

The History of NEWER Industries.

It all started back in 1853 with Joshua J. Previa. His family of German decent, moved to the northern part of Wisconsin in August of that year to start a blacksmith shop on the banks of the Okinickinock River, in the town of Nelahp. By December, the business had grown enough to grow into a manufacturing shop for the fast growing lumbering industries in the area. Within 5 short years, Previa Manufacturing employed 12 people and was in need of a bigger place, so Previa Manufacturing called upon it's lumber industry for help in the form of a new building. So in May of 1859, Previa's second building was built, with the first being used as storage until 1902, when it was tore down for new siding. With the addition of Joshua's two younger brothers, Luke and Dana, the company expanded, this time into a two-story factory built in 1876. The Previa family also was key in developing the town of 370 people in 1853, to 1260 by 1889, when the Previa family started the town of Previa, between the city of Julian Park and Nelahp. Previa's two railroads, Wisconsin Northern, and Milwaukee Northwestern made their way to the area by this time. Wisconsin Northern ran though what is now middle the old North Bank and Loan (now a pawn shop). Milwaukee Northwestern crossed to the east of Main Street. Previa took advantage of this by building the new factory near the junction, and having a siding for both railroads, allowing him to ship and receive over both east-west running Wisconsin Northern, and the north-south Milwaukee Northwestern. In 1908, the great Peshtigo Fire destroyed the town of Previa, along with all 3 of Previa Manufacturing's buildings. But all was not lost, as the citizens of Previa rebuilt and New Previa was built on the site of Previa. Once again the Previa family push forward, this time with Luke's two sons, John and Steven, along with Joshua's eldest, David, the company made the now fire-proof factory standing on Mosisley st. Finished in 1909, the three extra tall floors contained catwalks above the various machines for inspection and maintenance. Though the town grew into a city by 1935, it wasn't until 1948 that a new building was built, and a 5 story monster at that. It sits on the original site of the 1889 factory. Today NEWER Industries is still owed by the Previa family, with David's youngest granddaughter Julie Rekamhsub as CEO of the now revitalized Company.