| **Winston-Salem City Council Questionnaire**  
| **LOCAL HISTORIC LANDMARK DESIGNATION APPLICATION** |
| --- | --- |
| **Historic Name:** | Hoots Milling Company Roller Mill |
| **Current Name:** | ‘Hoots Roller Mill’ at West End Mill Works |
| **Physical Address:** | 1151 Canal Drive, Winston-Salem, NC 27101 |
| **Zoning:** | GB-LGI |
| **Ward:** | West |
| **Block (s)#:** | 1120 |
| **Lot(s)#:** | 308 |
| **PIN#(s):** | 6825-88-1927 |
| **Date of Construction:** | 1935 |
| **Lot Size / Acreage:** | 0.41 |
| **Original Use:** | Roller Mill & Warehouse |
| **Present Use:** | Commercial – Mixed-Use |
| **Restoration/Rehabilitation (Check One):** | □ No |
| | □ Yes, year completed: 2017, Cost: $950,000 +/- |
| | □ Yes, in the next Five Years, Estimated Cost: |
| **Ownership (Check One):** | □ Private |
| | □ Public |
| **Status (Check One):** | □ Occupied |
| | □ Unoccupied |
| **Is the building currently for sale?** | □ Yes |
| | □ No |
| **Public Access (Check One):** | □ Restricted |
| | □ Unrestricted |
| **Requested Landmark Designation for (Check Appropriate Boxes):** | □ Complete Exterior |
| | □ Complete Interior |
| | □ Complete Exterior & Interior |
| | □ Partial Exterior or Interior or Other, Explain: |

**How will the applicant make the property available to the public for the enjoyment, pleasure, & education? YES.**

**Applicant is willing to open the property at least once every five years to the public by hosting an event; OR,**

X Yes □ No

**Applicant is willing to open the property at least once every five years to the public by hosting a meeting of a preservation or similar group, or tour; OR,**

X Yes □ No

**Applicant is willing to open the property at least once every five years to the public by hosting a house tour or participating in a neighborhood tour, or any other type of educational tour that includes the Landmark property. OR,**

X Yes □ No

**Applicant is willing to have the designated portions of the Landmark photographed (in any format) and placed on the City/County’s website.**

X Yes □ No

**List any other ways the applicant plans to allow an opportunity for the public to be educated about the Local Historic Landmark in its entirety:**

**Property is part of West End Mill Works complex, and so open/accessible to the public. Owner will install National Register plaques and specific history of building onsite for public’s info.**

X Yes □ No
Potential Motions that can be made by the Elected Body

1. Designation of the portion of the property as proposed;

2. Designation of a portion of the proposed designation (ex: Designation of the exterior of the building only);

3. Deny the entire designation.

Signature of Owner:  
[Signature]

Date:  
July 5, 2017

West End Mill Works, LLC  
DeWayne H. Anderson, Jr., Manager
B. Report Material & Layout
Architectural Description, Significance, & Integrity Statements

1. Introduction:
The Hoots Brothers/Hoots Milling Company Roller Mill is located in the commercial corridor flanking Northwest Boulevard. Hoots Milling Company, Winston-Salem’s only extant twentieth-century flour and feed mill, reflects the perseverence of traditional roller mill design and function through much of the century. Heavy timber or steel-framed structures with brick or frame walls sheathed with metal siding minimized equipment vibration and mitigated fire danger. Milling practices changed little during the twentieth century’s first half, requiring complexes with room not only for processing equipment, but also large grain bins or silos.

2. Property Description:
The Hoots Brothers/Hoots Milling Company Roller Mill is situated on one tax parcel encompassing 0.41 acres located in the commercial corridor flanking Northwest Boulevard. The National Register-listed West End Historic District is to the south and the downtown business district further southeast. The former Chatham Manufacturing Company – Western Electric Company plant, also on the National Register, stands on a six-acre tract to the east and the Methodist Children’s Home occupies a 201-acre campus to the north.

3. Restoration / Rehabilitation Description:
Rehabilitated to the Secretary of the Interiors Standards (NPS #29160) on 9/16/2016.

4. Statement of Significance:
The Hoots Brothers/Hoots Milling Company roller mill are locally significant under Criterion A for Industry. When Zeno Hoots built a brick wholesale feed warehouse in 1932 followed by a heavy-timber frame roller mill around 1935, Hoots Milling Company joined three other Winston-Salem grain millers operating at that time. The mill manifests local farmers’ ongoing need for a venue to process wheat and corn despite the increased popularity of store-bought baked goods and flour-based cooking mixes as the twentieth century progressed. Although the enterprise remained smaller than its competitors, its trade remained strong through 1954.

The Hoots property on Bridge Street and Canal Drive, located in a burgeoning industrial corridor, was ideally suited for this purpose. Hoots leased the 1932 warehouse to flour and feed distributor Ballard and Ballard in 1937, likely subsidizing his roller mill’s expansion to include an east warehouse section. He erected a second brick warehouse on the railroad spur line’s opposite side in 1948, further increasing his rental income-generating capability. Ballard and Ballard became the 1948 warehouse’s first tenant, also utilizing the 1932 building until 1951.

The heavy-timber frame roller mill is also significant under Criterion C for Architecture as a distinctive and intact example of a vernacular twentieth-century grain milling facility built specifically to serve that function. The property’s period of significance begins in
1932 and ends in 1954, when Hoots sold the roller mill to grocery wholesaler Charles A. Bunn, who removed the milling equipment in order to facilitate the building’s use as a warehouse.

5. **Integrity Statement:**

**Hoots Brothers/Hoots Milling Company Roller Mill (1935, 1937); 1151 Canal Drive:**

Zeno Hoots built the two-story frame roller mill east of the warehouse using heavy timbers and dimensional lumber cut and sawn on his family’s Yadkin County farm. Sheet metal sheathes the building’s balloon frame walls, which rest on a formed concrete foundation. The initial construction date is unknown, but likely occurred around 1935. Hoots purchased seven lots east of his original holdings from Chatham Manufacturing Company in 1937 to allow for the mill’s expansion and erected the warehouse addition that tripled the structure’s size soon after.

The shed-roofed loading dock on the south elevation and the ongoing use of metal wall sheathing and roofing tie the long, rectangular building’s two parts together. The original west section includes a gabled grain elevator stenciled with the subsequent property owner’s business name, “Chas. A. Bunn Co.,” on its north elevation. A brick stovepipe chimney also rises above the side-gable metal roof, allowing for a heating stove in the first floor’s northwest corner. Two matching chimneys on the south elevation served the office and the warehouse sections, but there is no indication that a stove warmed the primary grain processing area, reflecting an effort to protect against igniting highly combustible flour dust.

A shed-roofed canopy supported by square wood posts shelters the loading dock at the south elevation’s center. Concrete block steps and wood stairs with a wood handrail provide access to the dock’s thick board floor. Sliding wood doors, a single-leaf office entrance, and six-over-six wood sash windows pierce the first-story walls. Small square windows at the second-story level illuminate the interior.

A metal shed-roofed canopy supported by steel posts and trusses extends from the south elevation’s eastern end adjacent to a second-floor plywood sliding door. On the north elevation, large metal sliding doors served the no-longer-extant loading dock adjacent to the railroad. Two of the four door openings have been enclosed and covered with sheet metal.

Substantial square wood posts and beams support the mill’s floor and roof systems. A fire blackened and charred some of the 1935 building’s second story and grain elevator framing. The wood wall and roof structure remains exposed in that area with the exception of a small restroom at the building’s southwest corner, where bead board covers the walls and ceiling. Adjacent to the restroom, a wood-framed “cage” enclosed with metal mesh provided a lockable storage area. A wood work table and shelving are attached to the south elevation’s framing.

A steep wood ladder stair with wood railings securing the upper run rises to the south from the brick stovepipe chimney on what was the 1935 building’s east elevation, providing access to the grain elevator. In order to facilitate the gravity-dependent aspect of the mill equipment’s function, the adjacent platform is about four feet shorter. Wood chutes conveyed the flour between levels and a four-step wooden ladder connects the two spaces.
Large flour storage bins were likely located on the second floor near the doors opening onto the north-facing railroad loading dock, while farmers may have unloaded corn and wheat into first floor bins on the building’s south side. As the Charles A. Bunn Company removed the mill machinery in the 1950s, its configuration is unknown, but other necessary components would have been conveyors, roller stands, separators, purifiers, bolters, sifters, mixers, packers, and scales. An electric motor and the attendant shafts, pulleys, and belts probably powered the operation.

In the 1937 warehouse addition’s second-floor section, frame partition walls enclosed with drywall create an office and storage room next to the south elevation, but the most of the space, which functioned as a warehouse for most of its history, remains open. Narrow wood boards comprise the flooring. Exposed electrical conduit houses wiring for the lights and outlets throughout the building.

On the first floor, frame partition walls sheathed with materials ranging from bead board, drywall, and cardboard to vertical boards delineate offices, storage closets, and rest rooms. The offices, accessed from the south loading dock and through interior doors, are the most finished spaces, updated in the mid-twentieth century with knotty pine wall paneling, Celotex ceiling tiles, commercial carpeting, and hollow-core doors. In the eastern office, which appears to be the earliest room, a large steel safe bearing the Charles A. Bunn Company’s name is recessed in the north wall. The current owner removed the later floor covering installed over the wood board floor in 2012. Bead board covers the warehouse side of the office’s eastern elevation, indicating that it was part of the Hoots construction.

The doors comprise six glazed panes over three horizontal raised panels. A conveyor belt installed by the Bunn Company rises along the east office’s north wall to the second floor. A wood stair in the hall at the intersection of the circa 1935 building and the circa 1937 addition encompasses one step leading to a bottom landing and a straight run to the north with steep risers and narrow treads. Wooden railings secure the stairwell opening.

Two metal-sided warehouses extend from the mill’s east elevation. Steel posts, beams, and trusses and a poured concrete floor create the flat-roofed circa 1950s structure that spans the distance between the mill and a front-gable-roofed storage building that was originally free-standing. A wood sliding door sheltered by a shed-roofed canopy secures the circa 1930s gabled frame warehouse, which is accessed by concrete steps leading to a concrete stoop. Insulation has been added to some of the interior walls; the floors are unfinished wood.

6. **Historical Background Summary:**
Civil engineer A. F. Dean laid out Roland Park, a subdivision north of the West End neighborhood, for Winston-Salem businessmen R. O. Apple, W. A. Blair, and W. L. Ferrell in April 1915. The plat encompassed 130 small lots on West End Boulevard’s north side, Bridge Street’s east side, and flanking Valley View Street, which became Northwest Boulevard, and North Summit Street, now Manley Street. Rapid residential development did not ensue, however, perhaps due to much of the land’s proximity to the Peters Creek floodplain. The 1917 Sanborn map indicates that only two dwellings stood on the property at West End Boulevard and Manley’s Street’s northeast corner by that time. In September 1927, civil engineers Hinshaw and Marshall re-mapped the property’s central section to illustrate the lots purchased by the Prudence Company. As land outside the central business section was more affordable and railroad spur lines provided convenient transportation, entrepreneurs including Zeno D. Hoots soon procured some of the land for industrial use.
Chatham Manufacturing Company, who had operated a plant to the east since 1907, acquired much of the still-vacant Roland Park acreage from the Prudence Company in December 1934 as a buffer for their complex.

Yadkin County natives Zeno Daniel and Lula Conrad Hoots moved to Winston-Salem in 1923, retaining their Forbush Township farm where Mr. Hoots operated a flour and feed mill. He continued to practice his trade in the city, initially partnering with James G. Messick and Leonard J. Messick to create the Messick-Hoots Company. The men sold feed from a building on North Liberty Street near the Norfolk and Western Railway for several years, but parted ways by 1929. The Messicks then opened a grocery and feed store on North Trade Street, while Zeno Hoots and his brother Guy established Hoots Brothers, a wholesale feed distributorship, at the corner of Linden and Liberty Streets. Zeno and Lula Hoots resided in the West End neighborhood, first at 123 North Spring Street and then at 108 West End Boulevard. Guy Hoots remained in Yadkin County.

On June 10, 1931, Zeno Hoots acquired eight parcels of the Prudence Company’s property flanked by Summit and Bridge Streets to the east and west, a railroad siding to the north, and a creek and West End Boulevard to the south. Hoots Brothers moved to that location in 1932 after erecting a one-story brick warehouse at what is now 915 Bridge Street from which they sold wholesale feed. At that time, Winston-Salem’s other feed dealers included the Camel City Feed Store, Cox’s Seed Store, and J. G. Messick and Son, all on North Trade Street; and S. E. Hauser and Company on North Cherry Street. Within a few years, however, Hoots Brothers is the only wholesale feed vendor listed in the city directories. That remained the case until 1937, when it appears that Zeno Hoots leased his Bridge Street warehouse to Ballard and Ballard Company, who marketed feed and flour. It is unclear whether Hoots operated the Ballard and Ballard distributorship or if the company briefly usurped his flour brokering business (see Ballard and Ballard corporation history). Perhaps in response to the competition, Zeno Hoots erected a two-story frame roller mill east of the warehouse and purchased seven lots east of his original holdings from Chatham Manufacturing Company in 1937 to allow for the building’s expansion.

Ballard and Ballard continued to occupy the 915 Bridge Street warehouse in 1938, while Hoots Brothers operated from a location on North Patterson Avenue beyond the city limits. Hoots Milling Company on Canal Drive is first listed among Winston-Salem’s flour mills in 1939, along with Forsyth Roller Mills at 525 North Church Street, Southside Roller Mills on Haled Street, and Winston Roller Mills at 627 Waughtown Road.

Given the affordable land and close proximity to downtown and a railroad spur line, the area surrounding Hoots Milling Company included diverse commercial and industrial operations such as a Piedmont Leaf Tobacco Company warehouse, Tire Rebuilders Supply (tire sales and service), J. D. Kimel Signs (outdoor advertising), Southern Asphalt Roofing, Carolina Marble and Tile, Star Laundry, Naylor Builders Supply, Pleasants Hardware’s wholesale division, Royal Crown Bottling Company of Winston-Salem, Davis Garage and Welding Shop, Winston-Salem Paving and Roofing, Pine Hall Brick and Pipe, and the Cruse Animal Hospital (a small veterinary clinic). The Kenny D. Division of Consolidated Groceries Corporation, a wholesale grocer, occupied a large brick warehouse on Bridge Street opposite the circa 1932 Hoots warehouse.

Likely inspired by successful neighboring entrepreneurs and the need to generate additional income, Zeno Hoots further diversified his business concerns by building an approximately 15,800-square-foot warehouse north of the railroad spur at what is now 918 Bridge Street.
in 1948. According to the December 1950 Sanborn map, the 1932 and 1948 warehouses then served as Ballard and Ballard Company feed and flour storage buildings, but that arrangement terminated when Pillsbury Mills, Inc. absorbed the company in 1951. Zeno Hoots subsequently leased the 1948 warehouse to Grocery Supply Company, Inc. He continued to process and sell flour, grains, and feed at the Canal Drive mill until 1954, when he conveyed that property to Charles A. Bunn. Hoots retained ownership of the 1932 warehouse, but leased it to Bunn, as indicated by an advertisement for “Charles A. Bunn Co., Food Brokers,” which provides a Bridge and Canal Street address for Bunn’s office and warehouse.

Mr. Bunn, in partnership with his son Charles L. Bunn and Lester Graham Johnson, utilized the roller mill to store their wholesale grocery business’s inventory. They thus removed the milling equipment and installed a conveyor belt and an elevator to facilitate moving heavy loads. The company supplied products to entities including Food Lion, Food Fair, and the Joyce Brothers. McNair Construction Company purchased the property in 1973 and used it as a warehouse until 2010.

Zeno Hoots bought 3.20 acres at the northwest corner of the North Liberty Street and Akron Drive intersection from the Norfolk and Western Railway on September 23, 1958, and constructed a warehouse and office from which he operated his flour and feed distribution business with the assistance of his sons, Zeno Jr. and John, until his death in 1967. The land, once part of Samuel A. Ogburn’s farm, is adjacent to the Z. Smith Reynolds airport and the bridge that carries Akron Drive over the railroad. The Hoots family retained ownership of the property, renting the warehouse to various tenants, until November 2003, when they sold it to Golden Leaf Partners, LLC.

Chatham Manufacturing Company subdivided the land they owned outside of their former industrial complex in August 1944, selling John H. and Maude D. Pritchett five lots in Block A bounded by Bridge Street on the west, an alley on the north, Manley Street on the east, and the railroad spur on the south, excluding three lots at the block’s northeast corner that had belonged to R. C. Johnson that month. The Pritchets conveyed their five lots to Zeno Hoots in January 1945. He built an approximately 15,800-square-foot warehouse on the western four parcels in 1948, which, according to the December 1950 Sanborn map, initially served as a Ballard and Ballard Company feed and flour storage building with a 918 Bridge Street address. Grocery Supply Company, Inc., a wholesale distributor headed by Grady A. Williard, Hugh Nixon, and Troy Parks, moved from 626 Brookstown Avenue to the 1948 warehouse at in 1954.

Zeno Hoots sold the lot east of the 1948 warehouse to the Grocery Supply Company in June 1957. The company also acquired the three adjacent lots to the north, providing them with room to construct a warehouse addition almost equal in size to Hoots’ storage facility. The buildings shared a central wall. Salem Paper Company began renting the 1948 section from Hoots in 1959 and renewed their lease in 1963. Grocery Supply eventually acquired the warehouse and its successor corporation, the Kernersville-based Carolina Central Grocers, Inc., sold the property to Wilson, N. C., resident Joseph Hewes Parrish Jr. and Atlanta resident Cecil Hart Parrish on March 8, 1969. By 1972, the siblings resided in Forsyth County and conveyed a one-third share in the holdings to their sister, Ellen Dabney Parrish. Joseph H. Parrish Jr., Cecily Parrish McIlvain, and Ellen Parrish Jackson leased the property to Alco International, Inc. beginning on April 1, 1980.

Hoots Brothers’ circa 1932 brick warehouse to the south at 915 Bridge Street functioned
as a Ballard Company warehouse from 1937 until 1951. The family rented it to Charles A. Bunn Company by 1954 and a series of other tenants including a spice distributor subsequently occupied the building. On June 14, 1984, Zeno Hoots’s five children and their spouses sold four tracts encompassing the 1932 warehouse to SLEM Partnership LLP, comprised of C. E. Pleasants Jr. and his wife Nancy and A. Zachary Smith III and his wife Nancy. They remodeled the warehouse to use as office and storage space for Pleasants Hardware Company, undertaking a complete rehabilitation only a few years later after an October 1987 fire gutted the interior. SLEM Partnership LLP leased the property to Goody’s Manufacturing Corporation in December 1991. Goelst Realty, LLC, bought the building from SLEM Partnership LLP, represented by general partner C. Edward Pleasants Jr., in July 2004, and the 1948 warehouse from Joseph H. Parrish Jr.’s heirs in August 2004. RBC Bank obtained both properties on June 10, 2011.

In 1880, Louisville, Kentucky, brothers Charles Thruston Ballard (1850-1918) and Samuel Thruston Ballard (1855-1926) founded Ballard and Ballard Company, milling products including Ballard’s Obelisk Flour and Ballard Insurance Feeds. The company grew to become one of the nation’s largest flour and feed purveyors before Pillsbury Mills, Inc. acquired Ballard and Ballard on June 12, 1951, removing their most significant competitor from the southeastern market. Ballard and Ballard had produced all-purpose and bakery flour, pancake and hot roll mix, and feed in their principal plant in Louisville; formula feed at a Nashville, Tennessee, facility; cake and pie crust mixes in Chattanooga, Tennessee; and refrigerated biscuit dough, marketed as “Oven-Ready” biscuits, at their Louisville, Atlanta, Georgia, and Denison, Texas, plants. Wholesalers disseminated ninety percent of Ballard and Ballard’s products from warehouses in twenty-three metropolitan areas throughout the southeast, one of which was Winston-Salem. During the fiscal year that ended in June 1950, Ballard sales accounted for 4.65% of the southeastern prepackaged flour market, followed by Pillsbury at 3.66%. Between July 1, 1950, and May 31, 1951, Winston-Salem’s Ballard warehouse distributed $30,182-worth of inventory, compared with Pillsbury’s $11,563 in product sales.

7. **Architectural Context:**

North Carolina’s early milling operations depended on hydraulic power, making locations along the Haw, Deep, and Catawba rivers, where slate formations create falls and rapids, ideal for manufacturing. Entrepreneurs such as German merchant Michael Schenck, who erected a sawmill, gristmill, and several ironworks in Lincoln County before hiring ironworkers Absalom Warwick and Michael Beam to construct North Carolina’s first cotton mill in 1813, achieved great success with their undertakings. Industrial architectural design during this period was influenced by the need to accommodate the necessary machinery in a manner that would allow for the most efficient interaction with the power source and utilization of natural light and ventilation. Many of North Carolina’s early millers adapted existing frame buildings to serve their needs. Such structures, which usually had rough-sawn wood floors and wood shingle roofs, often resembled large residential or agricultural buildings as they were typically located in rural settings along the rivers and streams that generated their power. Heavy timbers allowed for building stability despite equipment vibrations, and the dense wood used for the framing was fire resistant. However, frame mills were still extremely susceptible to fire and few nineteenth-century North Carolina examples survive.

Many industrial buildings erected by the mid-nineteenth century were of “slow-burn” masonry construction, with brick walls, heavy timber framing, gabled roofs, large
windows, and metal fire doors. Flour and grist mill construction remained vernacular, with utilitarian, often frame buildings clad with metal siding serving to house equipment and process wheat and corn. Unlike in textile mills, where projecting stair towers, large operable windows and transoms, and monitor roofs provided mill workers with light and ventilation, flour and grist-mills had few windows. Efforts to minimize fire risk included the use of galvanized-sheet-metal clad solid-core-wood doors. Water reservoirs and elevated water tanks supplied automatic sprinkler systems in many industrial complexes. By the late nineteenth century, steam and electric power generation allowed milling operations of all types to move to urban areas in close proximity to railroad lines.

Although most industrial buildings were designed to be functional and fireproof rather than aesthetic masterpieces, their massive size and substantial construction symbolized economic progress. Iron and steel structural systems were employed in industrial buildings during the nineteenth century, but their high cost greatly limited their use. The ability to withstand the weight and vibrations of heavy machinery without failing contributed to the popularity of structural steel construction, as did the ease of fabricating framing systems from standard, factory-generated components. Steel posts and beams could be riveted together and tended to be smaller and lighter than wood or iron framing members, thus allowing for wider and taller buildings with more square footage for equipment.

By the early twentieth century, timber scarcity in urban areas and the popularity of monitor roofs resulted in an increased use of structural steel framing. Many industrial buildings employed a combination of steel interior framing and load-bearing brick exterior walls before moving to engineered masonry (brick, concrete, or tile) curtain walls that provided structural bracing but did not carry any weight. Building materials and labor were in short supply during World War II, but when construction resumed after the war’s end, steel-framed industrial edifices with masonry (brick, tile, or concrete) curtain walls predominated. The transition from heavy timber frame construction to steel structural systems in North Carolina was slow, however, and heavy timber beams and posts continued to be used through the 1940s.

As seen in other industrial concerns, heavy-timber frame and brick structures typically housed roller mill equipment, with brick being the preferred, but often prohibitively expensive, alternative given its fireproof nature. After steam, gas, and electricity replaced hydraulic power, entrepreneurs erected mills in urban areas close to railroads and other major transportation corridors. Late nineteenth century innovations greatly improved wheat and corn milling technology by replacing heavy, unwieldy grindstones with steel rollers that produced more finely ground flour and meal at a much faster rate. Many millers installed rollers in operations that had previously employed grinding stones, while others built structures intended specifically for rollers and the associated equipment.

Necessary roller mill components include conveyors to transport the grain from storage bins or silos to rollers, typically installed in pairs on stands at a higher elevation than the other equipment. Grain first passes through corrugated rollers that turn toward each other and begin breaking the endosperm and then moves down through chutes to mechanized sifters, which shake the particles through progressively fine screens. After purifiers further separate the flour by density, subsequent sets of smooth rollers at progressively closer proximity to each other further reduce particle size. At the end of this process, depending on the desired final product, vitamins and minerals or whole-wheat elements such as bran and germ might be mixed in prior to the flour packaging.
John D. and Thomas J. Grimes constructed North Carolina’s first identified roller mill one block west of Lexington’s Main Street in 1879. The brothers soon expanded the four-story, steam-powered, frame building with a four-story brick addition that still stands as a testament to their success. The mill operated until around 1960 and has been listed in the National Register since 2002.37 Another such enterprise, the China Grove Roller Mill, was also initially housed in a frame building, but the company erected a three-story brick edifice designed by millwrights Lipe and Corriher in 1903. The complex, added to the National Register in 1983, processed wheat and corn until 1995.

Several early Forsyth County flour mills are listed on the National Register and have been adaptively reused. The F. and H. Fries Company refitted the 1836 brick Salem Cotton Mill to serve as Wachovia Flour Mills in 1856. The building and the adjacent 1880 brick Arista Cotton Mill now function as the Brookstown Inn. Danny and Charlene Caudill purchased the Second Empire-style, brick, 1897 Harmon-Reid Mill in Kernersville building in the late 1970s to house their electrical contracting business. Michael and Patricia West converted the 1899 weather-boarded Lehman and Butner Roller Mill in the Bethania Historic District to encompass retail, office, and meeting space. The late-nineteenth-century frame Walkertown Milling Company, still in use as a retail venue, is also documented in architectural surveys.

Although Winston-Salem retains a number of industrial buildings erected during the first half of the twentieth century, many have been extensively modified or demolished, and none other than Hoots Roller Mill were built to serve as flour, grist, or feed mills. The few surviving such Forsyth County structures have experienced remarkably little alteration over decades of continuous use. Three twentieth century grain milling complexes are included on the North Carolina Study List, indicating that they are potential National Register candidates: the 1910 frame Lewisville Roller Mill, the 1920 frame Clemmons Milling Company, and the 1933 stone Lasater Mill near Clemmons. The two frame mills and the no-longer-extant Southside Roller Mill are comparable to Hoots Roller Mill in terms of building technology and materials, function, and appearance. The complexes manifest the utilitarian, fire-resistant construction that prevailed in vernacular flour and grist mill design through the twentieth-century’s first decades.

Jennings family photographs illustrate the evolution of the side-gable-roofed Lewisville Roller Mill, built as Fairview Roller Mills in 1910. By 1926, the two-story, weather-boarded, heavy-timber-frame structure had been expanded with a shed-roofed east addition slightly shorter than the original building. Tall nine-over-nine sash windows illuminated the interior and paneled single- and double-leaf doors provided access to both floors. A shed-roofed loading dock supported by braced square posts extended across the façade (south elevation), unifying the two sections. The mill proprietors subsequently erected one- and-two-story rear and side wings and shed rooms, a shed-roofed grain elevator, and a deep shed-roofed canopy to shelter the original building’s south elevation. The structure now houses a variety of retail establishments and a coffee shop, making it Lewisville’s oldest continuously-utilized commercial edifice.

About six miles to the southeast, the 1920 section of Clemmons Milling Company, like the Hoots Roller Mill, is a purely utilitarian, frame, side-gable-roofed building sheathed in metal siding and protected by a metal roof. A shed porch extends across the façade; a shed-roofed wing across the rear elevation. The Brewers constructed a series of gabled and shed additions on the mill’s west elevation through the 1940s.40 Two metal silos stand next to the north elevation.
Another comparable property, the 1911 Southside Roller Mills erected to house brothers John Christian and Samuel L. Spach’s Waughtown flour and grist milling business, is no longer extant. By 1917, the three-story, weather-boarded, side-gable-roofed mill comprised a matching eastern addition that was not quite as tall as the main block and shed-roofed canopies above double-leaf entrances and freight doors at the loading docks fronting Haled Street and the railroad spur line. Milling equipment included a corn-sheller in the basement, six roller stands on the first floor, three purifiers and a scourer on the third floor, and two sifters, a reel, a separator, and two scourers on the third floor. A tall grain elevator and four large silos built in 1914, all of fireproof construction, stood on the mill’s west side. Two-over-two-sash windows illuminated the interior and a standing-seam metal roof protected the building, which was electrified but had no heat given the fire risk. A sprinkler system served the mill, but not the one-story office that projected from its east elevation or the one-story frame warehouse to the west.

Piedmont Concrete Company demolished the three-story mill soon after it was documented in January 1980 as part of the Forsyth County architectural survey, but a one-story, side-gable-roofed, frame building which initially functioned as a warehouse survives from the complex. The structure appears on the 1917 Sanborn Map, served as a farm machinery showroom by 1950 when Samuel L. Spach operated the property as the Farmers Cooperative Exchange, and was used for fertilizer storage by 1958. A similar one-story side-gable-roofed frame building has occupied the mill site since 1981. William E. and Shirley Gregory acquired the property in June 1985 and opened Bill’s Lawn and Garden, a fertilizer, seeds, and hardware store, which they still operated in 2013.

Like these examples, Hoots Milling Company, Winston-Salem’s only extant twentieth-century flour and feed mill, reflects the perseverance of traditional roller mill design and function through much of the century. Heavy timber or steel-framed structures with brick or frame walls sheathed with metal siding minimized equipment vibration and mitigated fire danger. Milling practices changed little during the twentieth century’s first half, requiring complexes with room not only for processing equipment, but also large grain bins or silos and warehouses for product storage and distribution.

8. Approved National Register Nomination:
National Register of Historic Places entered 5/19/2014 (FY4259)
BIBLIOGRAPHY:

Armytage, Walter Harry Green. “Oliver Evans,”


Bunn, Charles L. Discussion with Terry Hartman, April 2011.


Forsyth County Register of Deeds, Deed and Plat Books, Forsyth County Governmental Center, Winston-Salem, North Carolina.


Hoots, Lula. Death certificate.

Jennings, Ruth. Information regarding Lewisville Roller Mills provided to the Lewisville Historical Society and Heather Fearnbach in 2009.


Miller’s and Hill’s Winston-Salem City Directories, 1924-1954.


Context Photo No. 0001: Looking south down Bridge St. - 918 Bridge St is the red building in the left foreground

Context Photo No. 0002: Looking east into the courtyard between 918 Bridge St and 915 Bridge St. (blue bldg.) towards the Roller mill
Context Photo No. 0003: Looking east into the courtyard between 918 Bridge St and 915 Bridge St. (blue bldg.) towards the Roller mill

Context Photo No. 0004: Looking east into the courtyard between 918 Bridge St and 915 Bridge St. (blue bldg.) towards the Roller mill
Context Photo No. 0005: Looking north up Bridge St. towards 915 Bridge St. (blue bldg.)

Context Photo No. 0005: Looking east up Canal Dr. towards 915 Bridge St. (blue bldg.) - Hoots Roller Mill in left background
Historic Preservation Certification Application | Part B - Completed Rehabilitation
Hoots Milling Company Roller Mill
1151 Canal Drive | Forsyth County | Winston-Salem, NC

Photo No. 1 South Elevation - west end (after)

Photo No. 2: South Elevation (after)
Historic Preservation Certification Application | Part B - Completed Rehabilitation

Hoots Milling Company Roller Mill
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Photo No. 5 South Elevation - east end (after)

Photo No. 6: South Elevation - east end (after)
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Photo No. 7 South Elevation - east end toward contributing storage building with connector removed (after)

Photo No. 8: East Elevation - contribution storage building (after)
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Photo No. 9 North Elevation - Oblique view looking southwest

Photo No. 10: North Elevation - Oblique view looking southwest with partial east end elevation of Hoots Roller Mill. One story connector has been “opened up” (after).
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Photo No. 11 North Elevation - east end looking west. early sided over opening in foreground was reopened and glazed (after)

Photo No. 12: North Elevation - partial @ east end with new ramp (after)
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Photo No. 13 North Elevation - oblique looking west (after)

Photo No. 14: North Elevation - oblique looking west (after)
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Photo No. 15 North Elevation - Oblique view looking west with new deck and ramp on existing dock (after)

Photo No. 16: Oblique view of North and West Elevations - looking east (after)
Photograph No. 17: West Elevation - (after)

Photograph No. 18: Context image - West Elevation of Hoots Roller Mill in right background (after)
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Photo No. 19 South Elevation former sliding door (after)

Photo No. 20: South Elevation - former (fixed in place) sliding door (after)
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Photo No. 21 South Elevation - oblique view looking northeast (after)

Photo No. 22: South Elevation - Existing door - Existing former sliding door 104A @ right. Location of former chimney (after)
Photo No. 23 South Elevation - former location of concrete masonry chimney at the west end; restored early window (after - at substantial completion)

Photo No. 24: South Elevation - former location of brick masonry chimney at the east end (after - at substantial completion)
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Photo No. 25: Large opening in the upper level east wing - glazed (after)

Photo No. 26: North Elevation - new stair/deck at former ramp (after)
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Photo No. 27 East Elevation - Hoots Roller Mill; former interior of one-story connector (after)

Photo No. 28: Courtyard between - Hoots Roller Mill & Storage Building (after)
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Photo No. 29 South Elevation - Loading dock looking west (after)

Photo No. 30: Lower level looking towards northeast corner of east wing (after)
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Photo No. 31 Lower level - east wing looking west. Former office area removed (after)

Photo No. 32: Lower level looking west. Former office area on left has been removed (after)
Photo No. 33: Lower level looking south toward new entrance (after)
Photo No. 34: Lower level looking northeast toward new stair (after)
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Photo No. 35 Lower level - west wing - oblique view towards northwest corner (after)

Photo No. 36: Lower level west wing looking southeast towards location of former stair. (after)
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Photo No. 37 Lower level - west wing looking northeast (after)

Photo No. 38: Lower level - east wing - former office area (after)
Photo No. 39 Upper level - looking west into west wing (after)
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Photo No. 40: Upper level - looking east into east wing (after)
Photo No. 41 Upper level looking west from east wing (after)
Photo No. 42A: Looking from east wing into new stair hall/common area towards west wing (after)
Photo No. 42: Upper level - northeast corner (after)
Photo No. 43 Looking towards west wing at ramp near former ships ladder (after)
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Photo No. 44: Oblique view towards southwest corner (former bathroom) of west wing (after)
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Photo No. 45 Interior - north wall of west wing. (after)

Photo No. 46: Former location of early bathroom in southwest corner of west wing (after)
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Photo No. 46: Former location of early bathroom in southwest corner of west wing (after)
Photo No. 47A: New spiral stair to mezzanine. Existing chimney in background (after)
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Photo No. 47B Looking west into mezzanine platform from mezzanine (after)
Photo No. 47: Mezzanine - west interior elevation (after)
Photo No. 48: Lower level - west wing, South Elevation.
Restored window (after)
Photo No. 49 Lower level - west wing, restored window, south Elevation (after)

Photo No. 50: New window - southeast corner, east elevation, east wing, upper level (after)
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Photo No. 51: Upper level, northeast corner (after at substantial completion)

Photo No. 52: High window in upper level, east wall, west wing adjacent to existing brick chimney (after at substantial completion)
Photo No. 53: Large bay doors installed adjacent to opening in west wing of upper level

Photo No. 54: Tenant space - east end. Oblique view looking southwest.
Photo No. 55: Tenant space - east end. Oblique view looking northeast.

Photo No. 56: Tenant space - east end. Oblique view looking northwest.
Hoots Brothers/
Hoots Milling Company
Roller Mill

PINs: 6825-88-1927
Tax Block: 1120
Tax Lot: 308

Historic Resources
Commission

Scale: 1” represents 200’
8/2/2017