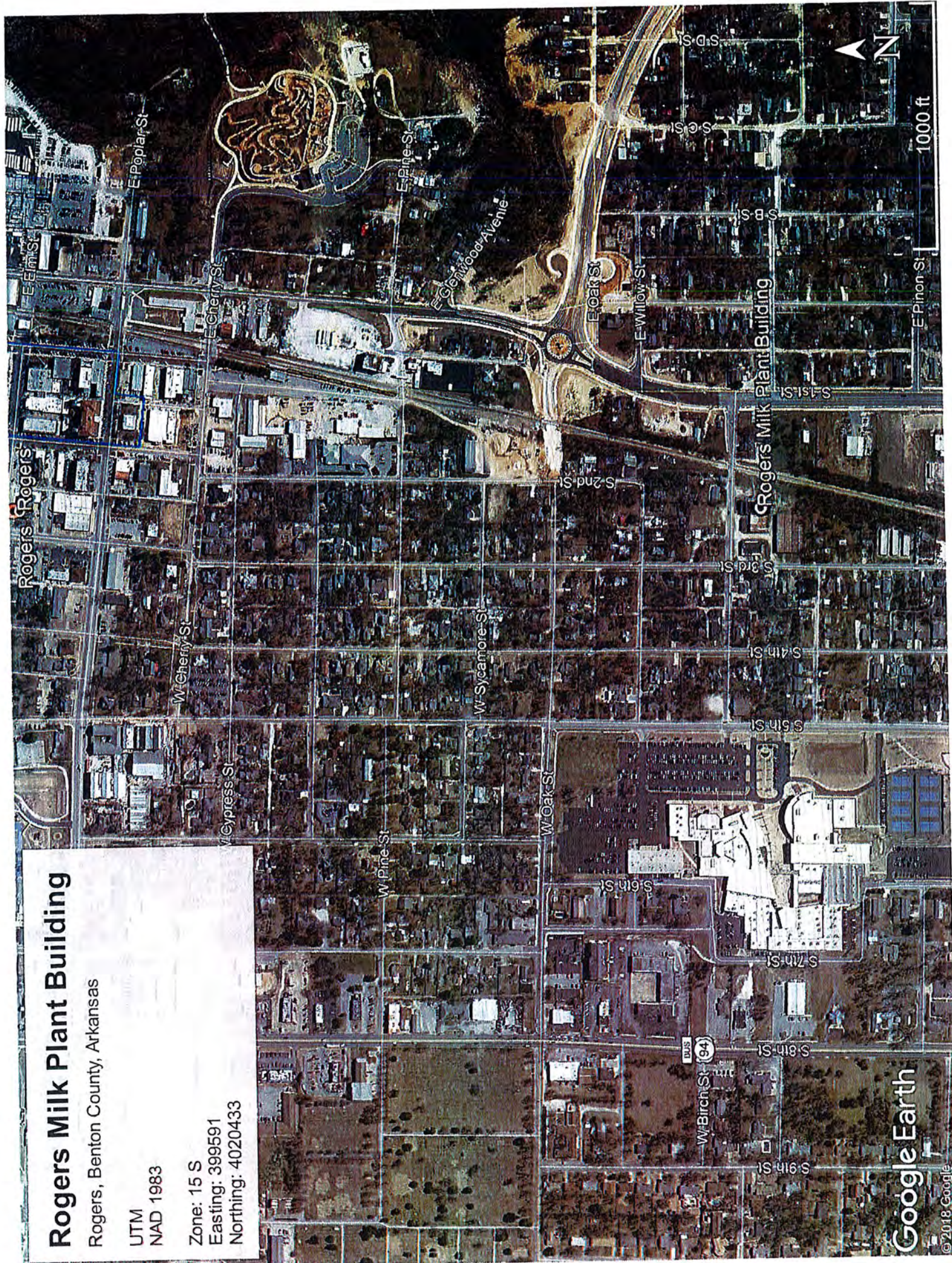
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Rogers Milk Plant Building

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