United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10?900a). Use a typewriter, word processor, or computer, to complete all items.

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1. Name of Property

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historic name: General Mills Incorporated Research Labs
other names/site number: 2010 East Hennepin

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2. Location

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street & number: 2010 Hennepin Ave East
not for publication__X__
city or town: Minneapolis vicinity ___
state: Minnesota code: MN county: Hennepin code:
zip code: 55413

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3. State/Federal Agency Certification

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As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets / does not meet the National Register Criteria. I recommend that this property be considered significant
___ nationally ___ statewide ___ locally.
(___See continuation sheet for additional comments.)

_____
Signature of certifying official Date

_____
State or Federal Agency or Tribal government
In my opinion, the property ____ meets ____ does not meet the National Register criteria. (See continuation sheet for additional comments.)

_____
Signature of commenting official/Title Date

_____
State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

____ entered in the National Register (See continuation sheet.)
____ determined eligible for the National Register
(See continuation sheet.)
____ determined not eligible for the National Register
____ removed from the National Register
____ other (explain): _____

_____ _____ _____
Signature of Keeper Date of Action

5. Classification

Ownership of Property: private
Category of Property: buildings

Number of Resources within Property:	Contributing	Noncontributing
	_14_	_____ buildings
	_1__	_____ sites
	____	__4__ structures
	_1__	_____ objects
	_16_	__4__ Total

Number of contributing resources previously listed in the National Register: _0_
Name of related multiple property listing: "N/A"

6. Function or Use

Historic Functions (Enter categories from instructions)
Cat: Industry/Processing
Sub: Research, Warehouse

Current Functions (Enter categories from instructions)
Cat: Commerce/Trade
Sub: Small Business Start-up, Professional

7. Description

Architectural Classification: Art Deco, Modern, Commercial Style and Mixed
Materials (Enter categories from instructions)
foundation(s): concrete
roof(s): synthetics
walls: brick, glass, concrete, and metal

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

The General Mills Inc. Research Labs were used by General Mills from 1930 until 1980. From 1960 on only the chemical division remained at 2010 Hennepin while the rest of the corporation moved to a new multimillion dollar center. The Research labs were sold to Henkel Corporation of Dusseldorf, Germany, in 1977. Henkel Corporation vacated the site and General Mills spent half a million dollars in 1985 in asbestos removal at the site. In 1990, the complex was sold to Larry + Christie Homstad of B.B.D. Holding, Inc. They worked with the EPA and the Minnesota Pollution Control Agency to clean up groundwater contaminated by a chemical solvent pit. The complex is situated in a residential area of a mixed us section of Minneapolis. Railroad tracks are adjacent to the site. The Labs are most known as the site where Cheerios and Betty Crocker were created. The site is also important for the research in vitamins, dehydrated food, and soybean polyamide resins, fatty acids, and starched it did for the army during World War 2. Although the basic interior layout of the buildings remain the same, the Homstads have remodeled the rooms to accommodate the needs of the various businesses (such as catering kitchens and coffee grinders) located in the complex. The most intact interior is in building #10. This interior is the contributing “object” on the site. Although the vats have been removed, the three stories of walkways and safety signs remain because the Homstads can’t afford to heat the building for anything beyond storage. The Lab’s expansion program ended in the 1950’s after moving several residential structures to empty lots adjacent to the research campus. A description of each building follows:

Building #1 - one story, concrete, built in 1975, mixed style, used as a chemical storage building, unknown designer

Building #2 - two story, brick, built in 1950, designed by C.W. Farnham, guardhouse designed by same added on in 1955, commercial style, used as a laboratory building, attached to west side of #3

Building #3 - two story, brick, built in 1930, Designed by Dr. C. H. Bailey, director of research, and Dr. R. C. Sherwood, laboratory manager, Art Deco style, back part of #3 constructed in 1936, second floor added to original section in 1938, contained the Betty Crocker Test Kitchen

Building #4 - two story, brick, built in 1938, attached to the west side of #3, designed by W.B. Wade, director of the GMI Engineering Department, Art Deco style, used as a laboratory building, attached to East side of #3

Building #5 - one story, brick, built between 1945-47, designed by W.B. Wade and GMI Engineering Dept., mixed style, used as a machine shop

Building #6 - two story, brick, built between 1945-47, designed by W.B. Wade and GMI Engineering Dept., Art Deco style, used as offices, attached to west side of #7

Building #7 - two story, brick, built in 1938, designed by W.B. Wade and GMI Engineering Dept., Art Deco Style, used as a cafeteria

Building #8 - two story, brick, built in 1943, second floor added in 1949, designed by W.B. Wade and GMI Engineering Dept., Art Deco style, used as offices, attached to east side of #7

Building #9 - two story, brick, built between 1938-41, first floor expanded and second floor added in ‘56, designed by W.B. Wade and GMI Engineering Dept., Art Deco style, used for food engineering research, contained a machine shop in the basement, attached to south side of 6

Building #10 - front half two stories, back half three stories, brick, built between 1945-47, designed by W.B. Wade and GMI Engineering Dept., mixed style, used as Chemical engineering building, contained big vats, attached to south side of #7.

Building # 11 - one story, concrete, built in 1938, designed by W.B. Wade and GMI Engineering Dept., mixed style, used as a food pilot plant, where Cheerios was developed, attached to south side of #7

Building #12 - one story, concrete, built between 1938-1941, designed by W.B. Wade and GMI Engineering Dept., mixed style, used as a warehouse, connected to buildings #8 and #11 through a later addition

Building #13 - one story, mostly underground, built post 1946, designed by W.B. Wade and GMI Engineering Dept., now used as receiving docks

Building #14 - three story, built in 1946, designed by McEnary & Kraft, modern style, used as the quality control building

Building #15 - exact number of stories unknown, built between 1930 and 1946, designed by W.B. Wade and GMI Engineering Dept., used as a polyamide plant, burned down in 1980s

There are several outbuilding such as sheds and garages scattered around the site, but they aren’t of any specific architectural style or significant contribution.

Buildings 1 - 14 are connected by tunnels.

8. Statement of Significance

Applicable National Register Criteria:
_X_ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
__X_ B Property is associated with the lives of persons significant in our past.
____ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
____ D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)
____ A owned by a religious institution or used for religious purposes.
____ B removed from its original location.
____ C a birthplace or a grave.
____ D a cemetery.
____ E a reconstructed building, object, or structure.
____ F a commemorative property.
____ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance: Engineering, Industry, Invention, Science, other (research)
Period of Significance: 1930 - 1977
Significant Dates:
1930 - acquiring of site and construction of first building
1941 - Presentation of Cheerios and Betty Crocker to the public
1942-46 - Research conducted for the U.S. Military
Significant Person: James F. Bell
Cultural Affiliation: N/A
Architect/Builder: C. H. Bailey and Dr. R. C. Sherwood
W.B. Wade and GMI Engineering Dept.
McEnary & Kraft
C.W. Farnham

Narrative Statement of Significance:
James F. Bell combined several Minneapolis Milling companies, the Washburn-Crosby Company, the Larrowe Milling Company, the Frank Kell Industries, and the Red Star Milling Company to form General Mills on June 22, 1928. General Mills would be a company that expanded from producing flour to producing ready made food items. General Mills was a major player in the Minneapolis economy during the early and mid 20th century. Bell was the company's first president and founded the research labs located at 2010 Hennepin. The puffing process discovered by Professor Alexander Pierce Anderson in 1929 led to the creation of “Cheerios” at the General Mills Research labs, first named “Cheerioats” when it was introduced to the public in 1941. Cheerios was one of the first ready-to-eat oat cereal. General Mills produced other cereals, such as wheaties, causing one of the conference rooms to be painted the

same orange color as the wheaties cereal box. The Betty Crocker Test Kitchens were established at the Research Labs between 1930 and 1941. Betty Crocker was named of William G. Crocker, secretary and director of the Washburn-Crosby Company, and given the then popular first name of Betty. Her brand capitalized upon the demand for low cost meals, easy to follow recipes, and ready made food items that started in the 30's and continues to this day. Though best known for wheat and oat products, General Mills conducted experiments on soybeans for the U.S. military during World War Two, as described in Section Seven. General Mills' decision to move the houses bordering the research labs instead of tearing them down when they needed to expand in the 1950's shows that the Research Labs have been an integral part of the neighborhood since their construction and should be preserved.

9. Major Bibliographical References

Aerial photographs from 1930, 35, 40, and 45 (viewed at the Borchett Map Library)
"Cheerios", a research paper by Chris Brady, wepages.marshall.edu/~ewen/cheerios.htm
"General Mills Incorporated", a research paper by Karen A. Anderson, 1981, on file at the Como Neighborhood Association and the Minnesota History Center
"General Mills/Henkel Case Study", U.S. Environmental Protection Agency, 1999, www.epa.gov/superfund/programs/recycle/success/casestud/gmillcsi.htm
(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)
Interview with Larry Homstad 21 October, 2003
"Progress Through Research", published by the General Mills Inc. Research Division, Volume 1, Issue 1, Fall 1946, p.4-7; Vo.1, Is. 4, Summer 1947, p.5-7;
Vo. 2, Is. 1, Fall 1947, p. 5-7; Vo. 4, Is. 1, Fall 1949, p.2;
Vo. 4, Is. 4, Summer 1950, p.8-11;
Sanborn maps from 1945 and 1952 (viewed at the Minnesota History Center)
USGS map from 1999.

Previous documentation on file (NPS)
___ preliminary determination of individual listing (36 CFR 67) has been requested.
___ previously listed in the National Register
___ previously determined eligible by the National Register
___ designated a National Historic Landmark
___ recorded by Historic American Buildings Survey # _____
___ recorded by Historic American Engineering Record # _____

Primary Location of Additional Data
___ State Historic Preservation Office ___ Other State agency
___ Federal agency ___ Local government
___ University ___ Other
Name of repository: _____

10. Geographical Data

Acreage of Property: 2.3 acres
Verbal Boundary Description: Railroad running NW-SE, 19th Ave. SE to the West, East Hennepin Ave to the North, 21st Ave. SE to the West, Talmage Ave. to the south
Boundary Justification: The Boundaries were chosen because there is a fence running along the edge of site at the above mentioned streets/railroad. These are the street boundaries found in any legal description of the site and mark what B.B.D. Holdings actually owns.

11. Form Prepared By

name/title: R.R.S. Stewart
organization: undergraduate, College of Architecture and Landscape Architecture at the University of Minnesota
date: 20 November 2003
Current Address + Telephone: Riverbend Commons 305R, 220 Delaware St. SE, Minneapolis, MN, 55455; 612-301-4524
Permanent Address: 460 Summit St, Dubuque, Iowa, 52001; 563-583-4419

Additional Documentation

Submit the following items with the completed form:
Continuation Sheets
Maps - A USGS map (7.5 or 15 minute series) indicating the property's location and A sketch map for historic districts and properties having large acreage or numerous resources.
Photographs - Representative black and white photographs of the property.
Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

Larry + Christie Homstad of B.B.D. Holdings
2010 E. Hennepin Ave, Minneapolis, MN, 55413
612-378-1144

Page 9 - USGS Map from 1999

Page 10 - Sketch provided by BBD Holdings, Inc.

Photographs:
Page 11 - Buildings 2, 3, 4; Guardhouse attached to Building 2

Page 12 - Backside of Buildings 3, 4, 5; Entrance to Building 6

Page 13 - Buildings 7, 8; Backview of Buildings 13, 11, 12, 8

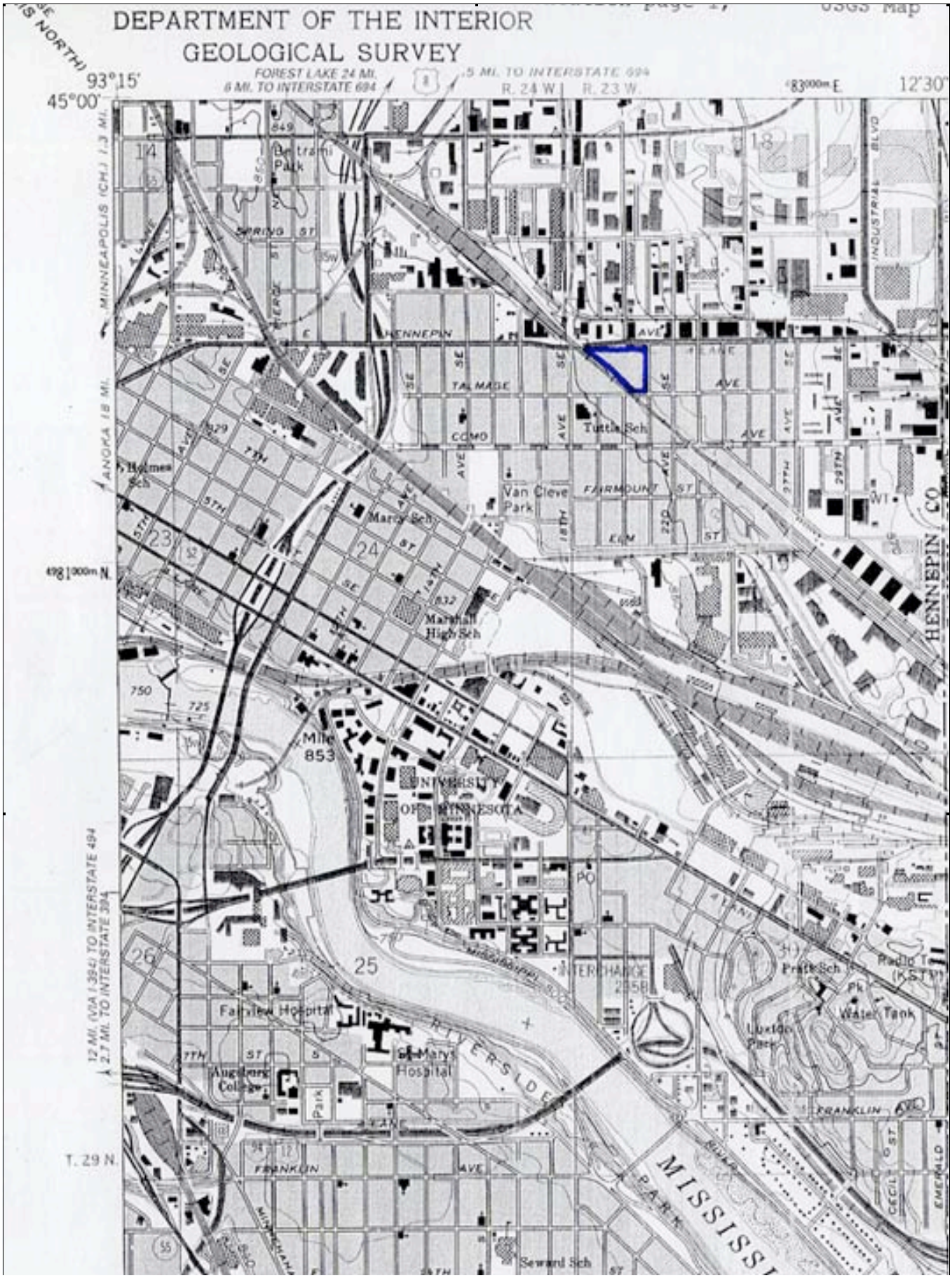
Page 14 - Backview of Buildings 10, 11; Sideview of Building 10

Page 15 - Frontview of Building 14; backview of Building 14

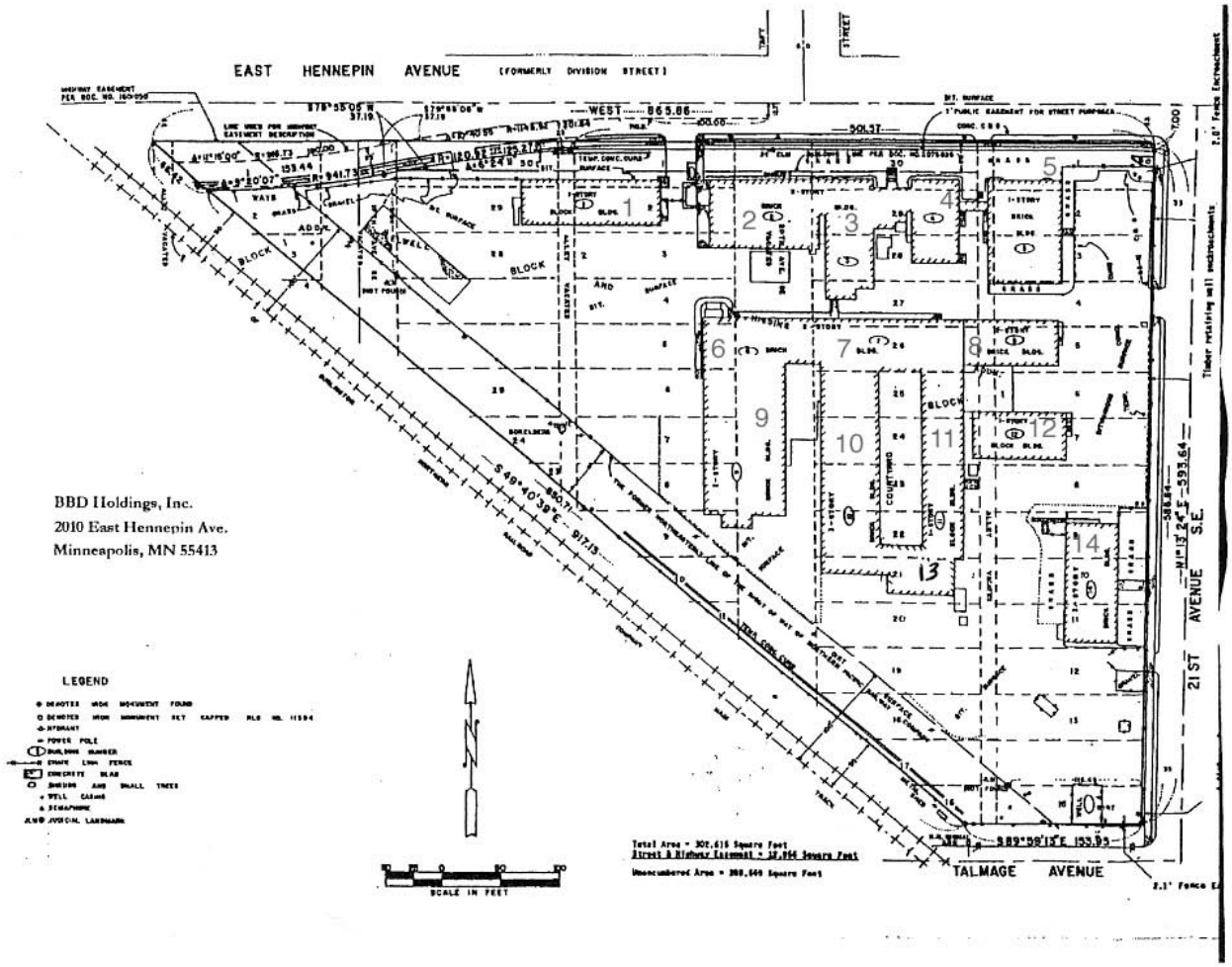
Page 16 - Interior of Building 10; one of the tunnels between buildings

Page 17 - Hallway between buildings 10 + 7

Page 18 - Intact Lab in Building 3


DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY
93°15'
45°00'
12'30"
R. 24 W.
R. 23 W.
FOREST LAKE 24 MI.
6 MI. TO INTERSTATE 694
5 MI. TO INTERSTATE 694
MINNEAPOLIS (CH.) 1.3 MI.
ANOKA 18 MI.
12 MI. (VIA I 394) TO INTERSTATE 494
2.7 MI. TO INTERSTATE 394
T. 29 N.
HENNEPIN CO.
Bertram Park
Holmes Sch
Van Cleve Park
Marcy Sch
Marshall High Sch
Tuttle Sch
Como
Mile 853
UNIVERSITY OF MINNESOTA
Fairview Hospital
St. Mary's Hospital
Augsburg College
Pratt Sch
Radio KSTP
Water Tank
Luxton Park
Seward Sch
MISSISSIPPI RIVER PARK
HENNEPIN AVE
TALMAGE AVE SE
FRANKLIN AVE
FAIRMOUNT ST
RIVERSIDE
INTERCHANGE 235B

Building numbers: 1 2 3 4 5



6 7 8

9 10 11 12

13

14

Front of Buildings 2, 3, 4

Guardhouse attached to Building 2

Back of Buildings 2, 3, 4

Entrance to Building 6

Front of Buildings 7, 8

Back of Buildings 13, 11, 12, 8

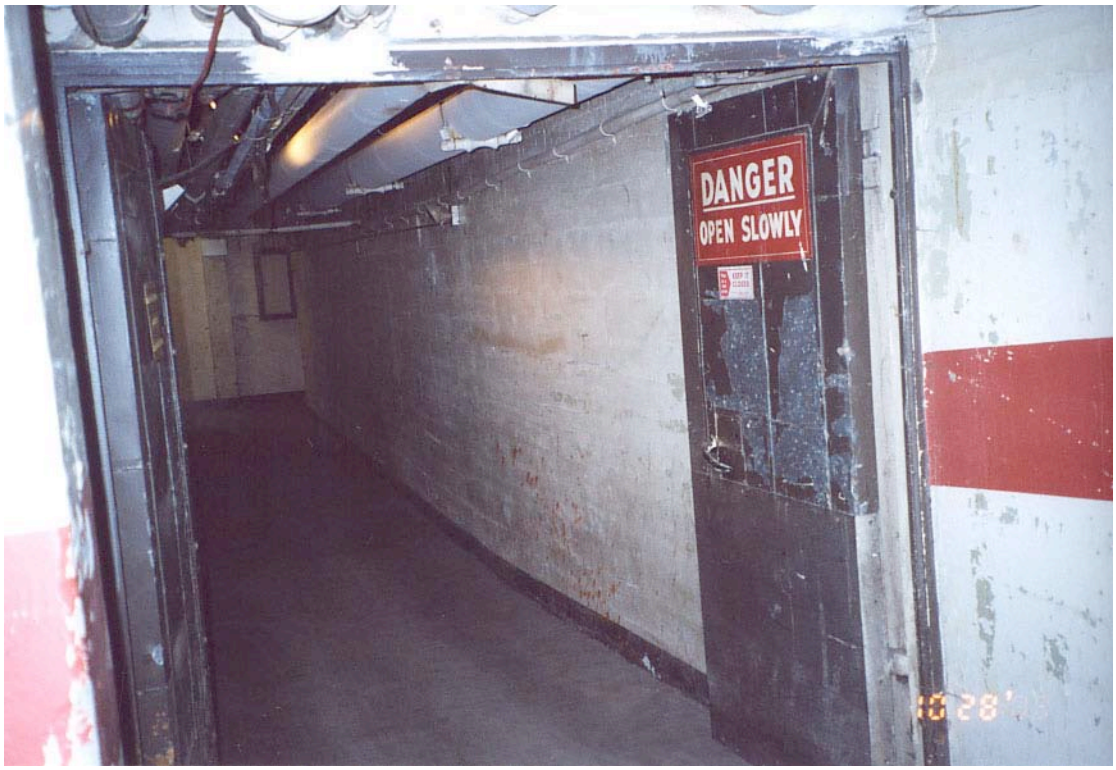
Back of Buildings 10, 11

Side of Building 10

Front of Building 14

Back of Building 14

Interior of Building 10



One of the many tunnels running between buildings

Hallway between buildings 10 and 7


Intact lab in Building 7