

Legend—

Established in 1906, Wilson's has grown in popularity with each succeeding generation of patrons. Year after year they return to Ephraim, making this their first stop for relaxation and refreshment, information and the exchange of friendly greetings.

Wilson's, known for its friendly atmosphere, welcomes you and wants you to enjoy its cleanliness and courteous service.

We are located one mile from the picturesque and scenic Peninsula State Park. A visit to this enchanted natural park will live long in your memory.



9990 Water Street
 P.O. Box 187 • Ephraim, WI 54211
 920-854-2041
 info@wilsonsiccream.com

www.wilsonsiccream.com



If you'd like to bring a part of Wilson's home with you be sure to look at our many Wilson's souvenirs including t-shirts, ornaments, mugs, key chains, and more!



On your next visit, purchase a copy of *The Scoop!*
 A complete story of Wilson's Restaurant & Ice Cream Parlor written by former "Wilson's Girl", Meredith Ammons Ollila.



A Door County Tradition Since 1906



Wilson's Restaurant & Ice Cream Parlor



Ephraim, Wisconsin –
 Where Young & Old Meet

Wilson's Restaurant and Ice Cream Parlor has been located in the heart of Ephraim since 1906. A classic Door County landmark that possesses the enchantment to take the youngest visitors back in time with its old-fashioned soda fountain and ice cream specialties, home-brewed draft root beer, flame broiled burgers and juke boxes playing the classics.

During the last 100 years, Wilson's has grown in popularity with each succeeding generation of patrons. Year after year they return to Ephraim, making this their first stop for relaxation and refreshment, information and the exchange of friendly greetings. We look forward to taking a trip down memory lane with you on your next visit!



Open May - Late October
Open at 11 a.m.- Call for closing times

Whether you're looking to enjoy a meal or grab an ice cream cone before enjoying an Ephraim sunset, Wilson's is a must on your next Door County vacation!

Wilson's History



Oscar & Mattie Wilson 1906-1941

After moving to Ephraim from Milwaukee, Oscar and Mattie Wilson along with their four sons (Harold, Orvis, Carl, and Hollis) opened a store featuring homemade ice cream and candy and so began "The Wilson Tradition." Over the years they began serving food. The store itself was expanded to the north which allowed a third bedroom to be created upstairs. They also enclosed the porch seating area and helped with the construction of the flagstone floor which still exists today.

Orvis & Lillian Wilson 1941-1961

Opened the back of the store for two additional businesses. One being his brother Harold's realty office which later became Wilson-Shaffer Realty (still currently located in Ephraim). The other was the Ephraim branch of the Bank of Sturgeon Bay.

Bob & Liz Schroeder 1961-1965

Expanded the Annex (North side of the restaurant) to add four additional booths.

Marge Binder &

Bibs McAgon 1965-1975

Converted the space previously used as a bank into "The Little Store" where they sold grocery type items.

Allen & Chris Ashley 1975-1980

Renovated the upstairs to improve employee housing by putting up walls to make more individual rooms and installing bunk beds. They also expanded the kitchen by removing the walls from "The Little Store."

Tim & Nancy Christofferson 1980-1985

Replaced the flooring and fountain countertop. They also created the outdoor seating area by setting up tables on the asphalt and surrounding the area with a white fence and flower boxes.

Al & Judy Lohman 1985-1997

Enhanced the outdoor seating by building a deck and adding a side door into the building. They also removed an interior staircase to the upstairs which created space within the restaurant for a nickelodeon.

Roy & Diane Elquist 1997-Present

Installed air-conditioning which was a welcomed comfort. We further enhanced the outdoor seating by screening it in to keep out unwanted bees. We also replaced the wooden fountain with a marble top. We look forward to future projects that will continue to enhance your Wilson's experience.



Come Tarry Here And Welcome Be
www.wilsonsiccream.com

