



MacRostie Historic Advisors LLC

Bringing strategy, equity, and experience to historic building development

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TRANSMITTAL

TO: Jen Davel	FROM: Allen Johnson
COMPANY: Wisconsin Historical Society	DATE: 5-8-15
PROJECT: Garver Feed and Supply Company Madison, WI	CC:

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

<input type="checkbox"/> Correspondence	<input type="checkbox"/> Samples	<input type="checkbox"/> Drawings	<input type="checkbox"/> Specification
<input type="checkbox"/> Photographs	<input type="checkbox"/> Meeting Minutes	<input type="checkbox"/>	<input type="checkbox"/>
Via:			
<input type="checkbox"/> US Mail	<input type="checkbox"/> Hand Deliver	<input type="checkbox"/> Messenger	<input type="checkbox"/> Fed Ex

Quantity	Dated	Description
2	5-8-15	Garver Feed and Supply Co. HPCA Part 1

COMMENTS:

Hello Jen. Enclosed you will find two copies of the HPCA Part 1 for the Garver Feed and Supply Company in Madison, Wisconsin. Upon completion of SHPO review, please forward the second copy of the application to the NPS for final review. Please feel free to call me at (312) 878-1246 or ajohnson@mac-ha.com with any questions. Thank you, Allen



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

OMB Approved
No. 1024-0009
Form 10-168
Rev. 2014

HISTORIC PRESERVATION CERTIFICATION APPLICATION
PART 1 – EVALUATION OF SIGNIFICANCE

NPS Project Number

Instructions: This page must bear the applicant's original signature and must be dated. The National Park Service certification decision is based on the descriptions in this application form. In the event of any discrepancy between the application form and other, supplementary material submitted with it (such as architectural plans, drawings and specifications), the application form takes precedence. A copy of this form will be provided to the Internal Revenue Service.

1. Property Name Garver Feed & Supply Co.

Street 3244 Atwood Avenue

City Madison County Dane State WI Zip 53704-5858

Name of Historic District _____

- National Register district certified state or local district potential district

2. Nature of request (check only one box)

- certification that the building contributes to the significance of the above-named historic district or National Register property for rehabilitation purposes.
 certification that the building contributes to the significance of the above-named historic district for a charitable contribution for conservation purposes.
 certification that the building does not contribute to the significance of the above-named district.
 preliminary determination for individual listing in the National Register.
 preliminary determination that a building located within a potential historic district contributes to the significance of the district.
 preliminary determination that a building outside the period or area of significance contributes to the significance of the district.

3. Project Contact (if different from applicant)

Name Allen Johnson Company MacRostie Historic Advisors LLC

Street 53 West Jackson Boulevard, Suite 1323 City Chicago State IL

Zip 60604-3606 Telephone (312) 878-1246 Email Address ajohnson@mac-ha.com

4. Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct. I further attest that [check one or both boxes, as applicable] (1) I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011), and/or (2) if I am not the fee simple owner of the above-described property, the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which (i) either is attached to this application form and incorporated herein, or has been previously submitted, and (ii) meets the requirements of 36 CFR § 67.3(a)(1) (2011). For purposes of this attestation, the singular shall include the plural wherever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which, under certain circumstances, provides for imprisonment of up to 8 years.

Name David Baum Signature *David Baum* Date _____

Applicant Entity Garver Feed Mill, LLC SSN _____ or TIN 32-0464205

Street 1030 West Chicago Avenue, Suite 200 City Chicago State IL

Zip 60642-5671 Telephone (312) 275-3110 Email Address david@baumrealty.com

NPS Official Use Only

The National Park Service has reviewed the Historic Preservation Certification Application – Part 1 for the above-named property and has determined that the property:

- contributes to the significance of the above-named district or National Register property and is a "certified historic structure" for rehabilitation purposes.
 contributes to the significance of the above-named district and is a "certified historic structure" for a charitable contribution for conservation purposes.
 does not contribute to the significance of the above-named district.

Preliminary Determinations:

- appears to meet the National Register Criteria for Evaluation and will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer according to the procedures set forth in 36 CFR Part 60.
 does not appear to meet the National Register Criteria for Evaluation and will likely not be listed in the National Register.
 appears to contribute to the significance of a potential historic district, which will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer.
 appears to contribute to the significance of a registered historic district if the period or area of significance as documented in the National Register nomination or district documentation on file with the NPS is expanded by the State Historic Preservation Officer.
 does not appear to qualify as a certified historic structure.

_____ Date

_____ National Park Service Authorized Signature

NPS comments attached

**HISTORIC PRESERVATION CERTIFICATION APPLICATION
PART 1 – EVALUATION OF SIGNIFICANCE**

Property name Garver Feed & Supply Co. NPS Project Number _____

Property address 3244 Atwood Avenue Madison Dane WI 53704-5858

5. Description of physical appearance

See attached continuation sheets

Date(s) of building(s) 1906 Date(s) of alteration(s) 1931

Has building been moved? no yes, specify date _____

6. Statement of significance

See attached continuation sheets

7. Photographs and maps. Send photographs and map with application.



Office of the Mayor

Paul R. Soglin, Mayor

City-County Building, Room 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 266-4611
Fax: (608) 267-8671
mayor@cityofmadison.com
www.cityofmadison.com

April 30, 2015

United States Department of the Interior
National Park Service
1849 C Street NW
Washington, DC 20240

To whom it may concern,

The City of Madison is aware that the Baum Development Group is submitting the Part 1 application and has no objection to the request for certification.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul R. Soglin".

Paul R. Soglin, Mayor

Cc: Doran Viste, Assistant City Attorney
Dan Rolfs, Community Development Project Manager
Amy Scanlon, Preservation Planner
Eric Knepp, Parks Superintendent

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5. Description of physical appearance

The two structures located at 3244 Atwood Avenue—a two-story factory building and one-story office building—comprise part of the complex of buildings built as a sugar beet refinery for the United States Sugar Company and later operated as a feed mill by Garver Feed and Supply Company. Although the historic name of the feed mill varied during the period of significance, for consistency, this report will refer to James Garver’s feed mill operations between 1931 and 1975 as the Garver Feed and Supply Company.

The site is bordered on two sides by Starkweather Creek, which empties into nearby Lake Monona. A railroad track and related right-of-way separate the property from Olbrich Botanical Gardens to the southeast.

The original 19 acre site of the Garver Feed and Supply Company is relatively flat with a gentle slope toward Starkweather Creek. The site vegetation has reverted to a natural growth appearance with remnants of railroad spurs and possible accessory building foundations in close proximity to the existing buildings.

Factory Building

The factory building of Garver Feed and Supply Company is a two-story, tan-colored brick building with an adjacent one-story brick storage wing, both completed in 1906. The factory building is approximately 120 feet by 340 feet and the storage wing is approximately 120 feet by 130 feet.

The main roof of the factory building and the roof of the storage wing are flat, with a gentle pitch to the rear for drainage. Additions to the northeast house the boiler and garage. The boiler wing is a two-story masonry structure with a gabled roof. The garage is a one-story structure with flat roof, located between the boiler wing and the main building.

The factory building is constructed in an industrial Romanesque Revival style. The symmetrical front façade of the main block consists of a three bay projecting central entry with flanking wings of six bays each. On each side of this main block are slightly taller two-story masses of four bays. The brick is typically laid in a running bond pattern.

The main block has one large round arch at the projecting central entry door and round arches on the first story windows. A two course corbelled brick detail runs horizontally across the building wall at the spring point of the arches and around the top of the round arches on all walls except the wall of the central projecting entry. On the projecting entry, the two-course corbelled detail runs around the round arch and then runs horizontally at the spring point back toward the opening. The corbelled detail provides distinctive shadow lines across the façade and highlights the rhythm of the arches.

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The first and second stories of the main block are separated by a multi-course corbelled detail which terminates in a stone band. The stone band is also the window sill for the second story windows. The windows on the second story of the main block have segmental arches. A brick course above the segmental arch projects past the wall face to accentuate the arch and provide a distinctive shadow line detail. The second story windows are paired and set in recessed brick panels, surrounded by brick pilasters and a horizontal corbelled detail at the upper panels. The upper wall is visually united by a simple multi-course corbelled cornice. The central projecting three bays have a stone coping. The flanking portions of the main block have an interlocking tile coping.

The taller two-story masses have segmental arches on both the first and second story windows. The corbelling details, stone band, pilasters, recessed panels, and tile coping elements of the main block are present.

To meet the needs of the interior use over time, many of the round arch windows have been filled in with brick to make rectilinear openings. Many of the windows have been filled in with masonry, wood, smaller windows or industrial steel window units without arches. Presumably original wood double hung windows are in the flanking masses of the front façade. One of the window openings on the front façade has been removed and enlarged for a loading dock while another has been changed to a door.

The rear half of the main block is separated from the front by a thick interior masonry wall. The rear half of the building is slightly taller and has a more simple architectural treatment than the front half. It is not clear if the rear half of the building was constructed during the same building campaign as the front half. A portion of the rear half of the building was destroyed by fire.

The rear façade is divided into two different rhythms of pilasters, supporting a corbelled cornice with combinations of segmental arched windows. The eastern end of the façade has a narrow pilaster spacing with one window at each story. The balance of the remaining rear façade has wider spaced pilasters with two upper layers of paired windows in the middle portion and large, rectangular wood filled openings, most likely for conveyors, at the lower level. According to historic photographs, the brick portion of the rear façade that was lost to fire had four large rectangular openings for equipment and conveyors. In addition to the brick portion, a modest two-story masonry and wood portion that was presumably an early infill addition for the sugar beet factory located between the main building and the storage wing on the rear was lost to fire.

The interior of the factory building is a series of large tall volumes of space with few intermediate floors. Most of the volume is open from floor to roof with exposed masonry walls. Large steel trusses supporting the wood frame roof were installed during the 1929-1931 rebuilding in the front half and the large bin area of the back half of the main building. Large wooden bins were built in part of the rear half of the main building. A heavily reinforced wood and steel structure supported both elevated and floor mounted bins, many with sloped floors to allow gravity to force the feed to small chutes or openings.

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The balance of the rear half was used for large machinery rooms for the feed milling, bagging, and pelletizing operations. Some machinery vaults still exist under the floor presumably with remnants of drive shafts and gears, but access to those areas is restricted due to condition.

A single-story brick storage building abuts the western end of the main building and is utilitarian in design. Historic photos show segmental arched windows and doors across the front elevation which have been partially or completely filled with masonry. Half of the front elevation of the storage building retains openings with segmental arches; the other half has been altered with flat arches. On the interior, the storage building is open with a series of columns spaced in 15 foot by 16 foot bays, supporting steel beams and a wood frame roof.

Constructed during the fall of 1905 and the winter of 1906, the factory building of United States Sugar Company, varied in height from one to five stories. The main entrance exhibited a full five-story, Richardsonian-like tower. The machinery associated with the sugar factory is no longer extant.

The building was remodeled 1929-1931 following acquisition by James Garver. The remodeling designs were prepared by Law, Law, and Potter Architects of Madison. Converting the sugar refining factory to Garver Feed and Supply Company resulted in the removal of the top stories of the structure; however, the ground plan remained the same. In subsequent years, additional modifications were undertaken to accommodate the uses of Garver Feed and Supply Company and tenants including Minneapolis Moline Implements Co.

Today, the factory building is vacant. The interior retains remnant equipment and machinery such as chutes, metal bins, and conveyance devices associated with its use as a mechanized feed mill. The storage wing currently provides storage space for the City of Madison Parks Division, Olbrich Operations.

Office Building

The office building was constructed in 1906 as part of the original complex. It originally served as offices for the United States Sugar Company and continued in office use for the Garver Feed and Supply Company. Located approximately forty feet south of the factory building, the office building is a one-story gable roofed structure, measuring approximately 40 x 40 feet and reflects the fenestration, tan brick, and trim details of the factory building.

Today, the building provides office space for the City of Madison Parks Division, Olbrich Operations. The building's exterior and interior appears much the same as it would have when the United States Sugar Company closed in 1924. The additions of an entry vestibule and entrance ramp are the only notable changes to the appearance.

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6. Statement of significance

Summary

The Garver Feed and Supply Company is eligible for listing in the National Register of Historic Places under Criterion A in the area of Industry. It is locally significant for its association with the Garver Feed and Supply Company and the maturation of a scientific, research-based, centralized approach to the livestock feed industry; it is an important surviving link to the agricultural industry in the Madison vicinity and the upper Midwest.

The building was constructed in 1906 by the United States Sugar Beet Company as a sugar beet refining plant, a small but important subset of the agricultural economy in Wisconsin during the late 19th and early 20th centuries. In 1929, the factory building and adjacent office building were purchased by agricultural entrepreneur James R. Garver and the factory building substantially remodeled in 1929-1931 to serve as a commercial feed mill. The complex as it currently stands exemplifies the increasing industrialization of livestock feed production during the first half of the 20th century, as meat and dairy farmers turned to commercially-produced feed products to maximize production. The Garver Feed and Supply Company operations in Madison reflected the scientific, research-based, centralized approach to the production and specialization of livestock feed that was adopted by feed supply companies across the state. The building is the best remaining example of a pre-World War II livestock feed manufacturing plant in the city.

Because of the major alterations that took place when the factory building was converted to a feed mill in 1929-1931, the complex as it stands today retains sufficient physical integrity only for its association with the industrial livestock feed industry. Thus, the period of significance begins in 1931 when the complex re-opened as the Garver Feed and Supply Company, and ends in 1975, the year that the Garver Feed and Supply Company was sold by the James Garver estate.

Sugar Beet Refining in Wisconsin and the U. S. Sugar Beet Company

Sugar Beet Refining

Beet harvests in Wisconsin have historically been processed into one of two final products—canned beets or refined beet sugar. Although the earliest sugar beet refineries in Wisconsin were established in the late 1860s and early 1870s, these were small concerns that had all closed by the mid-1870s. Wisconsin's sugar beet refining industry revived in the early 1900s, and operators with more experience and working capital—including the United States Sugar Beet Company—established sugar beet refineries across the state.

The refining process at the turn of the century converted raw sugar beets into three main products: granulated beet sugar, beet molasses, and beet pulp. Beet molasses and beet pulp were often used as nutritious cattle silage. Beets were weighed, cleaned, and sliced in a plant before passing through a series of chemical treatments that extracted and purified the sugar into a clear juice. From there, the juice was piped to evaporators and centrifuges that separated the molasses and crystalized the granulated sugar. Final products were bagged or packaged on site before shipping.

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This complex series of processes was energy intensive, and the extraction process required a huge supply of clean water. Consequently, sugar beet refining plants were commonly large masonry structures located along a sizeable body of water. By the time the United State Sugar Company established a plant in Madison in 1906, there were large sugar beet refining plants operating in Menomonee Falls (1901), Chippewa Falls (1904), and Janesville (1904).¹

The United States Sugar Company (1906-1924)

The United States Sugar Company plant was designed, built, managed and partially financed by Theodore Hapke, a German-born entrepreneur based in Chicago who specialized in the construction of sugar beet factories and beet pulp driers. Hapke designed and erected sugar beet refineries across the country during the late 1800s and early 1900s, including New York, Arizona, Illinois, and Nebraska. When U. S. Sugar commissioned him to construct its new plant in Madison, Hapke had just completed work on the Rock County Sugar Company plant in Janesville, Wisconsin.²

The U.S. Sugar Company was courted aggressively by local business boosters and real estate leaders in Madison before committing to a location for their sugar refining factory. The Forty Thousand Club, a civic organization devoted to promoting the growth of businesses in the city, hosted a banquet for more than 1,000 farmers to promote the raising of beets specifically for the new factory. The Fair Oaks Company, a real estate development firm that owned large tracts of undeveloped land on the east side of Madison, lobbied the company for months to locate in the growing industrial district on the east side, which included the American Shredder factory, Mason-Kipp, the American Plow Company, and the Madison City Railway Company.³

In 1905, U. S. Sugar Company purchased 19 acres from Fair Oaks and began construction on a sprawling brick industrial building that ranged in height from one to five stories, with a Richardsonian Romanesque tower at its center. A small one-story office building was also constructed on the site.⁴

¹ Paul Lusignan, "Fruit and vegetable products" study unit, in Cultural Resource Management in Wisconsin, Vol. 2, ed. Barbara Wyatt (Madison: Historic Preservation Division, State History Society of Wisconsin, 1986), p. 11-10.

² Roy G. Blakely, "The United States Beet-Sugar Industry and the Tariff," in Studies in History, Economics and Public Law, Vol. 47. (New York: Columbia University, 1912), 35; "Madison to Have Big Sugar Factory," Wisconsin State Journal, 11 July 1905, p. 1.

"Theodore Hapke, Contractor and Builder of Beet Sugar Factories and Pulp Driers....," advertisement in The American Sugar Industry and Beet Sugar Gazette 8, no. 24 (20 December 1906): xvi.

³ David V. Mollenhoff, Madison: A History of the Formative Years (Dubuque, Iowa; Kendall/Hunt Publishing Co., 1982), 259-261.

Our New Sugar Factory," Wisconsin State Journal, 31 August 1905, p. 8.

"Vote in Favor of 'Fair Oaks,'" Wisconsin State Journal, 27 April 1905, p. 1; Mollenhoff, Madison: A History of the Formative Years, 469.

⁴ "Vote in Favor of 'Fair Oaks,'" Wisconsin State Journal, 27 April 1905, p. 1; Mollenhoff, Madison: A History of the Formative Years, 469.

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U.S. Sugar's impact on the local economy was immediate and substantial. Over the course of a single processing "campaign," (the period after the beet harvest from October to January when the plant was in full operation), some 250 laborers worked round the clock, processing up to 500 tons of beets per day. The factory processed 4,000 to 5,000 acres of beets per campaign. The factory's influence reached far beyond Madison and Dane County. During its first season in operation, the Madison plant processed beets from as far away as Prairie du Chien. In subsequent seasons, the U.S. Sugar Company routinely entered into contracts with farmers within a 100-mile radius, processing beets from thousands of farms in Columbia, Crawford, Dane Richland, Sauk and Vernon counties.⁵

Despite its economic benefits, the factory proved to have a much less desirable impact on the environment. Initially, effluent from the refining process was dumped into Starkweather Creek, which empties into nearby Lake Monona. The resulting discoloration of the lake ice seriously hampered operations of the Knickerbocker Ice Company. After U.S. Sugar's first "campaign" in 1906-07, the factory superintendent announced plans to build an 800 by 400 foot catchment basin behind the factory to prevent the escape of waste water into the lake.⁶

But waste disposal continued to be a serious problem. In 1919, Madison City Engineer, E. E. Parker, blamed the pollution of Lake Monona on refuse from the plant and the algae that thrived on it, estimating that an average of 50,000 pounds of waste a year had been dumped into the lake.⁷

Waste disposal was only one of the many problems with which the plant managers had to cope. Unfavorable tariff legislation that lowered the price of foreign-grown sugar forced sugar beet refineries throughout the state, including the U. S. Sugar Company plant in Madison, to temporarily shut down. The plant reopened in October 1915.⁸

Sugar beet refining in Wisconsin peaked in the mid-1920s, with six refineries operating to process 21,000 acres worth of sugar beets annually. However, U.S. Sugar found itself in another economic squeeze in 1924, one from which it would never recover. On May 26, 1924, company owners filed a voluntary petition of bankruptcy. Unable to reach company officials for comment, the Wisconsin State Journal reported: "The Company's failure has been rumored for more than a year, coming, it is believed, from a slump in sugar prices after high-priced beet crops were contracted for." The main building and a little over three acres of land were sold to a group of Milwaukee businessmen at a public auction in February 1925. The property changed hands again in 1926 and finally was acquired by James R. Garver in May 1929.⁹

⁵ "Madison to Have Big Sugar Factory," Wisconsin State Journal, 11 July 1905, p. 1.

⁶ G. M. Beal, "Beet Sugar Manufacturing Industry in Wisconsin" (M. S. thesis, University of Wisconsin-Madison, 1938), 3.

⁷ "Alvord Will Probe Lake Report," Wisconsin State Journal, 24 May 1919.

⁸ To Open Sugar Beet Factory," Wisconsin State Journal, 15 October 1915, p. 7.

⁹ "Sugar Company Goes Bankrupt," Wisconsin State Journal, 26 May 1924, p. 1.

Dane County Register of Deeds: Vol 278, p. 569, recorded 31 August 1925; Vol. 342, p. 261, recorded 31 May 1929.

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The fate of U. S. Sugar presaged the fate of the industry as a whole; by 1938, only two sugar beet refineries were operating in Wisconsin—the Rock County Sugar Company in Janesville and the Menomonee Sugar Company’s plant in Green Bay (constructed in 1919). All that remains of Wisconsin’s first successful plant, built in 1901 in Menomonee Falls, is a small office building, now used as a Knights of Columbus clubhouse. The factory in the Chippewa Falls plant has been demolished. Only the ground floor of the former Rock County Sugar Company plant in Janesville, built in 1904, still stands. All that remains to mark the site of the Menomonee Sugar Company’s plant in Green Bay are several piles of lime left behind from the manufacturing process. According to Wisconsin Agri-Business Council, no beet sugar factories currently operate in the state.¹⁰

The Livestock Feed Industry and the Garver Feed and Supply Company

After its first life as a sugar beet refinery plant, the buildings at 3244 Atwood Avenue continued to serve an important role in Madison’s agricultural industrial economy through most of the 20th century as the home of Garver Feed and Supply Company. James Russell Garver (1885-1973) entered the livestock feed business in the late 1920s at a time of tremendous change in the industry, as scientific research into animal nutrition began to inform the development of new feed products designed to maximize meat and dairy production.

The Livestock Feed Industry

The American commercial feed industry had begun in the late 1800s as a way to find profitable uses for by-products of industrial food production. Corn gluten, meat scraps, beet pulp, and other waste materials were marketed as nutritious additives that could be mixed with feed grains and fed to livestock.¹¹ Wisconsin was at the center of this burgeoning industry—the first feed industry trade association, the American Feed Manufacturer’s Association, was founded in Milwaukee in 1909.¹²

At the same time, the University of Wisconsin’s College of Agriculture was emerging as a world-renowned center for animal nutrition research, including the testing and development of livestock feeds. The University’s seminal cattle feed study, the “single-grain experiment,” carried out between 1907 and 1911, yielded scientific results that not only showed the importance of micronutrients for livestock but also laid the foundation for the modern science of nutrition.¹³

¹⁰ Viola E. Ruby and Allen Johnson, eds., Photographs and Memories: A Pictorial History of Menomonee Falls, Wisconsin (“Menomonee Falls” Menomonee Falls Historical Society, 1977), 49-50.

Roger Siedl, Interview by Susan Haswell, 16 May 1990; Dolores Beaudette, Interview by Susan Haswell, 16 May 1990.

Judy Adler, Interview by Susan Haswell, 17 May 1990.

Mary Jane Herber, Interview by Susan Haswell, 26 May 1990.

Russ Weisensel, Interview by Susan Haswell, 17 May 1990.

¹¹ Robert W. Schoeff, “The Formula Feed Industry,” in Feed Production Handbook (Kansas City, Missouri: Feed Production School, Inc., 1961), 7-8.

¹² *Ibid*, 12.

¹³ National Register of Historic Places, University of Wisconsin Dairy Barn, Madison, Dane County, Wisconsin NR #02000600.

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Even with these advances, farmers remained suspicious of commercial feed products. Companies who sold sub-standard by-products and poor quality feeds tainted the image of the feed industry, leading many states to pass laws regulating the quality of animal feed. The pioneer companies of the feed industry had to do considerable missionary work to get their product accepted by farmers. Once sufficient order for the feed were secured, the salesman often rushed back to the plant to help mix and load the feed for delivery.¹⁴

By the 1920s, the feed industry was enjoying rapid growth. Estimated U.S. production of mixed feed in 1929 was about 10 million tons. American mills were producing at least twice the amount of feed in 1929 that they had in 1919, with several of the leading manufacturers multiplying production by three or four times. By 1924, Wisconsin farmers were spending more than \$27 million a year on feeds to supplement their home grown grains and roughages. By 1930, the figures had increased to \$31 million, with about \$8 million spent on commercial mixed feeds.¹⁵

New breakthroughs in nutrition research enabled feed manufacturers to offer vastly improved feeds. In 1922, the role of Vitamin D in rickets was discovered, and new enriched poultry feeds were developed that made confinement rearing of poultry possible for the first time. By 1930, production of poultry feeds accounted for 47 percent of the industry total. By 1950, almost 62 percent of all the feed manufactured in the U.S. was poultry feed.¹⁶

Before 1930, feed manufacturers made “complete feeds,” which were sold ready to feed to the animal. In the late 1920s and early 1930s, a new product line was being introduced – concentrates. Concentrates were mixtures of protein, minerals and vitamins that could be added to home-grown grain.¹⁷

Early in 1930, an observer of the industry declared:

The blue sky days in feed manufacturing, when the business consisted of trying to force a product of doubtful value upon the livestock farmer, whether or not he wanted it, are now largely in the past. Instead, there is a sincere desire on the part of most manufacturers to turn out a product that will be of real service to the feeder and to help him use it to best advantage...The new standards of the feed industry are exemplified by such constructive things as the experimental farms of some of the larger feed concerns.¹⁸

¹⁴ Schoeff, “The Formula Feed Industry,” 11.

¹⁵ Walter B. Griem, Feeder’s Guide to Quality Madison: Wisconsin Department of Agriculture and Markets, Bulletin 114, November 1930), 3; \$30,000 Spent Annually for Feeds by Wisconsin Consumers,” The Feed Bag, August 1930, 7.

“Commercial Feed Manufacturing Has Experienced Rapid Growth,” The Feed Bag, April 1930, 31.

¹⁶ Schoeff, “The Formula Feed Industry,” 15.

¹⁷ Ibid, 15-16.

¹⁸ Commercial Feed Manufacturing Has Experienced Rapid Growth,” The Feed Bag, April 1930, 31.

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The introduction of concentrates, coupled with the impact of the Depression, stimulated the development of a new type of retail feed dealer. This dealer installed grinding and mixing equipment for processing the farmer's grain and mixing it with a concentrate to make a complete formula feed. Large manufacturers supplied their retail dealers with concentrates and recommended mixing formulas based on applied research.¹⁹

Garver Feed and Supply Company (1931-1975)

The Garver Feed and Supply Company, which James Garver founded in 1931 as the Economy Feed Milling Company, exemplified this new type of retail feed mill. After holding several agricultural-related positions in the early 1910s—including a stint at the Indiana Agricultural Extension Service at Purdue University and a job as livestock advertising solicitor for a dairy in Fort Atkinson, Wisconsin—Garver returned to Madison in 1917 and established his own business, the Wisconsin Live Stock Advertising Company. In 1929, he purchased the U.S. Sugar Company's plant and hired the architecture firm of Law, Law, and Potter to convert the building into a modern feed mill.²⁰

A large display advertisement in the 3 March 1931 edition of the Wisconsin State Journal announced the opening of the new Economy Feed Milling Company, a “new grinding, mixing, and molasses processing plant equipped with the most modern machinery built by the Anglo-American Mill Company.” The ad proclaimed:

According to Mr. H. A. Hambey, the highest ranking millwright from the company, the Economy Feed Milling company installation is the best he has ever made. From the point of compactness, convenience, and economy of operation, it represents his masterpiece to date.²¹

The new plant boasted “a number 4 Hammer mill driven by a 60 horse power motor...capable of grinding from six to 10 tons per hour.” Feed components could be custom-mixed in a “ton and a half vertical type batch mixer.”²²

The mill offered a molasses processing service, which could “thoroughly impregnate finely ground, thoroughly mixed, home grown feeds with from ten to twenty percent of molasses by means of pressure instead of heat.” In addition, a 40,000-gallon molasses tank on the premises

¹⁹ Schoeff, “The Formula Feed Industry,” 16.

²⁰ Milo M Quaife, Wisconsin: Its History and Its People, 1634-1924, Vol. IV (Chicago: S. J. Clarke Publishing Co., 1924), 146-147.

Indiana Agricultural Extension Service, Second Annual Report. (Lafayette, Indiana: Purdue University, 1913), 41; Third Annual Report. (Lafayette, Indiana; Purdue University, 1914), 11, 12.

City directory for Fort Atkinson, Wisconsin, 1915-16.

Quaife, Wisconsin: Its History and Its People, Vol IV, 146.

Wright's city directory for Madison, Wisconsin, 1929 and 1931.

²¹ “An Introductory Offer to Farmers,” advertisement in Wisconsin State Journal, 8 March 1931, p. 10.

²² Ibid.

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would allow the mill “ to sell molasses at a price that will save this trade area thousands of dollars annually.”²³

Garver entered the commercial feed business as well, producing its one brand of poultry feed, “Economy Growing Mash,” in 1931. Feed inspection reports compiled annually by the State Department of Agriculture and Markets document the mill’s expansion into other lines. In 1932, four commercial feeds were being produced: “Garver’s Economy 16% Dairy Ration,” “Garver’s Sunshine Chick Starter,” “Garver’s Economy Laying Mash,” and “Garver’s Economy Mix.” The 1933 feed inspection report lists five brands: “Garver’s Economy 16% Dairy,” “Garver’s Economy Manamash 16%,” “Wayne Local Mix chick Mash,” “Economy Wayne Egg Mash,” and “Garver’s Economy Sunshine Egg Mash.” In 1934, only three Garver/Economy feeds were listed: “Corn Gluten Meal,” “Wayne Local Mix Mash,” and “Garver’s Economy Mix.”²⁴

The growth of the Garver Feed and Supply Company reflected the increasingly scientific, centralized focus of the livestock feed industry as a whole. As a 1908 graduate of the UW’s College of Agriculture, Garver was likely well-informed of the scientific advances in commercial livestock feed, and integrated these improvements into the formulation of specialty mixes and changing product lines offered by his company. Garver’s poultry mixes mirrored the increased market share of poultry feeds within the industry, and the company’s molasses processing service also reflected a general trend in the feed business of mixing “concentrates” with farmers’ home-grown grains on site.

By 1941, commercial feed production in the United States had surpassed its pre-Depression peak. Production doubled during the next ten years, climbing to 32.8 million tons in 1951. At the close of World War II, Garver was trucking feed to more than 200 dealers throughout southern Wisconsin. According to a 1945 newspaper story, Garver took advantage of the mill’s “vast storage capacity” by stockpiling feed ingredients against a threatened shortage. Garver estimated the building’s storage capacity to be about 5,000 tons, or more than 200 railroad car loads.²⁵

The Garver Feed and Supply Company eventually supplied feed over a 40-county region in southern Wisconsin and northern Illinois. After James R. Garver died in 1973 at the age of 88, the business was continued for two years by employees under a trust arrangement. It was sold in 1975 to Wayne Wendorf and James Hatch. The building was purchased by the City of Madison in 1997.²⁶

²³ Ibid.

²⁴ Wisconsin Department of Agriculture and Markets, Feed and Fertilizer Inspection Division, Commercial Feeds in Wisconsin (Madison: Wisconsin Department of Agriculture and Markets, Bulletin 128, November 1931, 91; Bulletin 136, August 1932, 49,59,72; Bulletin 149, November 1933, 51,60; Bulletin 159, November 1934, 43, 56, 74.)

²⁵ Schoeff, “The Formula Feed Industry, 14.”

“Garver’s Supply Co. Stores Feeding Ingredients,” Wisconsin State Journal, 21 July 1945, 8.

²⁶ Robert C. Bjorklund, “Pair Buys Garver Supply Co.,” Wisconsin State Journal, 14 March 1975.

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Feed Mill Comparables in Madison

When it began operation in 1931, Garver was one of at least four feed mills within the City of Madison. In addition, there were several additional feed firms in local farming communities, such as C. J. Schimdt in Waunakee and Math. Esser & Son of Dane, Wisconsin. Within Madison, Garver's competitors in the 1930s were the Hoffman Feed Company, the Alex Sinaiko Mill and the Dane County Farm Bureau.²⁷

The Hoffman Feed Company

The Hoffman Feed Company was located at 710 West Washington Avenue adjacent to the Chicago, Milwaukee & St. Paul railway corridor. (The mill site is known today as 706-712 Regent Street). The former mill has undergone many alterations and uses since passing from the ownership of Albert F. and John G. Hoffman. Feed was sold there as recently as 1963. Since that time, the building has been used as a paper goods assembly plant, a warehouse, a Salvation Army store, a furniture store, a television repair service, a window factory and a fitness club.²⁸

According to Wrights 1931 Madison city directory, the Hoffman Feed Company sold flour, feed, grain, seeds, and salt.⁴⁰ Feed inspection reports from the early 1920s indicate that the Hoffman mill was producing several poultry feeds at that time.²⁹

By 1937, the firm was operating a branch at 927 East Washington. Today, the 900 block of East Washington is occupied by the Mautz Paint Company's offices and factory.³⁰

Alex Sinaiko

The Alex Sinaiko warehouse was located at 653 West Washington Avenue, also adjacent to the "Milwaukee Road" and just across Washington Avenue from the Hoffman property: In 1931, the Sinaiko firm was selling both flour and feed, according to a city directory listing.³¹

The firm suffered \$5,000 worth of damage in a fire on the 11th of February, 1931 – just a few weeks prior to the opening of Garver's Economy Feed Mill. Described by the Wisconsin State Journal as "the first big fire of the year in Madison," the early-morning blaze destroyed hay, bran, feed, and cattle salt. The State Journal reporter described the Sinaiko building as "quite old," of two-story frame construction with sheet iron covering its walls.³²

²⁷"Dealer's Own Herd Shows Customers That Summer Feeding Pays," The Feed Bag, May 1930, 23; M. F. Brobst, "Dealer Promotes future Feed Sales by Improving Patrons' Flocks," The Feed Bag, November 1929, 17.

²⁸ Building permits for 706-712 Regent Street, on file at the offices of the City of Madison Department of Planning and Development.

²⁹ Wisconsin Department of Agriculture and Markets, Feed and Fertilizer Inspection Division, Bulletins 128, 136, 149, 159.

³⁰ Wright's city directory for Madison, 1937, 335.

³¹ Wright's city director for Madison, 1931, 695.

³² "Four Crews Fight \$5,000 Night Fire," Wisconsin State Journal, 11 February 1931, p. 1.

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Despite the fire, the Sinaiko Mill continued in business. Feed inspection reports for the early 1930s list commercial feeds produced by the firm, including “Oat Clips,” “Golden Glow Meat Scraps,” “Golden Glow digester Tankage,” and Malt Sprouts.”³³

By 1937, the business was called “Alex Sinaiko & Sons,” and was being managed by Sinaiko and Irving Rosen. It is unclear whether or not the firm was still producing feed, as its 1937 city directory listing mentions only one product – flour.³⁴

In 1944, a firm called the Standard Feed & Seed Company was doing business in the building. Klein-Dickert Company, Inc., a glass and paint business, acquired the building around 1959, occupying it until February, 1991.³⁵

Dane County Farm Bureau

A cooperative warehouse association was incorporated by the Dane County Farm Bureau in 1930, predating the opening of Garver’s Economy Feed Mill by less than a year. Launched with capital stock of \$8,000 provided by 400 Dane County farmers, the cooperative warehouse was located at 330 South Blair Street. Its inventory included feeds, grains and fertilizers. A. W. Elver served as president of the warehouse association, which appointed W. R. McClellan as manager.³⁶

On February 19, 1931, less than two weeks after the Sinaiko fire, the Farm Bureau warehouse was destroyed, with an estimated loss of more than \$10,000.³⁷

By 1937, the Dane County Farm Bureau Cooperative Warehouse Association had relocated to 640 Railroad Street. Over the next two years, the enterprise apparently relocated again and underwent a name change. The 1939 Madison city directory lists the Dane County Cooperative Farm Supply Company’s location as 301 Paterson.³⁸

It is unclear whether or not the Dane County Farm Bureau Cooperative manufactured feeds or merely sold feeds made by other mills. Feed inspection reports from the early 1930s list several feeds manufactured by the Wisconsin Farm Bureau Federated Cooperative in Madison.³⁹

Today, the Dane County Farm Bureau is located at 5371 Farmco Drive, Town of Westport. The Dane County Farmers Union (CENEX) Cooperative is located at 203 West Cottage Grove Road,

³³ Wisconsin Department of Agriculture and Markets, Feed and Fertilizer Inspection Division, Bulletins 128,136, 149, 159.

³⁴ Wright’s city directory for Madison, 137, 675.

³⁵ Building permits for 652 W. Washington Avenue, on file at the offices of the City of Madison Department of Planning and Development. Letter dated 15 April 1944 from State of Wisconsin Industrial Commission to John J. and Thomas Flad; Letter dated 18 November 1959 from State of Wisconsin Industrial Commission.

³⁶ The Feed Bag, July 1930, 12.

³⁷ The Feed Bag, March 1931, 34.

³⁸ Wright’s city directory for Madison, 1937, 174.

Wright’s city directory for Madison, 1939, 180.

³⁹ Wisconsin Department of Agriculture and Markets, Feed and Fertilizer Inspection Division, Bulletins 128, 136, 149, 159.

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Cottage Grove. The Wisconsin Farm Bureau Federation's offices are located at 7010 Mineral Point Road, Madison.⁴⁰

Conclusion

The Garver Feed and Supply Company buildings reflect the importance of agricultural industries to southern Wisconsin and serves as a reminder that even Madison, in which governmental and university activities prevail, is not isolated from the state's agriculture-based economy. The Garver Feed and Supply Company operations in Madison exemplified the scientific, research-based, centralized approach to the production and specialization of livestock feed that was adopted by feed supply companies across the state. The building is the best remaining example of a pre-World War II livestock feed manufacturing plant in the city.

⁴⁰ Wisconsin Bell, Ameritech Pages Plus: Madison Area White/Yellow Pages, January 1990.

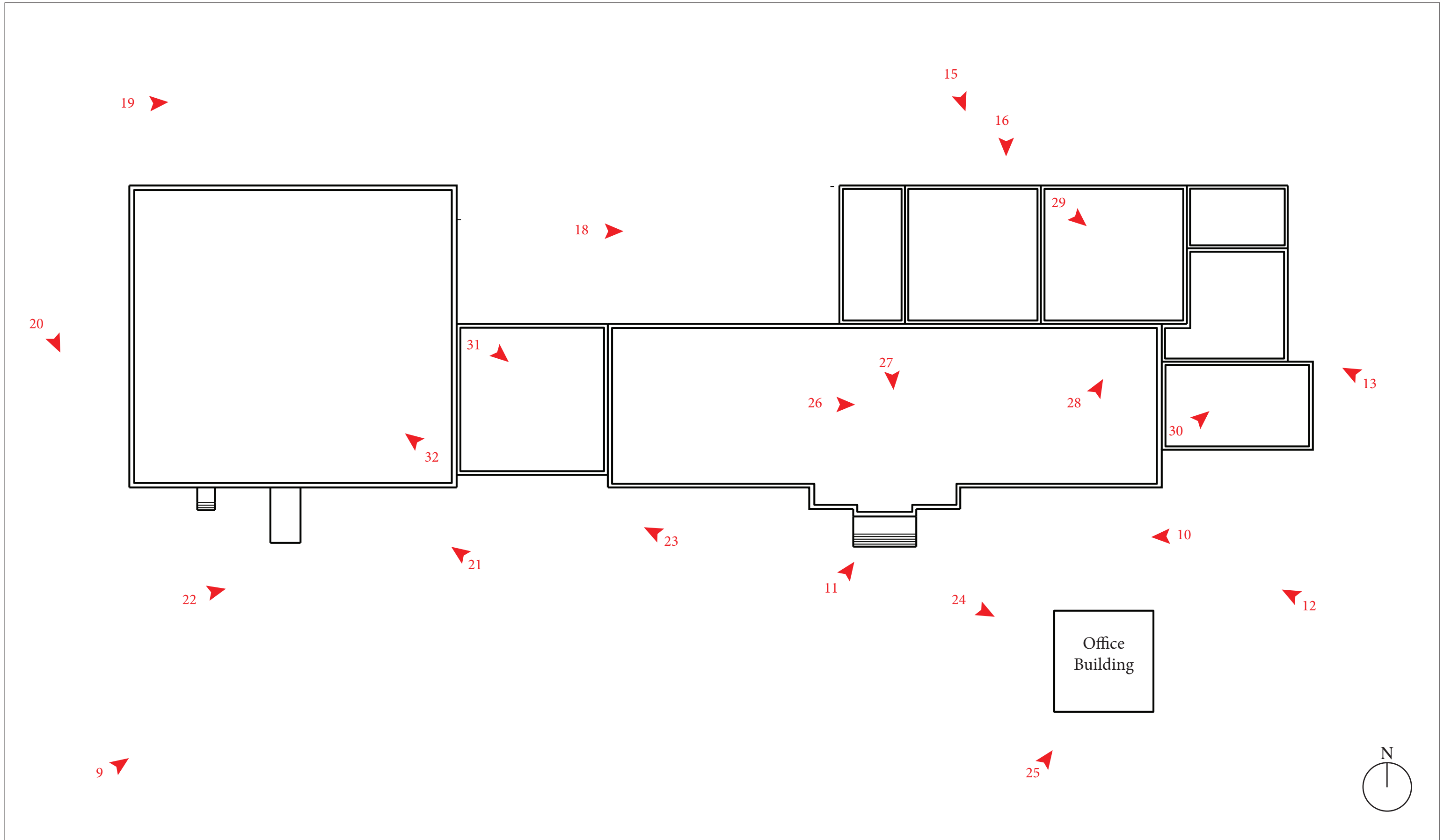




Image 1: United States Sugar Company complex circa 1910, looking northeast. (Source: <http://www.surroundedbyreality.com/Businesses/Industry/Garver/Garver03.jpg>).



Image 2: United States Sugar Company complex circa 1910s, looking north. (Source: <http://www.wisconsinhistory.org>).

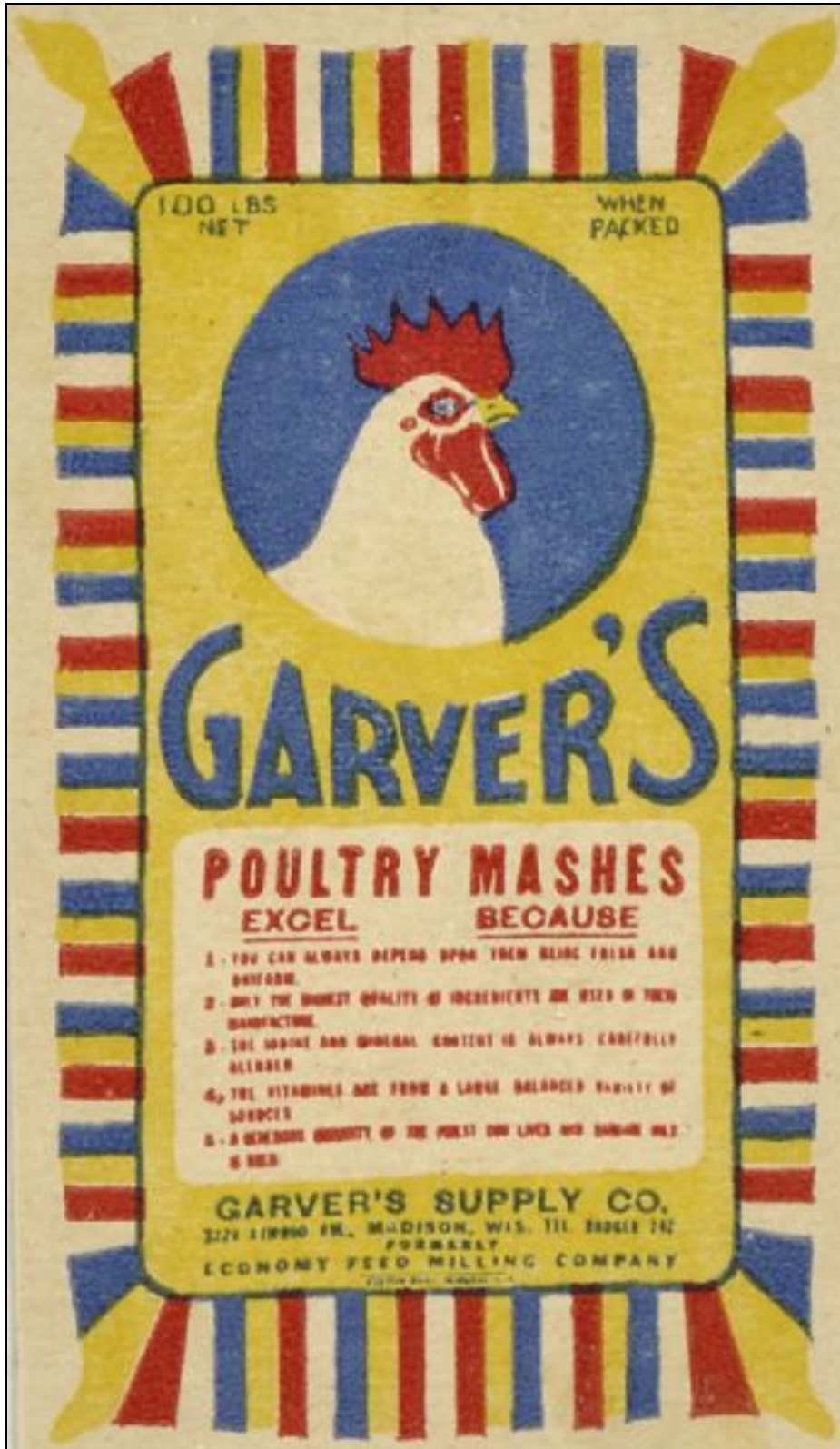


Image 5: Label for Garver's Poultry Mash, undated. (Source: <http://www.wisconsinhistory.org/Content.aspx?dsNav=Ny:True,Ro:0,N:4294963828-4294955414&dsNavOnly=Ntk:All%7cgarver%7c3%7c,Ny:True,Ro:0&dsRecordDetails=R:IM91312&dsDimensionSearch=D:garver's,Dxm:All,Dxp:3&dsCompoundDimensionSearch=D:garver's,Dxm:All,Dxp:3>)



Image 6: Garver Feed and Supply Company complex circa 1980s, looking northeast. (Source: <http://www.madisonpreservation.org/2014/11/garver-feed-mill-rfp/>).

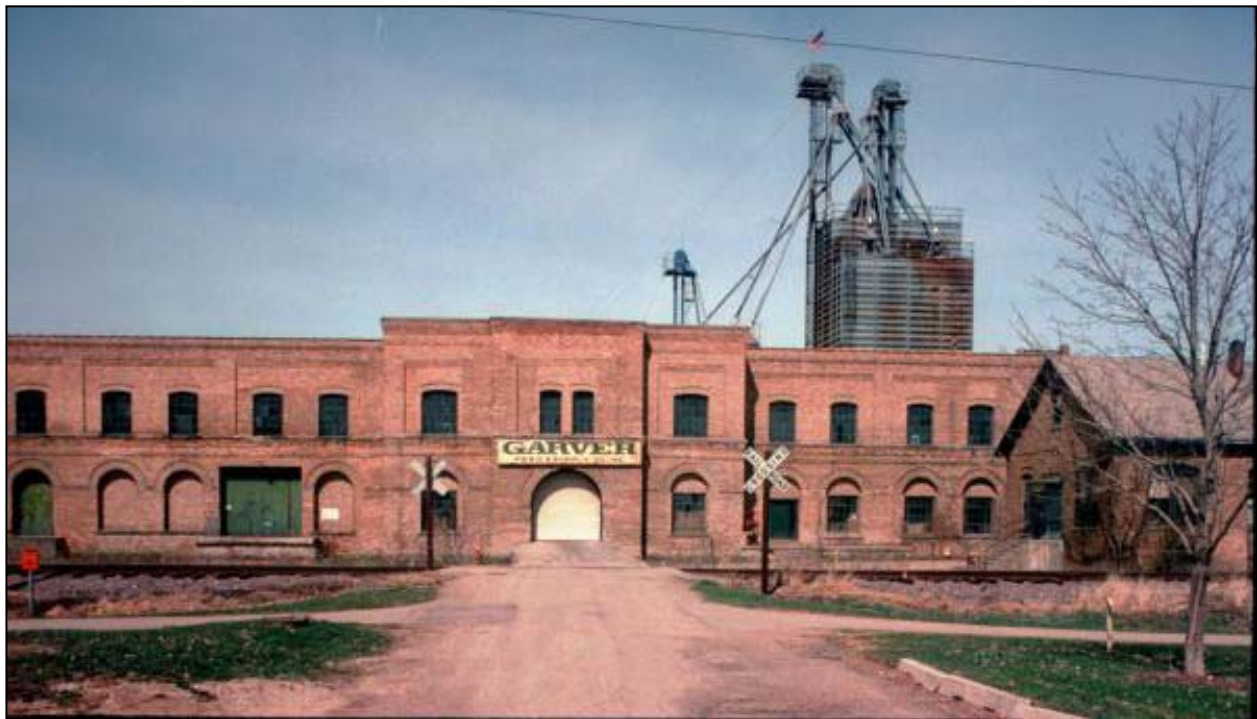


Image 7: Same, circa 1990s, looking north. (Source: <http://www.wisconsinhistory.org/Content.aspx?dsNav=Ny:True,Ro:0,N:4294963828-4294963814&dsNavOnly=Ntk:All%7cgarver%7c3%>)



Image 8: Aerial view of Garver Feed and Supply Company complex, looking north.



Image 9: South elevation of main building with office building on far right.



Image 10: South elevation, looking northwest.



Image 11: South elevation, entrance detail.



Image 12: South and east elevations, looking northwest.



Image 13: East elevation, looking northwest.



Image 14: North elevation, looking south.



Image 15: Same.



Image 16: North elevation detail.



Image 17: Same, looking west.



Image 18: North elevation, looking east.



Image 19: North elevation, looking southeast.



Image 20: West elevation, looking east.



Image 21: south elevation of storage building, looking northwest.



Image 22: South elevation, looking northeast.



Image 23: South elevation detail.



Image 24: West elevation of office building.



Image 25: West and south elevations of office building.



Image 26: Interior of main interior mill space, looking east.



Image 27: Same, looking south.



Image 28: Interior of main interior mill space, looking north to former feed storage area.



Image 29: Interior of former feed storage area.



Image 30: Interior of former general storage area.



Image 31: Interior of former feed processing area.



Image 32: Interior of former storage building.