

City, Village or Town: New Richmond		County: St. Croix	Surveyor: Stager Roberts	Date: 1983 1986	201 Knowles Avenue North
Street Address: 201 Knowles Avenue North			USGS Quad and UTM Reference: New Richmond South, Wis. 15/536260/4996620	Acreage: approx 1 acre	
Current Name & Use: Domain			Current Owner: c/o Mr. James Buell, C.E.O. Domain		
Film Roll No. SC31	Affix Contact Prints		Current Owner's Address: 201 N. Knowles Avenue New Richmond, WI. 54017		
Negative No. 8			Legal Description: See attached.		
Facade Orient. E					

Original Name & Use:	Source	Previous Owners	Dates	Uses	Source
2 New Richmond Roller Mills Company	B, C				
Dates of Construction/Alteration 1916-17, 1947	Source A, B				
Architect and/or Builder: R. W. Folwell, Engineer and Contractor Chicago, Illinois	Source A				

<p>3 <u>Architectural Significance</u></p> <p><input type="radio"/> Represents work of a master</p> <p><input type="radio"/> Possesses high artistic values</p> <p><input type="radio"/> Represents a type, period, or method of construction</p> <p><input type="radio"/> Engineering</p> <p><input type="radio"/> None</p> <p>Architectural Description and Significance: See Attached.</p>	<p>4 <u>Historical Significance</u></p> <p><input type="radio"/> Assoc. with lives of significant persons</p> <p><input type="radio"/> Assoc. with significant historical events</p> <p><input checked="" type="radio"/> Assoc. with development of a locality</p> <p><input type="radio"/> Other: _____</p> <p><input type="radio"/> None Period of significance: <u>1916-1936</u></p> <p>Historical Background and Significance: See Attached.</p>
Interior visited? <input checked="" type="radio"/> Yes <input type="radio"/> No	

<p>5 <u>Sources of Information (Reference to Above)</u></p> <p>A Original blueprints at the mill.</p> <p>B <u>New Richmond News (Centennial + Five)</u>, 9/27/73 Sect. F, pp. 7,13,14; Sect. D, pp. 4,5</p> <p>C Interview with James H. Buell, 7/14/86</p> <p>D Sanborn Insurance Maps, 1912, 1927</p> <p>E Doughboy historic files + notebooks. On file at Friday Memorial Library, New Richmond</p>	<p>6 <u>Representation in Previous Surveys</u></p> <p><input type="radio"/> HABS <input type="radio"/> LDMK <input checked="" type="radio"/> WIHP <input type="radio"/> NRHP</p> <p><input type="radio"/> other: _____</p> <p>7 <u>Condition</u></p> <p><input type="radio"/> excellent <input checked="" type="radio"/> good <input type="radio"/> fair <input type="radio"/> poor <input type="radio"/> ruins</p> <p>8 <u>District:</u> _____</p> <p><input type="radio"/> pivotal <input type="radio"/> contributing <input type="radio"/> non-contributing</p> <p>9 <u>Opinion of National Register Eligibility</u></p> <p>date: <u>7/21/86</u> initials: <u>HE</u></p> <p><input checked="" type="radio"/> eligible <input type="radio"/> not eligible <input type="radio"/> unknown</p> <p><input type="radio"/> national <input type="radio"/> state <input checked="" type="radio"/> local</p>
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City Map

31-8

Record No. C

INVENTORY FORM FOR NOMINATED PROPERTIES

Name of Property: NEW RICHMOND ROLLER MILLS CO. Owner: DOMAIN /c/o James Buell Date: 1/22/88

Address: 201 Knowles Avenue North Owner's address: 201 Knowles Ave. N, New Richmond, W

City: New Richmond County: St. Croix (Code #109)

*160 NRHP Certification

(a) _____ (b) _____

(c) _____ (d) _____

165 NRHP Certification Date

(a) _____ (b) _____

(c) _____ (d) _____

*170 Thematic or Multiple Resource Nomination Name

Historic Resources of New Richmond

180 NRHP List Name New Richmond Roller
Mills Company

*200 Level of Significance Local

*190 District Classification N/A

*210 Applicable Criteria A

*215 Criteria Considerations

*220 Area of Significance

Industry

230 Period of Significance 1916 - 1936

60 Verbal Boundary Description see attached
and Map

70 USGS Quad Map New Richmond South, WI

80 UTM Coordinates (Format: 99/999999/9999999)
15 / 536260 / 4996620

85 Listed Acreage one acre

340 Review Board Date _____

Number of Resources:

One Non-contributing Building
One Contributing Building
Two Contributing Structures

*use code tables for response

DISTRICT

New Richmond Roller Mills

Record: C

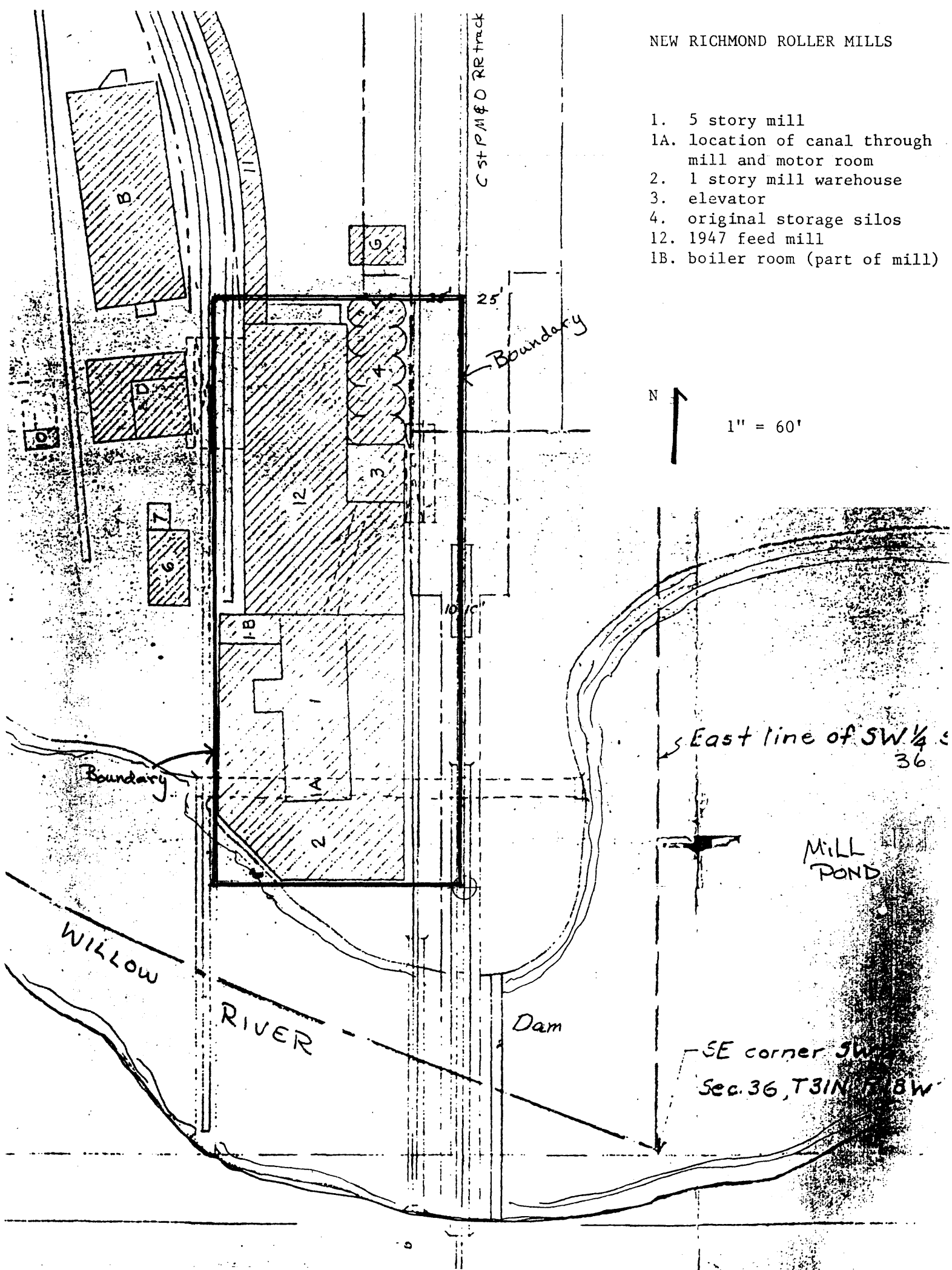
Address: 201 North Knowles Avenue

LEGAL DESCRIPTION

From the SE corner of SW 1/4 of Section 36, T31N R18W north 135' along the east line of SW 1/4 Sec. 36; thence west 105' to the Place of Beginning being the location of the center line of the east set of spur tracks; thence North 292.5'; thence West 120' between the southern 10 and northern 10 concrete silos; thence South 292.5'; thence East 120' to the POB.

NEW RICHMOND ROLLER MILLS

- 1. 5 story mill
- 1A. location of canal through mill and motor room
- 2. 1 story mill warehouse
- 3. elevator
- 4. original storage silos
- 12. 1947 feed mill
- 1B. boiler room (part of mill)



1" = 60'

East line of SW 1/4 Sec. 36

MILL POND

SE corner SW 1/4 Sec. 36, T31N, R18W

C & P M & O RR track

25'

Boundary

10'

Boundary

WILLOW RIVER

RIVER

Dam

Record: C Address: 201 North Knowles AvenueDESCRIPTION

The New Richmond Roller Mills complex (now Dobby and Domain) is situated on the west side of North Knowles Avenue north of the Willow River. It is bounded by the river to the south and west and is located behind the newer 1947 Dobby office complex just west of Knowles Avenue N.

This complex consists of a concrete and masonry five story mill/ one story warehouse, concrete grain elevator and ten concrete silos or storage tanks all dating from 1916-17, and a concrete feed mill between the mill and elevator which was built in 1947. Of these structures, the feed mill is noncontributing because of its age.

The mill/warehouse is a concrete structure with a five story mill in the center surrounded by a one story warehouse. From the interior, this is one structure. The mill is 80' x 33'5", but the surrounding one story warehouse increases the footprint to 117' x 135'. Total height of the five story mill is around 76 feet with the interior height of each story ranging between 10.5' and 15'. Interior wood columns are 12' x 12' and 10" x 10" Douglass fir. Sleepers are 2' x 2'. The floor is 4" x 10" decking under 7/8" x 3" maple floors. At the northwest (rear) of the mill are 12" x 14" beams which originally supported a wood water tower. The tower was removed around 20 years ago, but the tower platform remains. The water tower platform is 21' 6" high and the water tower tank originally held 30,000 gallons and stood 18 feet high. The windows on the east side of the mill are original: hollow metal sash, 6-over-6 light with 10 windows per story. These windows are awning-type with the lower and upper three lights stationary and the middle six lights operable. Although the building is concrete, walls on the east side are brick and concrete. Copping is tile and concrete with a flat gravel and tar roof. The foundation of the mill/warehouse is concrete. Original linen blueprints of the complex are filed in the basement of the mill.

According to James H. Buell, C.E.O. for Domain, there is little equipment remaining in the mill. Some sifters may still be there dating from the 1940s, a high powered Diesel engine from Germany used to supplement water power to drive generators is gone, as are the original steel rollers from the roller mill which were installed in 1916-17. The mill still has a very few pieces of drive equipment (gears and pulleys) on the walls, but the turbines are gone (Interview, 7/14/86). The mill supervisor believes that the bearings for the shaft to the water wheel are still in the basement and that a water wheel may still be buried in the canal running under the building, but he is uncertain of this. Original blueprints show the canal through the basement running east-west from the mill pond to the river at the back of the mill. This canal is now filled up with gravel and sand. In the basement of the mill, the concrete has been cut through and patched with new concrete to make a passage from the south end of the basement to the north end. The canal walls, therefore, are partly visible in the basement, but the canal is no longer intact. There are six bins on the north side of the mill/warehouse. Only two are operable. Originally these bins held 1500 bu. of wheat, 700 bu. of rye, 700 bu. of oats, 500 bu. of chicken feed, 1000 bu. of corn, and 1500 bu. of oats (Original blueprints).

Record: C Address: 201 North Knowles AvenueDESCRIPTION, continued

The elevator, which in 1916-17 was not attached to the mill/warehouse, is also concrete. It measures 30' x 30'. The entire spouting arrangement in the grain elevator is gone. Attached to the north of the elevator are the 10 original free-standing concrete silos which occupy a space of 30' x 73' 5". (Another 10 large concrete silos, built ca. 1955, are north of the original silos, but are not part of this nomination.) The original silos held between 9100 and 9400 bu. of wheat and each is 14 feet in diameter. Actually, not visible from the exterior of the complex are four smaller four-sided concave silos and a half size silo between the ten large ones. These are 7' in diameter and hold between 2380 bu. and 590 bushels. According to the mill supervisor, the conveyor through the basement of the mill to the elevator has been removed. Placed between the mill/warehouse and the elevator is the continuous mix feed mill, also of concrete, which was built in 1946-7. This mill was modern and up-to-date with an output of 200,000 tons of mixed feeds a year. It now connects the whole complex together.

Running along the east and west sides of the complex within a few feet of the buildings are spur tracks of the Chicago, St. Paul, Minneapolis, and Omaha Railroad. Connecting tracks to the north and to the railroad bridge to the south (just below the dam) were torn up in 1982-83. The dam, itself, west of the mill pond, has seen many alterations and new concrete since the early 1930s. In the Spring of 1934, a flood filled the mill with water damaging motors and elevator legs and tore up and twisted the railroad spurs, also washing out the roads around the mill and elevator. Therefore, there are no significant structures outside this complex which are eligible. The intake location for the canal from the mill pond to the mill is marked today by a stick, but the head and tale races have apparently been silted and filled in according to the mill supervisor. The basement of the mill is now used for crop preservatives and minerals and the two operable bins are used for drugs to add to feed. The small corrugated addition on the northeast side of the mill/warehouse connected also to the feed mill was built around 12 years ago to accommodate a small packaging operation.

HISTORICAL BACKGROUND

Although there has been grist and flour mills along this stretch of the Willow River since 1856, the history of the present company goes back to 1899 when the New Richmond Roller Mills was incorporated after the mill on this site was damaged in the tornado of June 12, 1899. The new corporation was organized with O. W. Mosher as president, John V. McNally as manager and superintendent, and William and Miles P. McNally as company attorneys. Mosher and the McNallys had bought into the first company as early as 1883. The original physical plant, built in 1884 and partially destroyed in the 1899 tornado, was wood frame, consisting of a mill, warehouse and the former New Richmond Elevator on the site of the present 1916-17 mill and elevator. From the mid-1880s, the management of the mills found a lucrative market in supplying flour to the lumber camps and mines in Wisconsin (New Richmond News, Centennial + Five Edition, Section F, 9/27/1973, p. 7, p. 13; Stager, "Intensive Survey Report, New Richmond, Wisconsin," June, 1983. On file, State Historic Preservation Office, Madison), p. 35.).

NEW RICHMOND ROLLER MILLS

Record: C

Address: 201 North Knowles Avenue

HISTORICAL BACKGROUND, continued

In October, 1916, the New Richmond Roller Mill complex from 1899 burned. The mill which burned sat slightly east of the present mill and its foundation shows up on the blueprints of the 1916-17 mill. The elevator was on the east side of the present spur tracks around 150 feet east of the present elevator. The fire totally destroyed the buildings and stored grain, some 100,000 bushels. During the last half of 1916 and beginning of 1917, the present mill and elevator were rebuilt on the site of the old mill and elevator, along with the first ten concrete silos. New machinery included packing equipment to change from barrels to cotton sacks, machinery to manufacture rye flour, whole wheat flour, and corn meal, and new steel rollers to grind the hard spring wheat. These replaced the old technology of stone mill stones (New Richmond News, Centennial + Five Edition, Section F, p. 13). During World War I, the capacity to produce rye and whole wheat and corn meal was fortuitous, when the government put restrictions on the sale of white flour. People began giving the lesser grades and other flours to livestock. The 1927 Sanborn Insurance Map showed the new mill and elevator on the approximate site as the old, with a capacity of 140,000 bushels of wheat and ten storage tanks. The new mill was five stories and the whole complex was built of concrete.

After the war, the company hired salesmen to expand their operations. Brokers from Chicago were contracted with to sell the various flours to eastern bakeries. The Roller Mill company produced flour for breadmaking under the names "Vitamins" and "Doughboy," which met with good acceptance in the marketplace. Around 1922, a demand for scratch grains for chickens and dairy feed developed and the company installed equipment to manufacture these new products which included additives such as molasses, charcoal, and cod liver oil. Hulling and mixing machinery was added. Frank Mosher, son of the founder, O. W. Mosher, succeeded J. V. McNally as manager of the milling operation in the early 1920s. He was joined in 1921 by Mr. E. H. Sather. In 1922, the name "Egg-Em-On" was registered as a scratch feed for chickens. This was the beginning of the feed operation which still continues.

The 1920s was a time of tremendous interest and new knowledge about food additives in both flour and feed. New nutritional discoveries abounded as did studies showing the value of feed additives. The New Richmond Roller Mills kept apace with this information and began to diversify using the new additives for chicken and livestock feed. By 1934 the New Richmond Roller Mills Company was routinely sending out mixed car loads of bran, middlings, cornfeeds, scratch grains, 16% molasses feed, protein feeds, wheat and oats. The company operated 15 elevators and shipped oats, corn, rye, barley, and wheat. Barley was shipped to Manitowoc for malting operations. The company also manufactured wheat and rye flours, millfeeds, poultry and dairy feeds, ground feeds, oat groats, feeding oatmeal and feeding rolled oats. (Letter of April 5, 1934 to customers, Doboy Historical File, Friday Memorial Library, New Richmond; and "R.M. Harding tape transcript," Nov. 16, 1969, St. Croix County Historical Society).

NEW RICHMOND ROLLER MILLS

Record: C

Address: 201 North Knowles Avenue

HISTORICAL BACKGROUND, continued

As towns along the Willow River added feed grinding mills run by steam engines, the demand for more electricity was heard. Affiliated with the New Richmond Roller Mills was the New Richmond Power Company. The New Richmond Roller Mills built a dam and electric generating plant at Huntingdon which supplied electricity to the cities of New Richmond, Boardman, Stanton, Deer Park, Star Prairie, Cylon and the surrounding rural area. This power company was eventually sold to the Foshay Company in Minneapolis (New Richmond News, Section F, p. 13, op. sit.).

The year 1936 closed the chapter on the New Richmond Roller Mills and opened up the next chapter in the history of the company with the presidency of Edwin J. Cashman of Owatonna. By the early 1930s, the company owned 33 retail stores in northern Wisconsin which sold the flour and feed through these outlets. However, the company operations were dwindling and, like other businesses at that time, the company was languishing. It had 36 employees. Cashman changed the company name to Doughboy and guided its fortunes until he retired around 1967. In 1936, Cashman found a regional company doing an annual business of \$600,000 and guided it to a WW II peak of \$14 million in annual receipts and a payroll of 450 in just eleven years (New Richmond News, March 19, 1970, Cashman obituary). The Roller Mills company succeeded before Cashman arrived in part because the Willow River Lumber Company was destroyed by fire and never rebuilt in 1913. It had been the city's major employer and threw many out of work. Some of these workers found new jobs with the Roller Mills and with Friday Canning Company which opened its doors in 1925 (New Richmond Centennial, 1957, p. 14). Cashman began to phase out the unprofitable elevators and feed stores while expanding the bulk feed business.

After Cashman arrived, the company became the largest employer in the area. It employed 500 by 1951. The name was changed to Doughboy Mills, Inc. in 1936 and to Doughboy Industries, Inc. in 1946. The physical complex and product line expanded and shifted, and the New Richmond Roller Mills Company era came to an end.

SIGNIFICANCE

This four-structure complex is historically significant on a local level. The complex includes a mill, elevator, and ten silos dating from 1916-17 when the New Richmond Roller Mills rebuilt after a fire. There is a feed mill connecting the mill/warehouse to the elevator which was built in 1947 and is non-contributing. The 1916-17 buildings date from the era when the company was a locally-owned flour manufacturer supplying lumber and mining camps in northern Wisconsin, and farmers and dairymen via the railroads. The New Richmond Roller Mills was the major employer in the city from 1913 when the Willow River lumber mill burned until 1936, when the company entered a new period of growth and the name was changed to Doughboy. The Roller Mills Company survived because it began to diversify into feeds and specialty grains during the 1916-36 era. This laid the foundation for the successfully diversified operation it has become today and it provided an important economic base for the local economy.

The period of significance represents the period of historic operation of the important industrial site under the name New Richmond Roller Mills. 1916-1936.