United States Department of 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 names PARAMOUNT KNITTING COMPANY MILL other names/site number BEAVER DAM COTTON MILL, WEYENBERG SHOE COMPANY

2. Location

street & number		222 MADISON STREET				N/A		not for publication	
city or	town	BEAVER DA	M				N/A	vicinity	
state	Wisconsin	code	WI	county	DODGE	code	027	zip code	53916

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this \underline{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 \underline{X} meets _ does not meet the National Register criteria. I recommend that this property be considered significant _ nationally _ statewide X locally. (See continuation_sheet for additional comments.)

Signature of certifying official/Title

State Historic Preservation Officer - Wisconsin

State or Federal agency and bureau

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

Signature of commenting official/Title

State or Federal agency and bureau

12/16/0

Date

OMB No. 10024-0018

Date

PARAMOUNT KNITTING COMPANY MILL	Dodge County Wisconsin
Name of Property	County and State
. National Park Service Certification	
hereby certify that the property is: entered in the National Register See continuation sheet. determined eligible for the National Register. See continuation sheet. determined not eligible for the National Register. See continuation sheet. See continuation sheet. 	Son 16. Beall 2.4.1
other, (explain:)	Date of Action
5. Classification	
Ownership of Property (check as many boxes as as apply) Category of Propert (Check only one box as apply) X private X building(s) public-local public-State public-Federal District Site Object	
Name of related multiple property listing: Enter "N/A" if property not part of a multiple property isting.) N/A	1 0 total Number of contributing resources previously listed in the National Register 0
5. Function or Use	
Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
Industry/Processing/Extraction: Manufacturing Facilit	y Work In Progress
7. Description	
Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions) Foundation Stone
Late 19th and Early 20th Century American	walls Brick
Movements	roof Asphalt
	other Glass

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

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Paramount Knitting Company Mill Beaver Dam, Dodge Co., WI

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BUILDING DESCRIPTION

Sited on a rise of land at the south bank of the Beaver Dam River and the outlet of Beaver Dam Lake is the mill complex that was built in part as the Beaver Dam Cotton Mill and later served as the Paramount Knitting Company's Bear Brand Hosiery Plant No.3 and as the Weyenberg Shoe Company. The site is southwest of downtown Beaver Dam and bounded by Madison Street to the southeast. Laid out by prominent cotton mill engineer of Providence, Rhode Island, P.F. Sheldon, the building construction began in the spring of 1882 and the building opened in 1883.

The Madison Street side of the building or the southeast side displays the growth of the building in its many alterations. Chronologically, the oldest and largest part of the complex is the long tall raised three-story red brick mill building, built in 1882 - 1883. At the southwest end of the original building is the one-story 1930 powerhouse and receiving dock addition. At the northeast end of the 1882 - 1883 building is the three-story red brick wing with industrial steel windows, built in 1930. At the northeast end of the complex is the low, one-story office wing, built in 1937 to house the offices of the Weyenberg Shoe Manufacturing Company. It is minimally connected with an enclosed stair to the 1930 building and features a band of windows, with an entry stair to the connector.

The southwest face of the complex reveals the partly original though many-times-altered one-story powerhouse wing. The side of the one-story 1930 powerhouse and receiving dock addition extends to Madison Street. The lot slopes somewhat from the street down toward the river and old flume entrance nearer the river.

The northwest side of the complex along the river is comprised of the old wheelhouse at the southeastern end. The 1882 - 1883 building with its original central plumbing tower appears as a riverside appendage and a second protruding plumbing tower is at the northernmost end of this face of the building. Beyond and stepped back from the face of the 1882 - 1883 building is the three story 1930 building and further north is the low, one-story office building. Its lowermost foundation appears to be the original 1890s brick warehouse foundation. The building is just down stream from the dam and apart from the river, ranging from 20 to 30 feet, and its lowermost visible walls are several feet above river level. Extending north from the office building, almost to the bridge is the glacial boulder retaining wall, erected in the 1920s.

The northeastern façade is largely the one-story office – its glass entryway facing downtown Beaver Dam. A couple windows open to corner offices. Beyond is the northwestern face of the 1930 wing and beyond it a bit of the 1882 - 1883 building.

It may help to describe the evolution of the building complex in order of its construction and alterations.

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The 1882 - 1883 Beaver Dam Cotton Mill building is the main three-story red brick building with basement which measures 92' by 172', and a one-story engine and boiler room on the southwest end of 48' by 60'. Originally a similar one-story northeast wing was a picker room of 40' by 60'. The mill was built of red brick fired nearby at Benner Thorp's brickyard on North Centre Street.¹

The building is oriented along Madison Street lengthwise running southwest to northeast. The first floor is a few steps above Madison Street and the basement is fully exposed along the river side at a lower elevation and along Madison Street, as well, with a steeply sloped bank between the public walk and the building. The large embanked window well is surrounded by original cast-iron pipe rails along the entrance and public walks. It was clearly built to afford the greatest opportunity for natural lighting to serve manufacturing. While the old main three-story building is set a short distance from the street, the one-story side wings were set just a few feet further from the street, possibly to provide more vehicle movement and loading area. The river side of the main building has a central tower which rises above the roof. It was the location of the rooftop water tank and lavatories on each floor. The building has a nearly flat roof, typical for textile mill construction.

The construction and details were typical of the factory loft type of construction, with fire-resistant and "slow-burning construction" and installations. The thick masonry bearing brick walls and the timber post and beam construction was engineered to support heavy machinery, would burn slowly and would not readily collapse in a possible fire. The beams were massive pine beams set on three rows of round solid pine columns. The original flooring was pine. The windows were paired, nine-over-nine lite, wood double-hung windows with segmental-arched tops set in segmental arch-topped masonry openings. The doors were and are of paneled wood. The building was outfitted with a Grinnell Automatic sprinkler system (still in place) on all floors except the basement. Tin-clad wood fire doors separated the side wings. Fire safety was further provided by a large capacity water pump system and by employing night and Sunday watchmen.

Vertical movement was provided by the broad wooden stair at the northeast corner of the building at Madison Street, and the freight elevator behind it. The power was supplied by water power, and steam (low water), the steam heat provided by coal, and the lighting was first gas, then gasoline, then electric.

There was a small one-story north wing with a loading door, which was the picking room. There is a one-story south wing, which originally was and is the location of the boiler room, the engine room and originally the office, which faced the street. Adjoining the rear of the south wing was a wood-frame water wheel room above the flume, which supplied the waterpower from the lake above the dam. A brick chimney ninety-five feet tall adjoined the south wall of the boiler room. A frame coal shed stood apart from the boiler room to the south.

Butterbrodt, p.104.

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About 1892, a small, detached brick office building was built just north of the plant. It had ornamental terra cotta blocks inset into its façade, one of which read "B.D.C.M. 1881" noting the year of incorporation of the Beaver Dam Cotton Mill. The 1892 Sanborn map noted the building in plan -- "to be office" -- likely under construction at the time. A coal shed was built to front on Madison Street south of the plant.

Two other accessory buildings that were added by the time of the 1897 mapping were a masonry cotton shed or warehouse over a basement, to the north of the office building, and a frame waste shed further north. Notes indicate that the basement of the main building was used for bale storage, that a third boiler was installed, and gas machinery was installed in the former office.

The complex remained largely unchanged except for the external shed buildings until it was renovated for Paramount Knitting Company's Bear Brand Hosiery plant beginning in 1911. At that time the wheelhouse was rebuilt with masonry and the old water wheel moved and two additional water wheels were added. The engine house was rebuilt (mostly inside the structure) and new boilers, a new engine and dynamo were installed. A new chimney replaced the old one, and an oil tank was installed outside the boiler house. The iron fire escape on the river side at the southwest end of the building was likely built in the late 1910s or early 1920s.

The changes to the old cotton mill undertaken by Henry Pope for the Paramount Knitting Company beginning in 1911 are shown on the 1914 Sanborn map. Among the first was the reconstruction of the wheelhouse (1912, Bear Brand site plan 1930), a brick structure replaced the earlier frame shed. Birch or maple flooring was added throughout the first through the third floors. To accommodate more employees, an additional lavatory tower was added to the north east end of the river side. New functions for the hosiery plant were indicated in the plan: the basement held the dye and finishing rooms, the first floor housed the office, shipping and carpenter shop, the second floor housed the looping, yarn department and machine shop, and the third floor housed the knitting room. To provide additional light to the third floor, three large raised clerestory window units were installed atop the roof. The one-story north wing held the carpenter shop, shipping and oil storage and the one-story south wing, the powerhouse. The old separate office building remained vacant, as was the adjoining cotton shed, which became functionally obsolescent to the new plant due to its location.

In the early 1920s, Henry Pope rebuilt the flume (now filled in) and concrete dam. In 1926, Pope's renovation reinforced the wood timber structure with supplemental steel beams. It may have been at this time that most of the old wooden double-hung windows were removed (basement, first and second floor levels), the masonry arches rebuilt, and new steel sash single-glazed factory windows were installed.

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The rustic granite boulder river wall was built in 1927, as part of the improvements undertaken by Henry Pope, to create a monument to Beaver Dam's first fire station built in the 1860s, which had stood just northeast of the mill. Henry Pope erected a stone gazebo-like shelter to house the original fire department bell, an accompanying plaque that year. In 1960 the bell and plaque were removed to the new fire station and the shelter removed.²

The company undertook the two additions in 1930, per the drawings prepared by consulting engineer C. P. Hubbard of Chicago -- the three-storied brick production plant and the one-story southwest wing addition. Plans dated May 21, 1930 called for the replacement of the old one-story northeast wing and the detached cotton mill office to be removed and replaced with a modern four-story red brick, steel-frame and poured-concrete industrial shed type building with large steel-frame windows. The northeast end wall was finished with a utilitarian brick as if to permit an easy extension of the building at a later date. The large addition features an almost unnoticeable inset above the top row of windows on the Madison Street façade -- it is one of the sculptural floral red terra cotta panels salvaged from the old Beaver Dam Cotton Mill's office building and reads "B.D.C.M. 1881." Pope had honored the history of the site. The other addition contemporary with the large one, was a small one-story engine house extension at the southwest end of the Madison Street frontage.

The old one-story brick warehouse, originally built in the mid-1890s at the northeast end of the complex, was likely rebuilt in 1937 to house the offices of the Weyenberg Shoe Manufacturing Company. It was connected with a stair and corridor to the 1930 building. It is a simple reddish-brown brick building with a flat roof, low parapet wall, wide paired double-hung windows and a simple modern front facing northeast, toward downtown. The door, a replacement, has a glass block surround. The interior has a foyer and two offices partitioned from the otherwise open floor plan.

In late 1986, the massive cast-iron turbine or water wheel, weighing over two and a half tons, was removed from the wheel house and was installed as a display on the north side of the dam on public land dedicated as Cotton Mill Park. It is likely that the flume was converted to a loading dock at about that time.

Other than the removal of some partition walls, this was the last notable alteration until the flume was filled and converted to a truck-loading bay in the 1970s. Minor alterations to windows and doors were made to the boiler plant. The top floor windows were bricked in during recent decades and aluminum windows installed when the top floor was used for warehousing products by the Weyenberg Shoe Manufacturing Company, more recently renamed the Weyco Group, Inc.

² Beaver Dam, Fire Department History, online.

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Integrity

The complex retains remarkable integrity from the period of its association with the water-powered textile mills of the Beaver Dam Cotton Mill, the Paramount Knitting-Bear Brand Hosiery Company, and the Weyenberg Shoe Factory. The alterations since that time include the removal of the chimney, and the brick in-fill of the third story window openings. The flume has been filled in and the plant is no longer connected to the dam. Because of the loss of integrity of these features and because they are located outside of the property boundaries, these elements are excluded from the nomination.

PARAMOUNT KNITTING COMPANY MILL

Name of Property

Dodge County

Wisconsin

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 the National Register listing.)

- X 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

Period of Significance

1883-1960

Significant Dates

1883, 1911, 1930, 1937

Significant Person (Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Sheldon, Frank P. Hubbard, C. P.

Narrative Statement of Significance

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

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SIGNIFICANCE

The Paramount Knitting Company Mill is locally significant under Criterion A for its historic association with several of Beaver Dam's largest manufacturers. It is also the only relatively intact industrial building once powered by the Beaver Dam River. Its period of significance is the period during which it was associated with the textile mills of the Beaver Dam Cotton Mill and particularly the Paramount Knitting-Bear Brand Hosiery Company and then with the Weyenberg Shoe Factory. The period of significance begins in 1883 with the opening of the cotton mill and ends in 1960 at the end of the historic period. The period of significance of the building is the period during which it was associated with the textile mills of the Beaver Dam Cotton Mill beginning in 1881 and the period of Paramount Knitting Company's first occupation of the building from 1910 through 1934, to the fifty year cut-off in 1960. This is due to the continued use of the building as an important industrial manufacturing facility in Beaver Dam. The historic name given the property is that of its second occupant – the Paramount Knitting Company. The building closely reflects the changes made during that period and the Knitting Company was a major manufacturer and employer during the period it occupied the building.

Set on the south bank of the creek and oriented along Madison Street, the three-story red brick mill building served cotton milling from 1883 to 1906 and hosiery manufacturing from 1911 until 1934. Paramount Knitting Company was the parent corporation for Bear Brand Hosiery Company and the Beaver Dam plant figured significantly among the company's manufacturing facilities which were based in Kankakee, Illinois, and with smaller plants elsewhere, including Waupun. The Beaver Dam plant was the Bear Brand Hosiery Mill No. 3. Bear Brand Hosiery was a prominent company in the hosiery industry nation-wide.

In the heat of a labor strike, Henry Pope, its owner, closed the plant in 1934. The City of Beaver Dam acquired the property soon afterward and, in 1937, coaxed the Milwaukee-based Weyenberg Shoe Company to open a plant in the building, which the company occupied until recently.

The building has remained largely unchanged since the last additions by the Paramount Knitting Company in 1930, except for the construction of the northeastern-most one-story building for Weyenberg Shoe Company's offices in 1937, when that company took over the plant.

Beaver Dam's Water Power

The oldest and largest building of the plant, the Beaver Dam Cotton Mill, was built in 1882 - 1883. It was built on Beaver Dam's premier water-power site, the location of Beaver Dam's earliest mill, which had been undertaken soon after the discovery and settlement of the area.

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Settlers first made a visit to the present heart of Beaver Dam in 1840. Thomas Mackie and his son-inlaw, Joseph Goetschius, found opportunity in the location while seeking a new homestead on a walk from Fox Lake, ten miles distant. They cut timber for a log house near a spring, later the vicinity of Mackie and Spring streets. The following March, they returned to build the cabin. The little stream that issued forth ran south to join the river, a branch of the Crawfish River. On it were beaver dams, which was the original source of the name bestowed upon the settlement.

David Drake began construction on the first mill on the river in 1842, on the bank adjoining the small river at the outlet of the marsh that preceded Beaver Dam Lake. Moses and David Ordway completed the timber-frame mill, the first mill of its kind in Dodge County, in 1843. It adjoined the beginnings of the first dam that Drake had also begun in 1842. The following year, David Ordway, then only seventeen, completed it by hand. It was a crude structure built over a previously existing beaver dam, thus the commonly accepted legend that this was the reason the name was given to the settlement, which had until then been known as Grubville.³ Prior to the construction of the dam, the river wound through fifteen miles of the large marsh west of the present city of Beaver Dam. When it was first harnessed in 1843, it "set the wheels of industry in motion and create[d] one of the most industrialized centers within the state." As with most small communities, it had its beginning with the sawmill and gristmill.

In 1847, adjoining Ordway's gristmill, the Beaver Dam Flouring Mills was built. It had six runs of stone and the capacity of turning out more than 25,000 barrels of flour per year.⁴ Under the ownership of E.R. Hoyt, the mill was rebuilt in 1870 and produced "flour which was shipped to all parts of the country." When under the ownership of Hoyt and Son, fire destroyed the mill on September 18, 1881.

Around 1850, Beaver Dam's second flour mill, the Empire Roller Mill, was built down river on the west bank, a few hundred yards southeast of the Ordway mill, near the second dam on West Mill Street by S.P.K Lewis and Abram Ackerman. That mill was driven by water power alone until the 1880s when steam power was added to avoid shutting it down in times of low water. The mill discontinued grinding flour in 1890, when wheat production diminished in the area, and feed grinding for farm livestock became its mainstay.⁵ Years later, the building was moved and in the 1920s demolished.

The Woolen Manufacturing Company, also known as the Dodge County Woolen Mills and the Farmers Woolen Mill began business in July 1853, below the Empire Roller Mill and the second dam, toward the south end of Centre (later Center) Street. In 1865, A. J. McFetridge bought the property at

³ Hoyt, pp. 17, 22, 23; Butterbrodt, p.90.

⁴ Butterbrodt, p.92.

⁵ Ibid., p.94.

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the west end of the third dam, including the waterpower, and in 1867 built a large four-story brick mill to replace the first frame building. The woolen mill produced high-quality woolens made of Wisconsin wools until the availability of such had practically ceased and the competition of larger mills forced its closing in 1912. That mill was then used by the Weyenberg Shoe Manufacturing Company when it first began operations in Beaver Dam from 1915 and until its Spring Street plant opened in 1919. In 1924 the property became home to the Kraft Phoenix Cheese Company, later significantly altered and rebuilt for the present company, Kraft Foods.⁶

Of all the original water-powered industrial buildings that had been built along the Beaver Dam River in Beaver Dam, only the Paramount Knitting Company's Bear Brand Hosiery mill building remains recognizably the same as during its later period of significance. Only a fragment of one other water-powered building -- McFetridge's woolen mill, long part of the Kraft Foods complex on Center Street -- yet stands, though is unrecognizably altered, its oldest historic mill buildings largely replaced, and the remaining one encased with modern sheathings and additions.

The Beaver Dam Cotton Mill

The construction of the Beaver Dam Cotton Mill was the result of a concerted business community enterprise to bring industry to Beaver Dam. Before the ashes were cool on the burned Hoyt and Son flour mill which had stood on that site, a group of citizens and businessmen formed a campaign to build a cotton mill and secure a competitive modern industry for the community. The Beaver Dam Cotton Mill was incorporated on October 5, 1881. Over the following weeks, businessmen and citizens alike invested in the future enterprise. At a town meeting held in January 12, 1882, the capital goal of \$185,000 was attained, following the lead by businessmen George B. Congdon and G.W. Chandler.

The group commissioned Frank P. Sheldon, mill engineer and architect in Providence, Rhode Island, to design the new mill. Sheldon (1846-1915) was trained as a mechanical and civil engineer, and entered the textile business as a mill engineer in the 1870s. He learned by researching existing mills and developed sound methods of engineering design for steam, hydraulic, electrical, and mechanical systems for many New England mills.

On March 28 in 1882, Sheldon viewed the Beaver Dam cotton mill site, staked out the building footprint and made plans. Specifications called for a three-story main building and basement measuring 92' by 172', an engine and boiler room of 48' by 60', and a picker room of 40' by 60'. The mill was of red brick fired nearby at Benner Thorp's brickyard on North Center Street. The work was

⁶ Ibid., pp.96-97, pp.105, 106.

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done by local labor under local contractors. Construction soon began in the spring of 1882, and the mill was in operation by April 1883.⁷

When completed, the Beaver Dam Cotton Mill housed its many functions, differentiated by locations on the several floors and wings.⁸ In the main building in the lower level below grade on the Madison Street side were twelve looms and cloth rooms, the first floor housed weaving, the second floor housed carding, with seventy-two cards, and the third floor held spinning, spooling, and slashing. The one-story north wing was the picker room on the first level, while the one-story south wing was the location of the boiler room, the engine room, and the office, which faced the street.

A dozen looms were put into operation, though full production did not begin until later. The company specialized in producing "cotton sheeting which found a ready market in all the central and western states." For years, the company operated on an over-time schedule and gave employment to about two hundred skilled workers.⁹

In 1906, the company closed the plant due to the competition of much larger cotton mills in the northeast and south, and their proximity to the material sources. It remained vacant until 1911.

Paramount Knitting Company and Bear Brand Hosiery

The next life for the old Beaver Dam Cotton Mill was to serve as a textile manufacturing plant for the Paramount Knitting Company's Bear Brand Hosiery Company, which was based in Chicago and Kankakee, Illinois.

Paramount Knitting Company's first venture in Wisconsin was a contract with the State Prison in Waupun in the spring of 1887. Due to the relatively isolated location of the prison and the state's development of an income generating model for the prison just years earlier, the prison offered a ready source of year-round cheap labor and the State approved the investment in setting up a knitting shop. Paramount Knitting Company's piece-price bid was accepted.¹⁰

Several similar State contracts with Paramount Knitting followed during the following decades. For several years, Paramount Knitting occupied an industrial building in Waupun, outfitted with machinery installed with State appropriations. The knitting shop employed not less than 300 inmates from 1903 to

⁷ Ibid., pp.104, 109.

⁸ Sanborn insurance maps.

⁹ Butterbrodt, p.109.

¹⁰ Whitin, p.76.

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1908. The plant was upgraded for the new contract by moving from its facility in Chester, Illinois. Contracts with the State were maintained until 1933.¹¹

Henry Pope, an innovative industrial entrepreneur from Wilmette, Illinois, was the man behind Paramount Knitting and Bear Brand Hosiery Companies. His plants contributed significantly to the industrial production of central eastern Wisconsin, particularly Beaver Dam. He founded several companies, four of which grew to occupy a significant position in their respective trades, two of which played significant roles in Beaver Dam's history – Paramount Knitting Company and Bear Brand Hosiery Company. His company offices were based in Chicago, but his plants, numbers one and two, were located in Kankakee, Illinois. Pope formally organized the Paramount Knitting Company in 1893, and continually changed and upgraded his facilities in Illinois, Wisconsin, and later, Kentucky and Indiana.¹²

In March 1911, Henry Pope rented the third floor of the old Beaver Dam Cotton Mill so he could move a significant part of the production of the Paramount Knitting Company from Waupun. He likely learned about the closed mill in Beaver Dam while conducting business in Waupun. In December 1911, he bought the mill, including the water power, for \$25,000. Extensive repairs and the reconstruction of the engine room ensued, new engines installed, the old chimney was torn down and rebuilt, and the facility equipped with new machinery as progress permitted. Within two years, the plant was fully operational. It was dubbed Bear Brand Hosiery Mill No.3 and the Waupun mill was named the Bear Brand Hosiery Mill No. 4, likely due to the smaller volume of output. Later, Pope built a new concrete dam and spillway.

In about 1926, machinery was installed for the manufacture of "full fashioned hosiery." This required restructuring the building with steel reinforcement to eliminate vibration, which can be destructive to building and machinery alike.

Bear Brand Hosiery, the second of Pope's companies, was a subsidiary of the Paramount Knitting Company. It was developed in 1893, though did not appear in use as a prominent product name until after the turn-of-the-century. The names Bear Brand and Paramount were practically synonymous with each other, since they appeared jointly, though the Bear Brand name predominated after about 1913, and was used exclusively after a company reorganization in 1922.¹³

Pope's success was based on his management of production. In 1923, in his book <u>The Making of</u> <u>World-Famous Hosiery</u> he expounded on the production of high quality cotton yarns and products. At

¹¹ 1923 Wisconsin Blue Book, pp.244-245.

¹² Stevens, p.60.

¹³ Ibid., p.60.

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that time, he had six manufacturing plants employing twenty-five-hundred people and producing "approximately ten thousand dozen pairs of cotton, wool, and silk hosiery every day."¹⁴

According to company marketing, Bear Brand Hosiery Company's goods were manufactured under processes and machinery protected by patents, marketed under its own "original and distinctive trade marks." A 1920 marketing item shows twenty-three hosiery products with many lines for children, women and men, including dress and work including military, "engineer and fireman."¹⁵

Pope took great care with his employees in an area he referred to as "industrial welfare." In each of his plants, he provided a full first aid facility with a trained nurse on staff. He had a cafeteria and lounges for women. Employees received extensive training and during winter months had a course on the topics of textile problems and factory management that was delivered by experts for the foremen, supervisors, superintendents, and others wishing to enroll. His company executives also devised a profit and pension fund to reward faithful service for employees in the employ of the company for three years or more. The company matched up to five percent of the earnings of an employee. These were placed in trust funds, an early pension plan.¹⁶

The hosiery plant employed as many as 500 workers, of the 2500 workers at all of the Bear Brand plants in Kankakee, Illinois, Beaver Dam, Waupun and Hartland, Wisconsin.¹⁷ Management was considered to have taken care of employees, and they were considered to be well paid.¹⁸

The plant was significantly expanded with the completion of a large addition in September 1930 according to plans prepared the previous May by Chicago engineer, C. P. Hubbard.

On March 24, 1932, the Bear Brand Hosiery Company announced a decision to close its plants in Beaver Dam, Hartford and Waupun at the end of 1933. The decision was based on the law enacted by Congress in 1929 that banned the interstate transportation of prison-made products. This ascertains that certain efficiencies existed between maintaining contracts at the Waupun plant and the other plants. The 300 prisoners at Waupun who worked for the Bear Brand plant would be idled. However, the company extended its tenure in Beaver Dam, until strife broke out in March 1934.¹⁹

Just short of two years after that announcement, a labor strike precipitated the closure of the plant on March 20, 1934. It was reported that five hundred men participated in the strike at the plant and hostile

¹⁸ Ibid., p.118.

¹⁴ Pope, p.6.

¹⁵ Illustrated Bear Brand Hosiery Co. "Engineer and Fireman" Half hose box sleeve, dated July 1920.

¹⁶ Pope, p.46.

¹⁷ Butterbrodt, p.118.

¹⁹ Sheboygan Press, March 24, 25, 1932.

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Paramount Knitting Company Mill Beaver Dam, Dodge Co., WI

Section <u>8</u> Page <u>7</u>

actions resulted in police involvement and protection of the 200 non-striking men, approximately half of those employed there, who had remained working. Union advisers and supporters came to town to demonstrate their support. There were sympathetic actions in Racine and Milwaukee in solidarity with the Beaver Dam strikers.

Just as abruptly as the strife erupted, Henry Pope closed the plant. Despite several weeks of attempts to reconcile the situation by the Regional Labor Board, the company representatives stated that "there was no labor dispute at the plant." On April 14, Pope announced: "the Bear Brand Hosiery company no longer operates a plant at Beaver Dam and employs no hosiery workers there. Its plant there was forced to close and go out of business on account of uncontrollable public riots."²⁰ Local Branch 66 of The American Federation of Hosiery Workers brought charges, but to no avail. The strikers maintained their position and continued to have a presence outside the plant until November 30, when more than eight months of "the most persistent picketing on record in strike history had been ended" when leaders agreed to withdraw marchers at the Bear Brand Hosiery Plant.²¹ In contrast, a strike at the Kankakee Bear Brand Hosiery Co. plant in 1935 met with success with Pope, and remained in production.²²

Henry Pope passed the reins of management of Bear Brand Hosiery to his son Henry A. Pope, Jr. in 1935, after which time plants were opened in Gary, Indiana and Henderson, Kentucky in 1937.²³ Bear Brand continued in business into the late 1970s with knit goods and yarns.

Henry Pope's Related Businesses

Another of Pope's businesses related to the textile trade was the Paramount Metal Form Drying Company, incorporated in February 1913. It occupied the former McFetridge woolen mill at the west end of the third dam on South Center Street in Beaver Dam.²⁴ In 1915, the name was changed to Paramount Hosiery Form Drying Company and moved to Kankakee. The forms were used in drying the completed hosiery to prepare it for labeling and packaging. Also, the Pope Machine Company, later the Paramount Textile Machinery Co., another of Pope's innovative corporate enterprises, started in March 1922, and manufactured the machines used in the production of the knit goods under the label of several merchandizing companies at their facilities in Kankakee.²⁵ It survived until fairly recently, having operated in High Point, North Carolina for many years.²⁶

²⁰ Sheboygan Press, March 21 and 31, April 14, 1934.

²¹ Sheboygan Press, Nov. 30, 1934.

²² Edwardsville Intelligencer, March 4, 1935.

²³ Armstrong.

²⁴ Butterbrodt, p.106.

²⁵ McKenna.

²⁶ Pope, p.36.

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National Register of Historic Places Continuation Sheet

Paramount Knitting Company Mill Beaver Dam, Dodge Co., WI

Section 8 Page 8

Weyenberg Shoe Manufacturing Co., Lakeside Plant

The old Paramount plant sat vacant only for a short time when in 1936 the City of Beaver Dam acquired it in order to attract another manufacturer. They appealed to the Weyenberg Shoe Manufacturing Company, one of the largest shoe manufacturing companies in the state, which had opened their first plant outside Milwaukee in Beaver Dam in 1914.

The company that was to become Weyenberg was founded in 1892 by three Appleton, Wisconsin men who formed a partnership known as the W.R.P. Shoe Company, offering retail shoes regionally. After several years, the business moved to Chippewa Falls, a thriving lumber town in northern Wisconsin. The company catered to workers in the logging industry by providing tough, well-crafted shoes and boots made of quality materials. The Weyenberg Shoe Manufacturing Company incorporated on May 28, 1906 in Milwaukee and constructed a new plant on Brown Street in Milwaukee in 1910. Franklin L. Weyenberg served as president from 1906 until 1964. The company prospered and, by 1914, was exploring options for expanding its operations outside of Milwaukee. Beaver Dam and Hartford (Wisconsin) competed for Weyenberg's first satellite plant. Mr. Weyenberg promised to locate the new factory in the community that raised \$5,000 in public subscriptions to help finance the new operation. Beaver Dam business leaders answered the challenge with the support of the newspaper, and Beaver Dam was chosen as the location of the new plant.

Needing room for expansion locally, Weyenberg acquired the old knitting plant on Madison Street and moved in to begin production in 1937. From 1937 until at least 1965, the firm maintained a workforce of 700 persons in its two Beaver Dam factories. During World War II, Weyenberg produced army boots and shoes; in 1946, it retooled and trained its employees in the manufacture of men's fine dress shoes, producing an average of 5,000 pairs per day.²⁷ Men's dress shoes were produced in both plants. Around 1942, the Ludington plant, which made work shoes, closed. The factory in Hartford, where women's and children's shoes were produced, ceased operating in 1953. During the 1970s and the 1980s, the company reduced shoe production further and began to purchase shoes made in foreign countries. By 1990, the number of employees had fallen to 325 and only the plants in Beaver Dam continued to manufacture shoes. In 1990, the name of the company was changed to the Weyco Group, Incorporated.²⁸ In 1994, production ceased at the North Spring Street site, with the production of shoes continuing at the Madison Street factory. The Madison Street plant served in the manufacture of men's dress shoes until a few years ago. More recently, it was as a storage and distribution facility for the company. It was vacated in 2005 and is now undergoing a renovation approved under the Historic Tax Credit program.

27 Sesquicentennial History, p.4.

28 Beaver Dam Sesquicentennial History Book: 1991, (Beaver Dam: History Book Committee, 1991), pp. 73-74.

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National Register of Historic Places Continuation Sheet

Paramount Knitting Company Mill Beaver Dam, Dodge Co., WI

Section <u>8</u> Page <u>9</u>

SUMMARY

The old Paramount Knitting Company Mill is locally significant for its historic association with several of Beaver Dam's largest manufacturers. It housed the Beaver Dam Cotton Mill from 1883 to 1906, the Paramount Knitting Company's subsidiary Bear Brand Hosiery Company from 1911 until 1934, and the Weyenberg Shoe Company from 1937. All three companies provided industrial employment and were major manufacturers, supporting the economy of the community.

Name of Property

Dodge County

County and State

Wisconsin

9. Major Bibliographic References

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

Previous Documentation on File (National Park Service): Primary location of additional data: X preliminary determination of individual X State Historic Preservation Office listing (36 CFR 67) has been requested Other State Agency Federal Agency previously listed in the National Register Local government previously determined eligible by University the National Register Other designated a National Historic Name of repository: landmark recorded by Historic American Buildings Survey # recorded by Historic American Engineering Record

10. Geographical Data

Acreage of Property 1.80 acres

UTM References (Place additional UTM references on a continuation sheet.)

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	Zone	Easting	Northing		Zone	Easting	Northing	
2				4				
	Zone	Easting	Northing			Easting ntinuation Sh	Northing eet	

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)

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Paramount Knitting Company Mill Beaver Dam, Dodge Co., WI

Section 9 Page 1

BIBLIOGRAPHICAL SOURCES

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Paramount Knitting Company Mill Beaver Dam, Dodge Co., WI

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National Register of Historic Places Continuation Sheet

Paramount Knitting Company Mill Beaver Dam, Dodge Co., WI

Section 9 Page 3

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National Register of Historic Places Continuation Sheet

Paramount Knitting Company Mill Beaver Dam, Dodge Co., WI

Section 10 Page 1

GEOGRAPHICAL DATA

A. Verbal Boundary Description

Lots 1 and 2, Dodge County Certified Survey Map No. 6473, City of Beaver Dam, Dodge County, Wisconsin. See attached Survey Map.

B. Boundary Justification

The boundary includes the building complex and land surrounding, and excludes the parking lot located on Lot 3, southwest of the building.

PARAMOUNT KNITTING COMPANY MILL	Dodge County Wisco		
Name of Property	County and State		
a construction of the second se			

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/title	Robert Lemke, AIA, Member				Colorina -
Organization	210 Madison, LLC			date	08/15/2010
	Envision Consulting, Inc. / Wisc	onsin Rede	evelopment		
street & number	7611 Harwood Avenue			telephone	(414) 640-2175
city or town	Wauwatosa	state	WI	zip code	53213
name/title	Robert Lemke, AIA, President	_			
Organization	Wisconsin Redevelopment			date	08/15/2010
street & number	7611 Harwood Avenue			telephone	(414) 777-0428
city or town	Wauwatosa	state	WI	zip code	53213

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.

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Paramount Knitting Company Mill Beaver Dam, Dodge Co., WI

Section Photos Page 1

PHOTOGRAPHS

Paramount Knitting Company Mill 222 Madison Street, Beaver Dam, Dodge County, Wisconsin Photos by Gary Tipler, August 11, 2010. Digital Images on file at the Wisconsin Historical Society.

1 of 8: Exterior, west and Madison Street facades looking northeast.

2 of 8: Exterior, Madison Street facades looking northeast.

3 of 8: Exterior, Madison Street entrance to 1882 building.

4 of 8: Exterior, Madison Street façade of 1930 addition, looking west.

5 of 8: Exterior, east end of complex and 1937 office wing, looking west.

6 of 8: Exterior, river view from bridge, looking west.

7 of 8: Interior of old cotton mill building, second floor, looking east.

8 of 8: Exterior, river side looking east.



1. View c.1886-1892 Beaver Dam Cotton Mill, view lkg northeast along Madison Street.



2. View c.1897-1899. HISTORIC IMAGES PARAMOUNT KNITTING COMPANY MILL Beaver Dam, Dodge Co., WI



PARAMOUNT KNITTING AND BEAR BRAND HOSIERY COMPANY. The cotton mill had lain

3. View looking west across Madison St. Office on right. Picking room to left. c.1915 per Jefferson/Dodge Co. Gen. Soc.



4. View looking SW along Madison St. Warehouse on right. Photo dated 1916. Tipler, coll.



5. View of Cotton Mill, looking east across low water behind dam. Dated April 2-19, 1899. Tipler Coll.



6. River view looking SE. c.1906.

HISTORIC IMAGES PARAMOUNT KNITTING COMPANY MILL Beaver Dam, Dodge Co., WI

3



7. River view looking East. Paramount Knitting Mills c.1912.



8. River view looking East. c.1914-1924.



9. River view looking up-river, Southwest. c. late 1920s.



10. Dam installed by Henry Pope, c. 1940s.

HISTORIC IMAGES PARAMOUNT KNITTING COMPANY MILL Beaver Dam, Dodge Co., WI



11. Bear Brand Hosiery employees, c.1912.



12. Bear Brand Hosiery employees, c. 1928-1929.

HISTORIC IMAGES PARAMOUNT KNITTING COMPANY MILL Beaver Dam, Dodge Co., WI 6



13. Bear Brand employees in front of new addition, September 30, 1930.

Leading Styles for Children Leading Styles for Men Bearskin Nos. 1 and 2 Engineer and Fireman Sandow Samson (Narrow rib) (Broad rib) Rider and Driver Dress Parade Two Step Record Moccasin Leading Styles for Women Our goods are manufactured under processes and machinery protected by Uniter States Letters Patent exclusively owned by us and dated as follows : Bon Air Parafit Ensign Parasilk June 13 1800 Any. 21, 1900 Feb. 18, 1902 May 19, 1903 Feb. 18, 1908 Nov. 17, 1908 Feb. 9, 1909 Aug. 9, 1910 Dec. 30, 1911 May 19, 191. Paraqueens Also, Our Goods Are Put Up and Marketed Under Our Own Original and Distinctive Trade Marks Montana Paramount 100 Baronet Paramount 105 Dearborn Paramount 110 Paramount Knitting Co., Hunter Bldg., Chicago, U. S. A.

14. Bear Brand Hosiery sleeve from a box dated July 1, 1920. The Beaver Dam mill No.3 (rt), Kankakee (left).



HISTORIC IMAGES PARAMOUNT KNITTING COMPANY MILL

15. 23 Bear Brand products. July, 1920. Beaver Dam, Dodge Co., WI 7

ATTACHMENT #1: PARAMOUNT KNITTING COMPANY MILL



V44 013



1930 SITE PLAN FOR BEAR BRAND HOSIERY CO.

By Consulting Engineer: C. P. Hubbard, Chicago. May 21, 1930

ATTACHMENT #2: PARAMOUNT KNITTING COMPANY MILL, BEAVER DAM, DODGE COUNTY, WI

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Paramount Knitting Company Mill NAME:

MULTIPLE NAME:

STATE & COUNTY: WISCONSIN, Dodge

DATE RECEIVED: 12/20/10 DATE OF PENDING LIST: 1/20/11 DATE OF 16TH DAY: 2/04/11 DATE OF 45TH DAY: 2/04/11 DATE OF WEEKLY LIST:

REFERENCE NUMBER: 10001229

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT

DATE REJECT

ABSTRACT/SUMMARY COMMENTS:

RETURN

Entered in The National Register of Historic Places

RECOM./CRITERIA	
REVIEWR	DISCIPLINE
TELEPHONE	DATE
DOCUMENTATION see attach	ed comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



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PARAMOUNT KNITTING COMPANY MILL

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There may be private inholdings within the boundaries of the National or State reservations shown on this map

Red tint indicates area in which only landmark buildings are shown

Congress of the United States House of Representatives

Washington, DC 20515-4906

November 23, 2010

2462 RAYBURN HOUSE OFFICE BUILDING WASHINGTON, DC 20515–4906 (202) 225–2476

> 6TH DISTRICT OFFICES: FOND DU LAC, WI (920) 922–1180

> > Ознкозн, WI (920) 231-6333

RECEIVED

NUV 2 4 2010

DIV HIST PRES

Wisconsin Historic Preservation Review Board c/o Daina Penkiunas Wisconsin Historical Society 816 State Street Madison, WI 53706

Dear Ms. Penkiunas,

I am writing to support the nomination of the *Paramount Knitting Company Mill* at 222 Madison Street in Beaver Dam, Dodge County, for the Wisconsin State Register of Historic Places and the National Register of Historic Places.

I am in full support of this nomination and hope the Wisconsin Historic Preservation Review Board will give this unique property its most serious consideration.

Please keep me apprised of developments. Correspondence on this matter can be directed to me at 490 West Rolling Meadows Drive, Fond du Lac, WI 54937.

If you have any further questions, please contact my Staff Assistant, Sadie Vander Velde, at (920) 922-1180 or by email at <u>sadie.vandervelde@mail.house.gov</u>.

Sincerely,

Thomas E. Petri Member of Congress

TEP:svv



DEC 20 2010

TO: Keeper National Register of Historic Places

FROM: Daina Penkiunas

SUBJECT: National Register Nomination

The following materials are submitted on this <u>16th</u> day of <u>December 2010</u>, for nomination of the <u>Paramount Knitting Company Mill</u> to the National Register of Historic Places:

<u>1</u> Original National Register of Historic Places nomination form

_____ Multiple Property Nomination form

1 CD with electronic images

8 Photograph(s)

7 pp. Historic Image(s)

1 Original USGS/NOAA map(s)

2 Sketch attachment(s)/exhibit(s)/figure(s)/map(s)

1 Piece(s) of correspondence

Other____

COMMENTS:

Please insure that this nomination is reviewed

This property has been certified under 36 CFR 67

____ The enclosed owner objection(s) do _____ do not_____

constitute a majority of property owners.

Other:

Collecting, Preserving and Sharing Stories Since 1846

816 State Street Madison, Wisconsin 53706

wisconsinhistory.org