

4667

United States Department of 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 an 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.

1. Name of Property

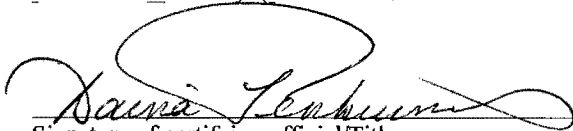
historic name Connor Lumber and Land Company Store  
other names/site number

2. Location

street & number	4894 Mill Street	N/A	not for publication
city or town	Town of Laona	N/A	vicinity
state Wisconsin	code WI	county Forest	code 041
			zip code 54541

3. State/Federal Agency Certification

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/Title

10/9/2019  
Date

State Historic Preservation Office - Wisconsin  
State or Federal agency and bureau

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

Name of Property

County and State

4. National Park Service Certification

- I hereby certify that the property is:
[X] entered in the National Register.
See continuation sheet.
determined eligible for the National Register.
See continuation sheet.
determined not eligible for the National Register.
See continuation sheet.
removed from the National Register.
other, (explain:)

Signature of the Keeper (Handwritten signature)

Date of Action (11-25-19)

5. Classification

Table with 3 columns: Ownership of Property, Category of Property, and Number of Resources within Property. Includes sub-columns for contributing and noncontributing resources.

Name of related multiple property listing: (Enter "N/A" if property not part of a multiple property listing.)

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions (Enter categories from instructions)

Current Functions (Enter categories from instructions)

COMMERCE/TRADE/Department Store
GOVERNMENT/Post Office

WORK IN PROGRESS

7. Description

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

LATE 19TH & EARLY 20TH CENTURY AMERICAN MOVEMENTS

foundation Stone
walls Brick
roof Wood
other N/A

Narrative Description

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

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- 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.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or 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**

(Enter categories from instructions)

Commerce \_\_\_\_\_  
 Government \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Period of Significance**

1914-1969 \_\_\_\_\_  
 \_\_\_\_\_

**Significant Dates**

1914 \_\_\_\_\_  
 \_\_\_\_\_

**Significant Person**

(Complete if Criterion B is marked)

N/A \_\_\_\_\_  
 \_\_\_\_\_

**Cultural Affiliation**

N/A \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Architect/Builder**

Krasin, Gus A. \_\_\_\_\_  
 \_\_\_\_\_

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)



Name of Property

County and State

**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.  
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**

Complete this item at the request of SHPO or FPO.)

<b>name/title</b>	Phillip Adamczyk	<b>date</b>	6/13/2019
<b>organization</b>		<b>telephone</b>	715-850-2420
<b>street &amp; number</b>	1778 Cavour Avenue	<b>zip code</b>	54566
<b>city or town</b>	Wabeno	<b>state</b>	WI

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 1Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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### **Introduction**

The Connor Lumber and Land Company Store at 4894 Mill Street in Laona, Wisconsin is eligible for the National Register of Historic Places at the local level of significance under Criterion A in the areas of Commerce and Government. Laona was developed as a form of company town, where many of its citizens worked for the Connor family in their extensive lumbering enterprises, and the Connor family constructed housing, and sponsored community institutions such as the library, and established the Company store. In town, the Company store met all of the needs of the community and, although there was a bank a block away, acted as a defacto bank as this was where Company tokens could be spent to buy food, clothing, and household goods. The building is historically significant for its contributions to the broad patterns of history, and specifically for its association with the history of commerce in the community, having served as the general store, hardware store, bank, pharmacy, furniture store, and mortuary. The building also served governmental functions for this small community and included a post office, and U.S. Bureau of Indian Affairs office inside. In the early twentieth-century, the Laona library was also located in the building. Located in the far northeast part of the state, this building, constructed in 1914, is an excellent example of a vernacular commercial building serving numerous functions and providing a wide range of services to a small community. In this case, most were employed in the logging industry, and this store had deep connections to the owners of one of the largest logging company in the region, the Connor family. Commercial buildings such as this were often the heart of the downtown, providing goods and services and a vital link to the survival of the community.

The building was designed by architect Gus A. Krasin for W.D. Connor and the Connor Lumber and Land Company; construction was completed by 1914.

### **Site and Setting**

Laona is a town of 1,200 people surrounded by lakes and centered in a vast forest land in the far northeast part of Wisconsin. Silver Lake is located to the west, Scattered Rice Lake to the north, and Little Birch Lake is to the east. State Highway 32, oriented north/south intersects with US Highway 8 at the southwest edge of the community; Highway 8 continues north through and along the west edge of town. Mill Street (State Highway 8), oriented in an east/west direction, is intersected by Linden and Beech streets, which forms a small commercial core that is otherwise surrounded mostly by homes. The commercial buildings do not have a unified setback and there is no unified street wall, each building is surrounded by some amount of parking or sidewalks. The Connor Lumber and Land Company Store is the largest building in this small commercial core. The building is located on a corner, and its south façade faces Mill Street with a small setback allowing for a double-width of sidewalk; the west façade is located quite close to Linden Street with only a narrow sidewalk

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 2

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

separating the building from the street. The remainder of the lot to the east and north is vacant and used for parking. There is a small shade tree in front of the building at the southwest corner, and the current owner has placed urn planters along the sidewalk at the front of the building, five spaced evenly across and each planted with flowers.

**Exterior – Summary**

The Connor Lumber and Land Company Store is a rectangular commercial block of brick masonry, two stories in height and a basement below grade. The bricks, supplied by the Ringle Brick Company and by the Hocker Brothers Company, have been painted white. Structurally, the building is of load-bearing brick walls with an interior steel column system on the first and second floors. Although designed by an architect, the building doesn't strongly reflect any particular architectural style; the building is typical of small towns in the early 1900s, where one building accommodated numerous uses. Originally constructed in 1914, the building was expanded with two additions. A single story, two-part grocery store addition was added to the rear of the building (c1930 to c1940), then that rear portion was later expanded to the east with a warehouse addition (c1950-c1960). This last addition at the rear of the building extended the footprint slightly creating a shallow "L" shape. The additions did not alter the original commercial block because they were added to the back, but other alterations changed the configuration of the first floor storefront. A wood awning installed in 1969-1970 has been removed, revealing the historic form of the original commercial block. The foundation of the original building portion is primarily stone; the foundations for the two additions are of concrete block. The walls of the original building are of brick, the walls of the two-part, single-story addition are brick (first part) and cement block (second part), and the warehouse is of cement block construction. The roof of the building is flat and slightly sloped, wood framed, and covered with rubber composite. There are two original skylights located over the second floor staircase and over the second floor hallway outside of the office spaces. A parapet wall surrounds the roof on three sides [front (south), side (west) and rear (north)]. The east side is open to allow water drainage. The same sides that have a parapet wall also have a projecting concrete cornice at the top of the wall, a dividing line between the wall and parapet. All of the building's door and window openings are rectangular, all window openings have concrete sills and headers (save for the restructured south-facing windows on the first floor), all but several of the original window frames are extant (windows on the first floor west and east sides have been bricked over, but remain framed out for reopening), and all but several on the west and east side first floor have double-hung windows. A slightly projecting band of brick demarcates the first and second floors at the front (south) and west side of the building. The west, north, and east

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 3

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

foundation walls contain the openings of the original window bays, several of them still intact with regard to both casement and to window glass; one bay on each west and east side of the building is open to the exterior, the west containing an open space with a ceiling grate set in the sidewalk, and the east containing a barred grille over the window casement and an open space beyond.

**Primary (South) Façade**

The primary façade faces south. At the first floor the façade is composed of eight bays (two doors and six windows), with the primary entrance located slightly right of center. The entrance is recessed and in its historic location, although its appearance has been altered. Currently there is a set of newer double doors above which, in the transom area, is a solid panel. To each side of the main entrance are three commercial window bays, not spaced across the width of the façade, but grouped close together with each window unit separated by a brick pier. At the far right side of the façade, there is a secondary entrance composed of a single pedestrian door; while the opening is historic this door is not and the transom area above is covered by a solid board. This door leads to a stair to the second floor. The storefront windows have been altered. Originally the storefront windows were evenly spaced across the entire width of the façade creating four structural bays, two on each side of the centered entrance bay. Within each bay the storefront windows were large expanses of glass divided into two lights by a vertical muntin and above were four square transom windows. Above the transoms, the top of the first floor was denoted by a lightly projecting cornice. Currently each storefront window is composed of three vertical lights, separated by wood muntins. There is a narrow solid panel placed between the bottom of the windows and the window sill; the transom area above has been covered by a solid wood panel. At the second floor the original configuration of windows remains. There are ten wood double-hung windows, evenly spaced along the wall each having a concrete sill and header. Each header is there, but because they have been painted white, they blend into the wall and are difficult to see. The projecting cornice above the second floor is intact. The first floor storefront has been reconfigured numerous times over the life of the building, which is not unusual for commercial buildings and reflects changing tastes and needs as the use of the building changed over time. A non-historic awning with a wood roof and wood post supports was removed during rehabilitation in 2017. The ghost of this awning is visible and its removal improved the integrity of this front façade, returning the building closer to its appearance during the historic period.

**Side (West) Façade**

The west side of the building is composed of the west façade of the original building, and the west façade of the one-story rear addition. The appearance of the original building is similar to the front

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 4

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

façade and the alterations to this side of the building are similar as well. Moving front to back, the first floor was visually divided into three sections: it originally had a storefront at the south end of the wall, which was a continuation of the storefront windows of the front façade; the next section was a pair of pedestrian doors with transoms; then the third section had six tall windows, grouped closely together. Currently, although the first floor has been altered, these three distinct sections are evident. The area toward the front that had the storefront windows is now infilled with red brick (the rest of the wall is brick that has been painted white), the next section retains the two recessed door openings although the doors have been replaced and the transoms covered, and the third section has been infilled with brick. The door to the right accesses the second floor and the door to the left is a secondary entrance to the store. Much like the front façade, the first floor has been reconfigured over the life of the building, which is not unusual for commercial buildings and reflects changing tastes and needs as the use of the building changed over time. A non-historic awning with a wood roof over the two doors was removed during rehabilitation in 2017. The ghost of this awning is visible and its removal improved the integrity of this side façade. The second floor retains its original configuration and materials and is divided into nine window bays. Eight of those windows are regular size, one-over-one, rectangular double-hung wood and regularly spaced across the façade. A small window, the ninth, is located high on the wall between the second and fourth window bay. All of the windows retain their original concrete sills and headers. Non-historic wood shutters have been added to the windows. The upper projecting cornice, matching the front façade, is extant.

The west-face of the single-story, rear grocery store addition is composed of brick masonry and concrete block. There is a single pedestrian door opening at the south end where the addition meets the original block; this door opening is recessed and has a solid wood door. There is a long awning extending most of the width of the addition. The awning is hipped, framed of wood and has asphalt shingles. The awning blocks most of the view of the parapet wall, the top of which is still visible. This awning was constructed sometime in the last few decades although the exact date is unknown.

#### Rear (North) Façade

The back of the building faces north and is composed of the one-story back wall of the grocery store addition, the back wall of the later one-story warehouse addition to the left, and the back the second floor of the original store. The first floor is visually divided into three sections: to the right is an open loading dock area at grade and recessed under a roof covering, the next section is a large window opening with three vertical panes of glass divided by metal muntins, and the third section is a blank wall. The loading dock area has two square support columns and a large loading door on the recessed

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 5

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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wall. The section that has the window also demarcates the location of a single pedestrian entrance to the grocery store (recessed under the loading dock roof). The grocery store warehouse addition to the left has a rectangular footprint and is of concrete block, constructed between 1969-1970. The first floor addition's roof is wood framed with a rubber membrane roof. The second floor of the original store retains original features and finishes including its brick wall (painted white); six rectangular, double-hung, wood windows spaced evenly across the façade; concrete window sills and headers; and the projecting cornice and parapet wall.

**Side (East) Façade**

The east façade remains relatively unchanged, though several original window bays on the first story have been bricked over. Window and door openings are original. The east side is composed of the side wall of the original store (to the left) and the side of the grocery store warehouse addition (to the right).

From left to right, the first third of the building's first floor is of solid brick, the next section is also solid, but the outlines of four single windows are visible and while the window openings have been infilled, the concrete sills and headers remain. Continuing north, there is a single large door opening with a set of double doors (not original) and a large transom area above which has been infilled. The next wall section has two windows, spaced far apart. These windows are rectangular, double-hung, with concrete sills and headers. The last opening is a pedestrian door; the framing is intact, but the door has been covered over. At the second floor, from left to right, the first third of the building is of solid brick matching the wall below. The rest of the wall has seven window openings. These windows are evenly spaced, rectangular, double-hung and of wood. The exception is the last window at the far right side which has been boarded over and a metal vent has been inserted into the opening. The vent continues down the wall until it reaches grade.

The grocery store warehouse addition is one story, constructed of concrete block, has a large loading bay door facing south and no openings on the expanse of its east wall except for a pedestrian door at the far north end. The roof is flat with a rubber membrane.

**Interior**

When constructed, the interior of the Connor Lumber and Land Company Store was a large open plan, separating the building's first floor into three equal sections to accommodate for the variety of

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 6

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

merchandise being sold and to accommodate for the many varieties of commerce and industry located within. Today, the first floor and basement layout have been restored by the removal of newer partitions and is now reminiscent of the original floor designs; the stair locations and finishes are intact, and the second floor retains most of its original woodwork, windows, and office spaces, as well as its original tin ceilings.

#### Basement

The basement and foundation structure of the Connor Lumber and Land Company Store is comprised of a combination of poured cement and stone floor, stone foundation walls for the original structure, and added cement block walls and vertical steel support beams which reinforce the structure of both the original building, as well as the one-story addition on the building's north side (at the rear). The ceilings of the basement are open, exposing wood and steel support beams and reinforcements. The basement area still contains the original structural dividing walls which separated the building's first floor into three parts – west, central, and east; the dividing wall separating west from center and center from east are constructed of stone and mortar. The door frames set along the east dividing wall also all contain original brick archways over their headers. Each section of the basement also contains a staircase that allows access to the first floor of the building in each of the three sections: the west staircase is positioned along the west side exterior wall; the central staircase is positioned along the east side of center/east basement dividing wall; and the east staircase is positioned in the southwest corner of the basement, along the east side exterior wall.

#### First Floor

The first floor interior of the Connor Lumber and Land Company Store is primarily an open floor plan, equally divided into three sections – one west, one center, and one east. Original brick interior walls show the original separation of the first floor. The exterior walls are covered by lath and plaster, as well as some sections redone in drywall. The ceiling is currently bare wood and steel structure; however, areas above the east entry doors, west entry doors, and front entry doors still retains original components of the tin ceiling décor (east and west), as well as beaded board (front entry). The first floor also retains the steel support beams placed throughout which provide structural support to the second floor; these round beams are currently enclosed with wood columns, making them appear square rather than round. The first floor has its original hardwood flooring. Each of the three divided sections of the first floor also contains a set of staircases for both basement and second floor access: the west side staircases are placed just north of the west entry door and are set directly over one another for basement and second floor; the center staircases are set directly against the center/east

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Section 7 Page 7

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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dividing wall, attaching to the old manager's office; the east staircases are set at the building's most southeastern end, along the east exterior wall. There is an original elevator, toward the center of the first floor, but it is offset toward the east wall and south of the set of stairs to the second floor. This building originally housed company banking and payroll functions, the post office, a large store, the public library, and offices for numerous agencies and companies. Because of the many uses, some of which required the need to secure currency, goods or documents, there are three vaults in the building: one in the basement, one on the first floor, and another on the second floor. The first floor vault is located toward the rear of the building and toward the west side. The second vault is in the same location but on the second floor. The vault in the basement is located directly below the first floor vault, in fact the only way to access the basement vault is by a spiral staircase inside the first floor vault and descending to the basement level.

#### Second Floor

The second floor interior of the Connor Lumber and Land Company Store is largely open in plan but deviates from the open plan of the first floor by having offices located along both the south and west sides. The ceilings are highly intact, being primarily tin. The largest open space, located on the northeast, includes the regular placement of decorated steel beams that provide support for the roof. All of the flooring on the second floor is the original hardwood maple laid by the Connor Lumber and Land Company; the offices also showcase high quality, stained wood including doors, transom windows, door frames, wide baseboards, crown molding, picture molding and interior windows with wood frames. Three staircases also provide access to the second floor: the west staircase grants access to the west corridor, which contains three large offices, the second floor bank vault, the old accounting office, and access to the large central room which contains the elevator; the central staircase provides access to the large central room which contains the elevator; and the east staircase provides access to the south corridor, which contained the lumber, railroad, and Bureau of Indian Affairs offices. These offices are intact: the south corridor extends the entire width of the building from east to west and accesses five, large, regularly spaced, reception offices, all located on the south wall. From these reception rooms, smaller offices at the front of the building, nine in total, are accessed. Four of the reception rooms have two doors at the south wall, each door accessing a small office. Some of these offices also have adjoining doors allowing movement between offices without having to go out through the reception rooms. Each office has a window looking out to Mill Street (the office in the southeast corner has two windows). There are also two large skylights set into the ceiling of the second floor; one is located directly over the central staircase, and the other is located to the south end of the building, above the corridor that contains the old lumber and railroad offices.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 8

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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Alterations

Exterior alterations include rear additions, and alterations to the first floor storefronts at the primary façade and the storefront and first floor doors and windows at the second street façade facing west. Changes are limited to first floor door and window openings. Interior alterations are fewer. The interior retains its open plan, circulation, elevator, vaults, original wood floors, some original plaster walls, and extensive decorative pressed metal ceilings at the second floor. The second floor is highly intact having, along with the aforementioned floors, walls, and ceilings, has its original offices extensively finished with high quality wood doors and trim, with a stained finish.

Integrity

While the building has been modified over the years, the primary exterior modification has been to first floor door and window openings and storefronts. Changes to storefronts and first floor windows over the years is not unusual for commercial buildings and often reflect their continued use as the building was changed to meet the needs of the current tenants. Rear additions expanded the square footage of the building allowing for additional uses. Despite these exterior changes, this building is highly identifiable as the Connor Lumber and Land Company Store, unmistakable in Laona. The interior is highly intact and given the remarkable range of services and businesses that were located here, the interior integrity is impressive. Especially notable is that the bank vault is intact as are the second floor office spaces for important business and agencies. The post office, lumber company, railroad, and Bureau of Indian Affairs each were influential forces in a far northwoods community. That their offices were in this building and those offices are intact, demonstrates the importance of this building in the community as the center of commercial life and governmental functions. The Connor Lumber and Land Company Store retains sufficient integrity to reflect this significant history.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 1

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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**Narrative Statement of Significance**

The Connor Lumber and Land Company Store, located in Laona, Wisconsin, was designed by architect Gus A. Krasin and completed in 1914. The building was constructed for W.D. Connor, and the Connor Lumber and Land Company to replace the previous wood building on the same site which burned in March of 1914. Connor was committed to the rebuilding of his store and quickly moved forward with construction so that by the end of the year, the store was reopened. Laona was developed using the model of the "company town" and as such, there was little competition from other stores. The Connor Lumber and Land Company Store is eligible for the National Register of Historic Places and is locally significant in the areas of Commerce and Government.

The store provided a wide range of goods and services to the community and was the center of commercial life during the first half of the twentieth century. This store included the following departments: dry goods, shoes, women's apparel and intimates, hardware, mill and feed, furniture and appliances, toys, a soda fountain, drug store, and meat market; it also housed the Connor Company's banking and payroll functions, and the public library<sup>1</sup>. The property's significance for commerce extends as well to the second floor as upper floor offices were occupied by the company executives, secretaries, payroll and accounting departments for the Connor Store, as well as railroad office management, and Connor Lumber Company office management. The building is also significant in the area of Government due to its housing of both the Laona Post Office and the local U.S. Bureau of Indian Affairs Office. The building was designed by architect Gus A. Krasin, whose many notable works included historic buildings such as the Weinbrenner Shoe Factory (NRIS # 08000841) and the Roddis House (NRIS # 08001060), both located in Marshfield, Wisconsin. The Connor Lumber and Land Company Store is associated with the Connor Lumber and Land Company, which began in 1872 and grew in local, state, and national prominence during the historic period into a multi-faceted, expansive logging and wood products operation which became the leading employer in the community. This Connor Lumber and Land Company's diversification in the early 1900s through the 1960s, proved to be a major factor not only in the company's overall success, but also in the survival of both the economic development and the flow of commerce for the town of Laona and surrounding local rural communities.

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<sup>1</sup> "Laona's New Library", *The Forest Republican*, March 24, 1916

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 2

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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**Period of Significance**

The period of significance (1914-1969) begins with the date of construction of the building and continues over the period during which the building evolved and served as both a multi-faceted corporate office and mercantile store for the Connor Lumber and Land Company. The Connor family closed the store and sold the building in 1984; by this time the various companies or agencies that had second floor offices had also vacated the building. The period of significance ends in 1969, following the National Register program's 50-year rule.

**Brief Developmental History**

In the nineteenth century, people of the Potawatomi and Chippewa nations lived in the area that became Forest County in Wisconsin.<sup>2</sup> In 1885, the county was created out of surrounding Oconto and Langlade counties. At that time, much of the forests of Forest County were intact and people came to the area to work in the logging industry. Logging was the first large-scale industry and began in earnest after 1900, when the railroads arrived.<sup>3</sup> In 1886, W.D. Connor and his brother Robert Jr. explored the area for its potential for logging and mill sites along a proposed Chicago & NorthWestern Railroad line. W.D. Connor bought the forest valley (that later became Wabeno), but sold this land to instead develop mill sites in the area that was to become Laona. By 1900 a dam was built and a saw mill established. This set the stage for the development of Laona as a lumber and milling town.

Farming was also an important occupation during and following the logging era.<sup>4</sup> Many settlers came to the cutover in search of farmland after the logging companies had removed much of the wood. Logging companies sold land to prospective farmers, often leaving the stumps for the farmers to remove in order to make the land usable for agriculture.<sup>5</sup>

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<sup>2</sup> Youth Community Conservation Program, *Memories of Forest Co.* (Wisconsin: NEWCAP, Inc., 1980) 205, 246.

<sup>3</sup> <http://www.laonahistory.com/EarlyForestCoHistory1917.html>, Youth Community Conservation Program, *Memories of Forest Co.*, 20.

<sup>4</sup> Youth Community Conservation Program, *Memories of Forest Co.*, 17-19.

<sup>5</sup> Barbara L. Wyatt, editor, *Cultural Resource Management in Wisconsin* (Madison: State Historical Society of Wisconsin, 1986), Vol 2., Agriculture 4-1.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 3

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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**Brief History of Laona**

Laona is a town located in south central Forest County in northeastern Wisconsin. The town is surrounded by state natural areas including the Wabikon Lake State Natural Area, North Otter Creek State Natural Area, Camp 3 Lake State Natural Area, Deer Mountain State Natural Area, and the McCaslin Mountain State Natural Area. It was named for Leona Johnson, the daughter of a local businessman, but it was misspelled as Laona in the official records.<sup>6</sup> One of the many logging companies operating in northern Wisconsin, the Connor Lumber and Land Company bought land in the county and chose Laona as the site for a new mill.<sup>7</sup> The new town grew up around this mill. By 1905, the population of Laona grew to 2,331. The population continued to grow and by 1940, 3,499 people lived in the town.<sup>8</sup>

Laona was developed using the model of the “company town” and as such, there was little competition from other stores. A company town is a place where most (if not all) stores and housing are owned by the one company that is also the primary employer. They are often developed with additional amenities provided by the company including churches, schools, and recreation facilities. Often, as the town grows, the company loses its monopoly on community infrastructure and commerce and employment while continuing to be an influential presence in the community. In Laona, while the Connor network of companies did not own all of the businesses in town, the community nonetheless fits the general model. The Connor family established a large sawmill, logging camps, an early mercantile, a hotel, a boarding house for transient workers, homes, successfully petitioned for a post office. In 1902, shortly after the town was created, the Connor family brought a C & NW branch line to town with a track laid from Wabeno to the Connor Lumber and Land Company Store in Laona (the Laona and Northern Railway).<sup>9</sup>

Eventually there was so much business on the line that by 1920, at least 20 trains a day were operating in and out of Laona. As recently as 1991, Laona was the only connection to the national rail network for the Nicolet Badger Northern, Chicago & NorthWestern’s successor to the Laona Line. By 1904 the

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<sup>6</sup> Stennett, William H., *A History of the Origin of the Place Names Connected with the Chicago NorthWestern and Chicago, St. Paul, Minneapolis & Omaha Railways* (Chicago and North Western Railway Company: Chicago, 1908), 92.

<sup>7</sup> <http://www.laonahistory.com/ConnorCompanyObserves100Years1972.html>

<sup>8</sup> Ancestry.com, US Federal Census Records: 1905, 1910, 1920, 1930, 1940. Accessed 7/11/19.

<sup>9</sup> Youth Community Conservation Program, *Memories of Forest Co.*, 50.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 4

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

Connor Lumber and Land Company at Laona was issuing token money, \$5 coins in shiny aluminum and the lesser denominations were golden brass, and the accounting for this system was carried out at offices within the Connor Lumber and Land Company Store.

The first Connor Lumber and Land Store burned in a fire in 1914 and the current, nominated, building was quickly built and reopened in 1914.<sup>10</sup> The Connor Company built and owned several other buildings in Laona such as a hotel, two boarding houses, and single family houses.<sup>11</sup>

**Varied Uses of the Connor Lumber and Land Company Store**

Located along the principal road in Laona, US Highway 8, the Connor Lumber and Land Company Store was completed in 1914. This building replaced an earlier building on the same site which was destroyed by fire in March of 1914. The building housed the Connor Lumber and Land Company Department Store, the Laona Post Office, the Bureau of Indian Affairs Office at Laona, and the executive offices of the Connor Lumber and Land Company. This building was critical to Laona as it provided many functions housed in one building. The department store provided a wide-range of much needed goods that the local lumbermen and farming families could not easily purchase elsewhere. The Post Office and Bureau of Indian Affairs Office also provided services to the people of Laona and the nearby area. Early in Laona's history, there were a few other general stores: Casterston's General Store, Zahringer's Store, and Gruman's Store, but these were all smaller than the Connor store. Eventually, as the Connor store grew providing an expansive inventory of goods, other smaller stores closed. Based on searches in Crandon newspapers, the department store in the Connor Lumber and Land Store building appears to be the only department or general store in Laona from at least 1914 to the 1940s and possibly later.

**Governmental Functions**

The post office was located here from the time the building opened, and its signage on the building is seen on an historic 1917 photograph.<sup>12</sup> It was temporarily moved from the first floor to the second floor in 1946 for remodeling.<sup>13</sup> The post office vacated the building in 1967 and moved into its own

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<sup>10</sup> <http://www.laonahistory.com/ConnorCompanyObserves100Years1972.html>

<sup>11</sup> Ibid.

<sup>12</sup> <http://www.laonahistory.com/ConnorCompany.html>, postcard courtesy of the Teal Family.

<sup>13</sup> "Move Laona Post Office for Remodeling," *Forest Republican* (Crandon, Wisconsin) April 18, 1946, p. 1.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 5

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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stand-alone building next door.<sup>14</sup> The post office was located in the building for over 50 years, making this an important and long-standing point of government service. The Bureau of Indian Affairs Office moved from Carter to Laona in 1916 when it became known as the Laona Agency. It is possible that the agency moved directly into the Connor Lumber and Land Company Store building that year. In 1927, the Laona Agency was consolidated with the Lac du Flambeau Agency and offices moved to nearby Crandon, Wisconsin.<sup>15</sup> The Bureau of Indian Affairs is an agency of the federal government responsible for the management and administration of land held in trust by the United States for Native American Tribes. The Bureau of Indian Affairs has a complicated and controversial history given its history of mismanagement of Indian lands and timber resources, and its late nineteenth to early twentieth century devastating and failed initiative to educate Indian children in boarding schools where children were removed from their families and denied the knowledge and practice of native language and customs. Bureau of Indian Affairs offices were located in various locations throughout Indian country and during the period the office was located in Laona, there were over 2,000 Potawatomi, Ojibwa, and some Menominee tribal members living in the region. That the Bureau of Indian Affairs office was located here for over 10 years further exemplifies the prominence of this building associated with governmental functions.

The department store occupied the building beginning in 1914. Sales records from 1929 to 1939 indicate the department store sold men's clothing, shoes, drugs, novelties and dishes, dry goods, groceries, hardware, furniture, ready-to-wear clothing, candy and tobacco, and they had a meat market.<sup>16</sup> A 1952 photograph of the department store also depicts a soda fountain.<sup>17</sup>

### **Connor Lumber and Land Company History**

John, James, and Robert Connor came from Ontario, Canada to Wisconsin in search of pine trees. The Connors planned the village of Auburndale in Wood County, Wisconsin. There, they built a store with a Post Office, started a school, and built a saw mill. The company, originally known as R. Connor and Company, was relatively successful for that time.

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<sup>14</sup> Telephone conversation with office of the Town Assessor of Laona, 7/12/2019; records of current building owner.

<sup>15</sup> [https://www.familysearch.org/wiki/en/Laona\\_Indian\\_Agency\\_\(Wisconsin\)](https://www.familysearch.org/wiki/en/Laona_Indian_Agency_(Wisconsin))

<sup>16</sup> Connor Lumber and Land Company, Connor Lumber and Land Company Records (1872-1982), Box 48, Folder 12.

<sup>17</sup> <http://www.laonahistory.com/ConnorCompany.html>, photograph provided by the Stauber Family.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 6

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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Robert Connor's son, W. D. expanded the business when he purchased forested land in Marathon County, Wisconsin. According to a centennial history of the company: "In 1894, he built his first band saw mill at Stratford, a town named after his birthplace in Canada. This mill was operated successfully by the R. Connor Company until 1930."

In 1896, the offices of the company moved to Marshfield in Wood and Marathon Counties which became the center of the expanding logging and manufacturing business. W. D. Connor purchased land in nearby Forest County shortly after the company moved to Marshfield. In 1900, W. D. Connor organized the Connor Lumber and Land Company, which he ran concurrently with his father's R. Connor Lumber Company, although by that time his father was deceased. Connor traveled north along the proposed railroad line, where he determined the best future mill and town sites. He bought several of these sites; one of them was Laona. The railroad from Wabeno to the site of Connor's store was completed in 1901. The company constructed several buildings in the town of Laona. These included the store, a hotel, two boarding houses, homes north of the store, and buildings on Highway 8 on the north side of town. The original hotel and store were destroyed by fire but were rebuilt as brick buildings in 1914.

W. D. Connor also was involved in civic and political affairs. According to the centennial company history Connor served on the Wood County board of supervisors, helped to establish a library in Marshfield, was the president of two banks, and was a trustee for two universities. Connor served as delegate to many state Republican conventions and he was a delegate to the Republican National Convention in 1904. Most notably, Connor served as Lieutenant Governor of Wisconsin under Governor James O. Davidson in 1907-08.<sup>18</sup> He was inducted to Wisconsin's Forestry Hall of Fame in 2012 for "implementing Wisconsin Forest Crop Law and multiple-use sustained-yield forest management."<sup>19</sup>

After W. D. Connor's death in 1944, his son Richard M. Connor became the president of the Connor Company from 1944 to 1965. During this time, the company expanded and added Williamsburg Company nursery furniture in 1956-57. This product line jointed the existing lumber, flooring, wood flour, plastics and other by-product goods that Connor Lumber and Land Company produced and sold.

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<sup>18</sup> <http://www.laonahistory.com/ConnorCompanyObserves100Years1972.html>, the information about the developmental history of the Connor company was summarized from a webpage at this website.

<sup>19</sup> <https://www.wisaf.org/wisconsin-forestry-hall-of-fame/2012-w-d-connor/>

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 7

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

Gordon R. Connor served as president of the company beginning in 1965. In 1968 the company was renamed Connor Forest Industries. Another new division, Wausau Toys, was added in 1969. In 1972, Connor Forest Industries employed about 1,053 persons in two Michigan-based plants and three plants in Wisconsin.<sup>20</sup>

The Connor family continues to operate forestry related businesses in the area, including a saw mill in Laona; Connor Forest Management and Connor Forest Products are both in Laona.

**Gus A. Krasin, Architect**

Gus A. Krasin was born in 1885 in Volynia, Russia. He was seven years old when his family immigrated to the United States and settled in southern Arkansas. Krasin acquired his knowledge of architecture from correspondence courses. In 1907 he formed a partnership with his brother Jacob establishing the building contractor and architectural firm of Krasin Brothers in Tigerton, Wisconsin. In 1909 the brothers moved their business to Marshfield. In 1918 Gus registered with the Wisconsin State Licensing Board, indicating that he had been practicing architecture since 1910, specializing in school and church design. In 1918, his office was located at 121 South Central Avenue. In the 1921 city directory, he was listed individually as an architect. Krasin Brothers Contractors was also listed in the 1921 and 1928 city directories. Krasin Brothers ceased operations in 1932, at which time Gus Krasin devoted more of his time to architecture and the supervision of construction projects. He designed the Adler Theater in Marshfield in 1937 (located at 419 South Central) and continued advertising his services as a registered architect of public buildings, schools, commercial and residential buildings. In 1937 Krasin's office was located at 202 ½ South Central Avenue. Gus Krasin was well known throughout Wisconsin, Illinois, Indiana, and Arkansas for his designs of schools, churches, homes and commercial buildings. Within Marshfield he is credited with the design of the Hotel Charles, the Weber building, the Weinbrenner Shoe Factory (NRIS # 08000841), Marshfield Armory and Community building, the Dairyland Broadcasting Co. building, and his house located at 808 S. Oak Avenue. Gus Krasin was in active professional practice when he died suddenly in 1958.

Gus Krasin became associated with W. D. Connor through one of Krasin's clients in Marshfield. Krasin designed a home for Hamilton and Catherine Roddis (NRIS # 08001060). Hamilton Roddis, who lived in Marshfield, was involved in the Laona Northern Railroad Line as well as lumber and logging operations in northern Wisconsin. Because of these business dealings in the Laona area the

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<sup>20</sup> <http://www.laonahistory.com/ConnorCompanyObserves100Years1972.html>

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 8

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

Roddis and Connor families were acquainted; in fact, eventually family members intermarried. Due to the acquaintance of Hamilton Roddis and W. D. Connor, Roddis recommended his architect, Gus Krasin, to Connor. Connor ended up hiring Krasin to design the Connor Lumber and Land Company Store and went on to secure his services for additional projects including designs for the Connor operations in Marshfield, Auburndale, and Woodruff.

**Conclusion**

Built by the founding family of Laona, the Connor Lumber and Land Company Store serviced many important functions for the citizens of Laona. The Connor Lumber and Land Company Store, at 4894 Mill Street is eligible for the National Register of Historic Places at the local level of significance under Criterion A in the areas of Commerce and Government. The period of significance is from the date of construction in 1914 and ending in 1969, marking the 50 year rule. The building is historically significant for its contributions to the broad patterns of history, and specifically for its association with the history of commerce in the community, having served as the general store, hardware store, bank, pharmacy, furniture store, and mortuary. The building also served governmental functions for this small community and included a post office, and U.S. Bureau of Indian Affairs office inside. In the early twentieth-century, the Laona library was also located on the second floor of the building. Located in the far northeast part of the state, this building, constructed in 1914, is an excellent example of a vernacular commercial building serving numerous functions and providing a wide range of services to a small community. In this case, most were employed in the logging industry, and this store had deep connections to the owners of one of the largest logging company in the region, the Connor family. Commercial buildings such as this were often the heart of the downtown, providing goods and services and a vital link to the survival of the community.

**Preservation Activities**

Phil Adamczyk is the owner of the subject building since December of 2016. The building had been vacant since October 2014 and Mr. Adamczyk purchased the building to create a vibrant gathering place for commerce and community. Repairs began in June 2017 and are ongoing.

Mr. Adamczyk is the chair and executive director of Maple Place Inc., a non-profit created to restore,

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 9

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

preserve, and maintain the Connor Lumber and Land Company Store building. In that position, he manages all of the restoration and renovation work and directs and oversees the building's restoration, preservation, maintenance, and operation. Since 2017, work has begun to remove non-historic components to return the building to its historic appearance on the exterior and interior, including (on the interior) removal of false walls, uncovering of original hardwood flooring and staircases, deboarding windows, cleaning, and more. The complete breakdown of the project is available on the Maple Place website, estimated 5-7 years but projects a total restoration and full operation of the building.

Mr. Adamczyk is working to bring the following to the building: Chamber of Commerce office and visitor center; coffee shop and bakery and the old soda fountain; living history museum containing history of the building and timeline of the Connor family; a university; staff offices; a holistic wellness center; a ballroom and caterer's kitchen; and a courtyard with community gardens.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 9 Page 1

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 10 Page 1

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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**Verbal Boundary Description**

The nominated property is bounded on the west by Linden Street, on the south by Mill Street/State Highway 8, and on the east and north by property lines. The parcel number of the nominated property is 018-02283-0000, which consists of two combined parcels.

Parcel 1 Description: Part of the Southwest Quarter of the Southwest Quarter (SW1/4-SW1/4) of Section Thirty (30) Township Thirty-six (36) North, Range Fifteen (15) East described as follows: Commencing at the Southwest corner of said Section 30, being a point in the center line of Mill Street extended; thence East along the center line of Mill Street extended 365 feet to the East line of Linden Street; thence North along the East line of Linden Street 33 feet to the point of beginning; thence North along the East line of Linden Street, 220 feet; thence East and parallel to the North line of Mill Street, 98.7 feet; thence South and parallel to the East line of Linden Street, 220 feet to a point in the North line of Mill Street; thence West along the North line of Mill Street, 98.7 feet to the point of beginning.

Parcel 2 Description: Part of the Southwest Quarter of the Southwest Quarter (SW1/4-SW1/4) of Section Thirty (30) Township Thirty-six (36) North, Range Fifteen (15) East described as follows: Commencing at the Southwest corner of said Section 30, being a point in the center line of Mill Street extended; thence East along the center line of said section 315 feet to a point in the West line of Linden Street; thence North along the West line of Linden Street 133 feet to the point of beginning; thence continuing North along the West line of Linden Street 165 feet; thence West and parallel to the North line of Mill Street, 50 feet; thence South and parallel to the West line of Linden Street, 165 feet; thence East and parallel to the North line of Mill Street, 50 feet to the point of beginning.

**Boundary Justification**

The boundary of the nominated property includes all land historically associated with the building and its operation as the Connor Lumber and Land Company Store.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section photos Page 1

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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Name of Property: Connor Lumber and Land Company Store  
City: Laona  
County: Forest County  
State: Wisconsin  
Name of Photographer: Phillip J. Adamczyk  
Date of Photos: June 2019  
Location of Original Data Files: Wisconsin Historical Society, Madison, WI

1 of 12: South façade and West façade, photographer facing northeast.

2 of 12: South façade; photographer facing north.

3 of 12: Addition and North façade; photographer facing south.

4 of 12: Addition and West façade; west façade awning removed as of September 2017; photographer facing southeast.

5 of 12: East façade and addition; sign removed and windows de-boarded as of September 2017 (see photos 6 and 7 for comparison); photographer facing northwest.

6 of 12: East façade, detail of painted brick; photographer facing north.

7 of 12: East façade, detail of windows and bricked-over bays; photographer facing northwest.

8 of 12: West façade and addition; detail of windows and bricked-over bays; photographer facing northeast.

9 of 12: Interior, main floor; detail of flooring and steel support beams and structure; photographer facing north.

10 of 12: Interior, main floor; detail of flooring and steel support beams and structure; photographer facing northwest.

11 of 12: Interior, second floor; detail of original doors, transoms, woodwork, flooring in offices; photographer facing northwest.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section photos Page 2

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

12 of 12: Interior, second floor; detail of steel supports and original flooring/tin ceilings; photographer facing southeast.

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 1

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

Insert Figures

**List of Figures**

(historic images courtesy of [www.laonahistory.com](http://www.laonahistory.com))

- 1 of 20: USGS 7.5 minute series map of Laona, Wisconsin.
- 2 of 20: Sanborn map c1915.
- 3 of 20: Aerial view of nominated property.
- 4 of 20: Sketch floor plan, first floor.
- 5 of 20: Sketch floor plan, second floor.
- 6 of 20: Sketch floor plan, basement floor.
- 7 of 20: Construction of current brick masonry building, summer of 1914.
- 8 of 20: South and west façades, circa 1917; photographer facing northeast.
- 9 of 20: South façade and street front view, circa 1925; photograph includes partial descriptions of wares offered inside; photographer facing west.
- 10 of 20: Interior, main floor, fall of 1938; group photograph of Connor store employees, including visuals of wares offered; photographer facing north.
- 11 of 20: South façade, circa 1940; taken from Soup Kettle Park; photographer facing north.
- 12 of 20: South façade and street view, July 4, 1952; photograph taken during Laona's Golden Jubilee Fourth of July Celebration; photographer facing east.
- 13 of 20: South façade, July 4, 1952; photograph taken during Laona's Golden Jubilee Fourth of July Celebration; photographer facing northwest.
- 14 of 20: Interior, main floor, circa 1952; photograph of the soda fountain and drug store with employees, also showing southwest corner door addition; photographer facing west.
- 15 of 20: Interior, main floor, circa 1952; photograph of employees behind soda fountain counter to the left and behind cosmetics counter to the right, also showing southwest corner door addition; photographer facing west.
- 16 of 20: Interior, main floor, circa 1952; photograph of store manager Al Martin with customer and store employees at store front, also showing southwest corner door addition entrance; photographer facing west.
- 17 of 20: Interior, main floor, circa 1952; photograph of employees behind cosmetics counter; photographer facing north.
- 18 of 20: Exterior west façade, circa 1952; photograph of hardware employees outside hardware section entrance; photographer facing east.
- 19 of 20: Interior, main floor, circa 1952; photograph of main store central section, showing clothing and shoes; photographer facing north.
- 20 of 20: South and west façade, street view, circa 1955; the storefront main entrance and entrances for drug store, soda fountain, and post office; photographer facing northeast.

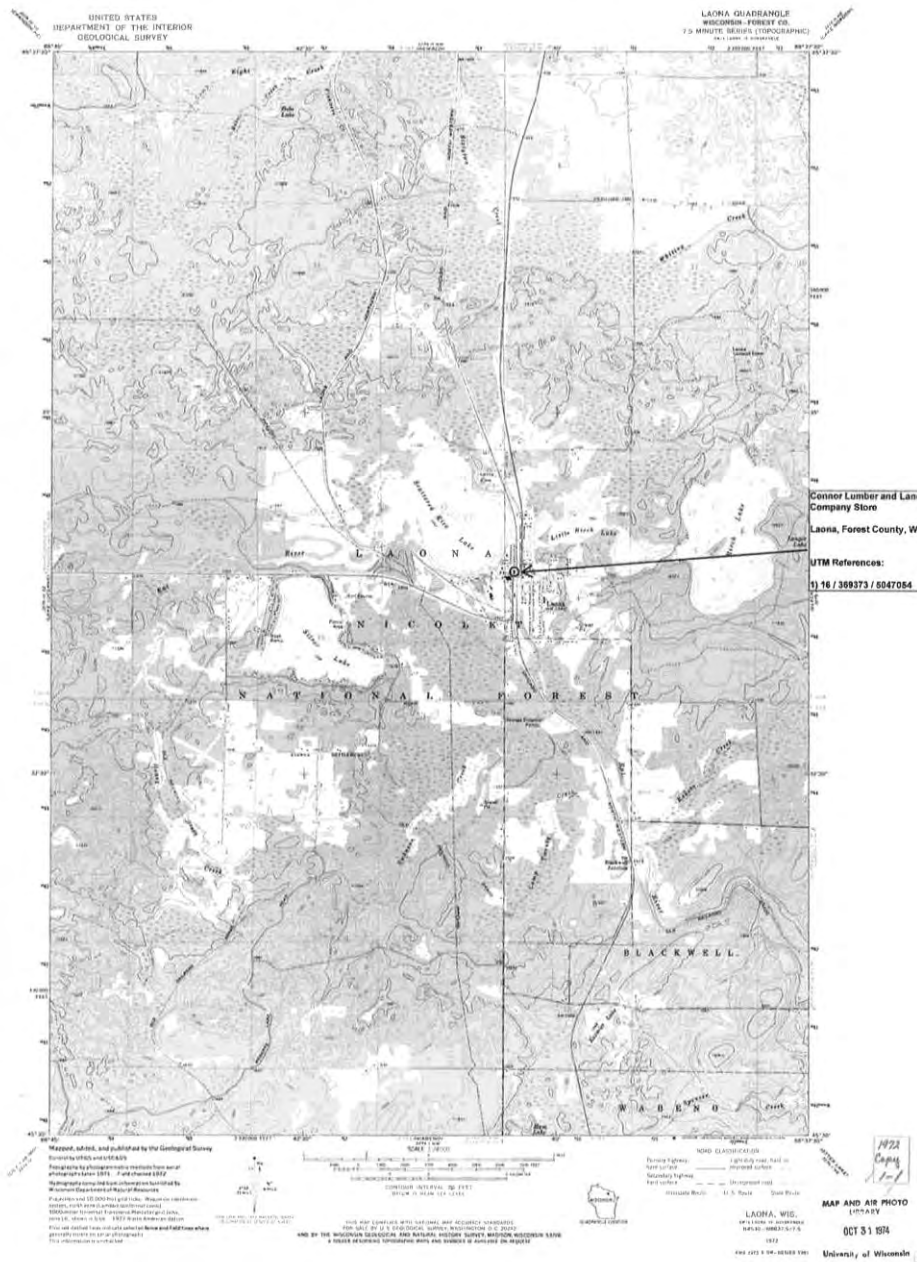
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National Park Service**

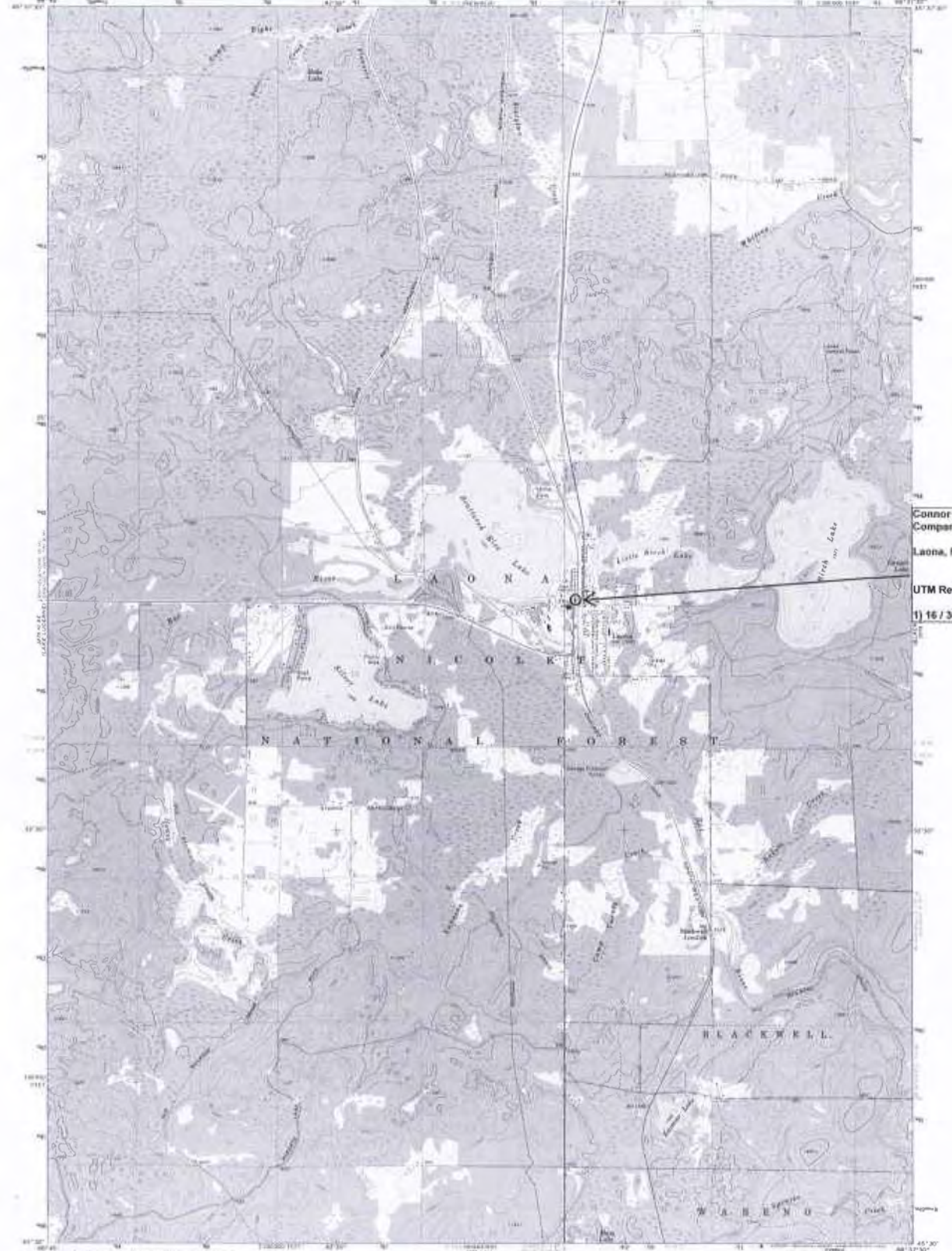
**National Register of Historic Places  
Continuation Sheet**

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

Section figures Page 2

Figure 1: USGS 7.5 minute series map of Laona, Wisconsin.





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Laona, Forest County, WI  
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INDEX  
OCT 31 1974  
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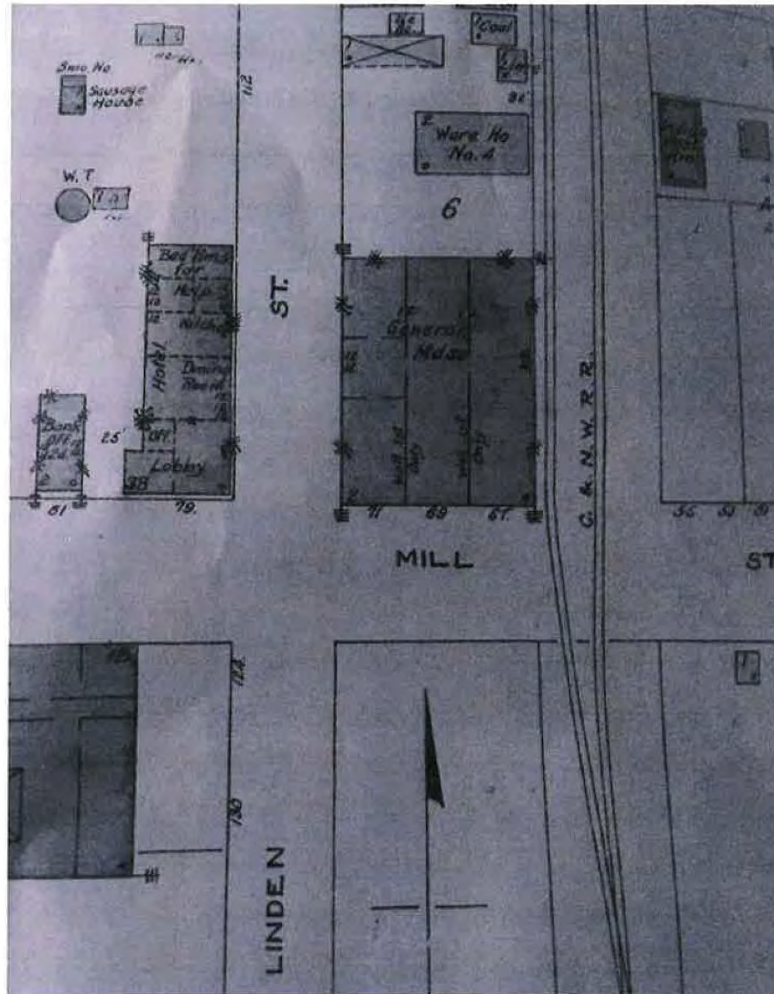
**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section figures Page 3

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

Figure 2: Sanborn map c1915.



**United States Department of the Interior**  
**National Park Service**

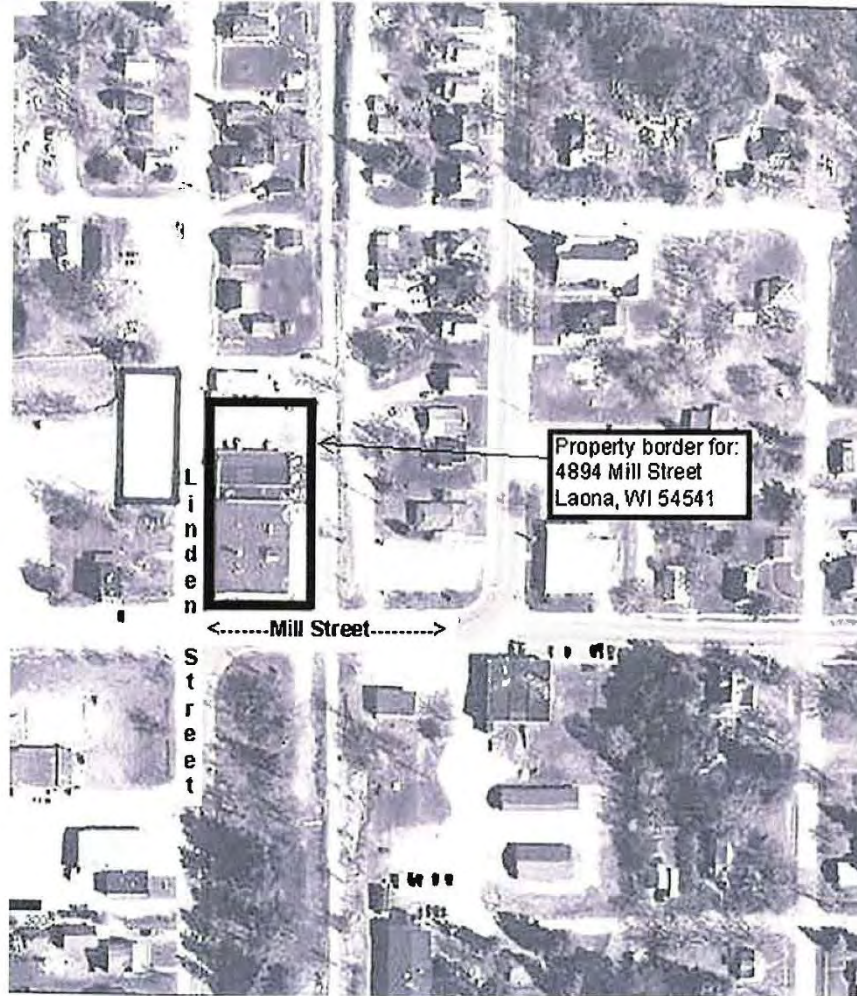
**National Register of Historic Places**  
**Continuation Sheet**

Section figures Page 4

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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Figure 3: Contemporary aerial view of nominated property.



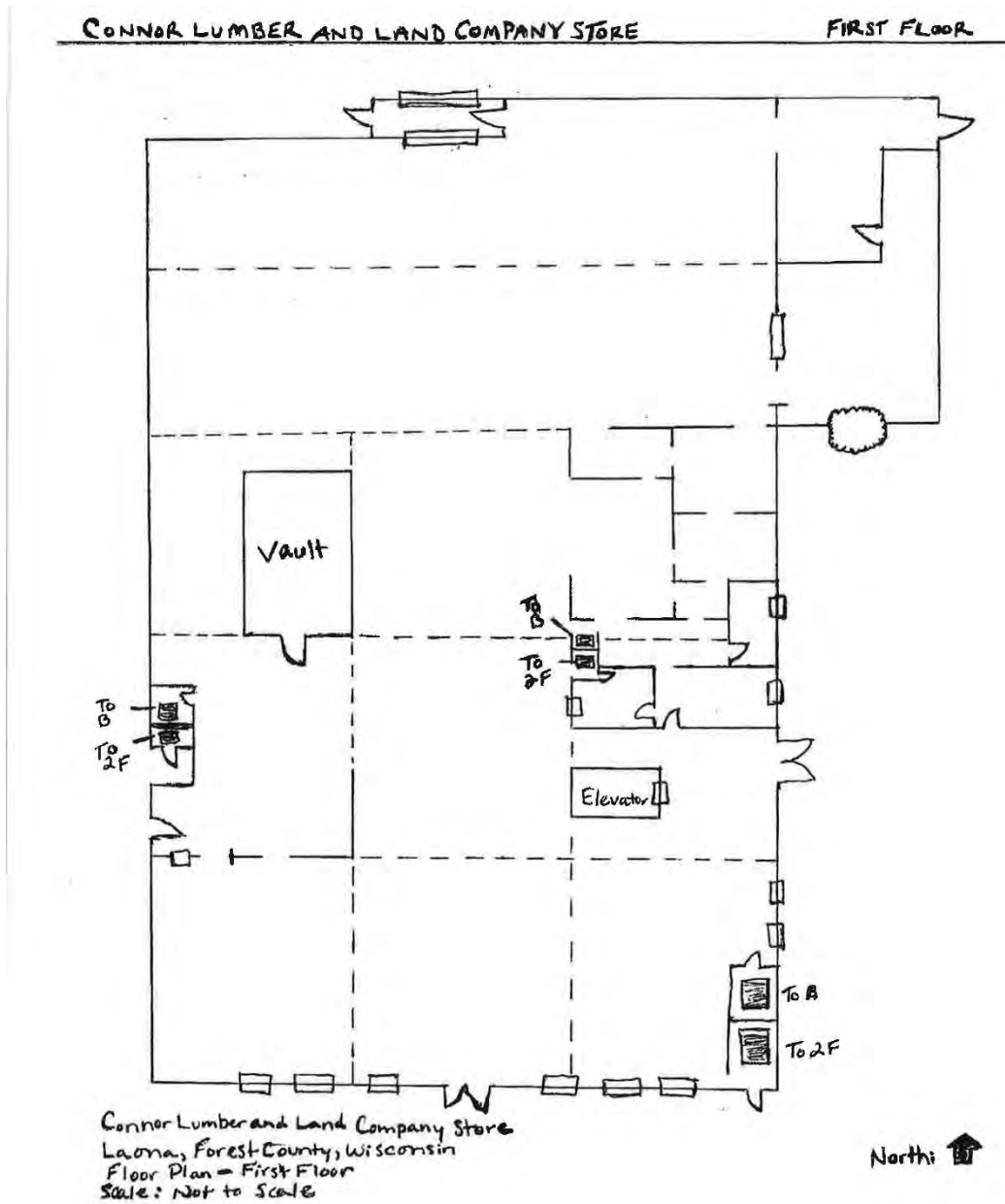
**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 5

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

Figure 4: Sketch floor plan, first floor.



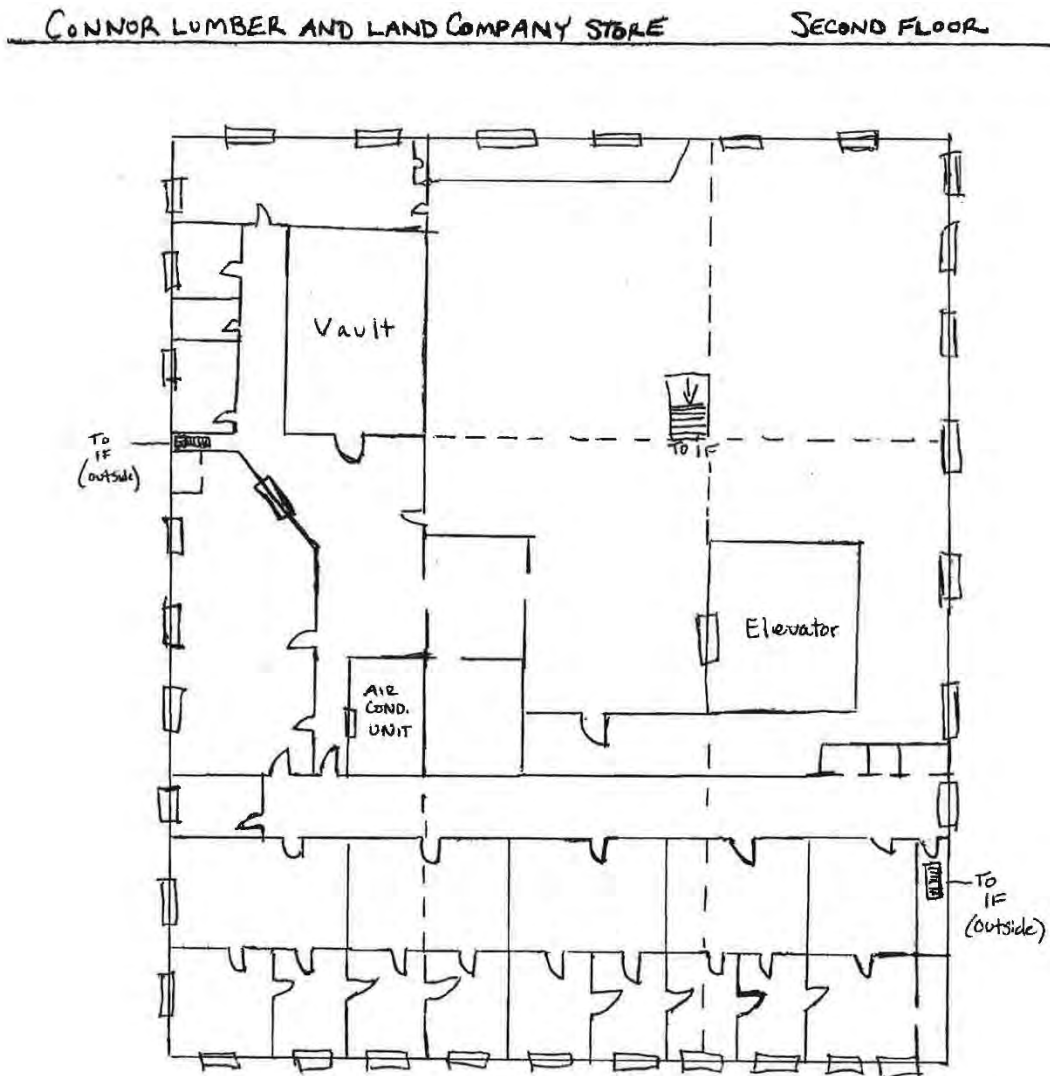
**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section figures Page 6

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

Figure 5: Sketch floor plan, second floor.



Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin  
Floor Plan - Second Floor  
Scale: Not to Scale

North: ↑

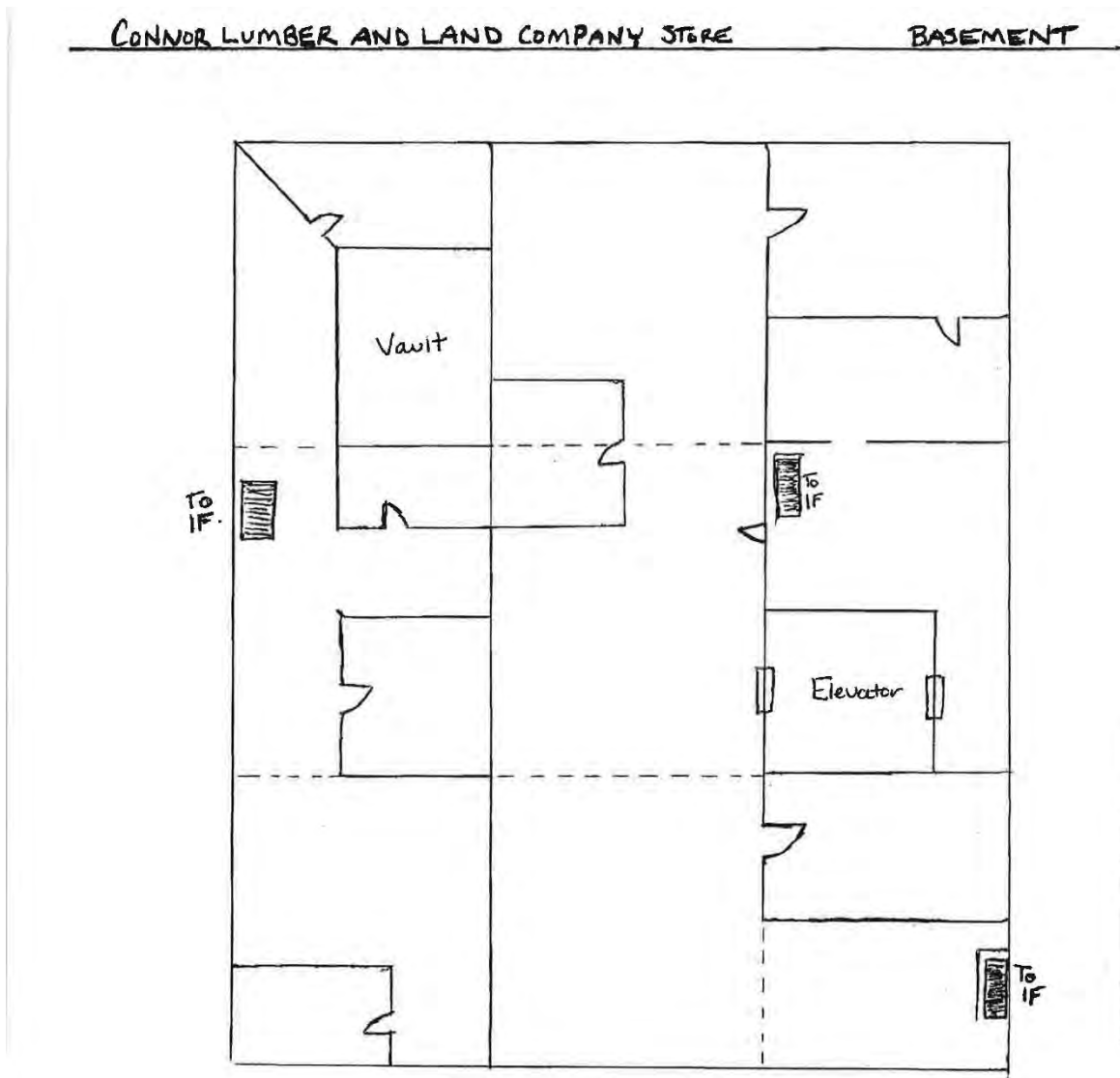
**United States Department of the Interior**  
**National Park Service**

**National Register of Historic Places**  
**Continuation Sheet**

Section figures Page 7

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

Figure 6: Sketch floor plan, basement floor.



Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin  
Floor Plan - Basement  
Scale: Not to Scale

North: ↑

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 8

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

---

Figure 7: Construction of current brick masonry building, summer of 1914.



Figure 8: South and west façades, circa 1917; photographer facing northeast.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 9

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

Figure 9: South façade and street front view, circa 1925; photograph includes partial descriptions of wares offered inside; photographer facing west.



Figure 10: Interior, main floor, fall of 1938; group photograph of Connor store employees, including visuals of wares offered; photographer facing north.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 10

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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Figure 11: South façade, circa 1940; photograph taken from Soup Kettle Park; facing north.



Figure 12: South façade and street view, July 4, 1952; photograph taken during Laona's Golden Jubilee Fourth of July Celebration; photographer facing east.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 11

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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Figure 13: South façade, July 4, 1952; photograph taken during Laona's Golden Jubilee Fourth of July Celebration; photographer facing northwest.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 12

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

Figure 14: Interior, main floor, circa 1952; photograph of the soda fountain and drug store with employees, also showing southwest corner door addition; photographer facing west.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 13

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

Figure 15: Interior, main floor, circa 1952; photograph of employees behind soda fountain counter to the left and behind cosmetics counter to the right, also showing southwest corner door addition; photographer facing west.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 14

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

Figure 16: Interior, main floor, circa 1952; photograph of store manager Al Martin with customer and store employees at store front, also showing southwest corner door addition entrance; photographer facing west.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 15

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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Figure 17: Interior, main floor, circa 1952; photograph of employees behind cosmetics counter; photographer facing north.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 16

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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Figure 18: Exterior west façade, circa 1952; photograph of hardware employees outside hardware section entrance; photographer facing east.



Figure 19: Interior, main floor, circa 1952; photograph of main store central section, showing clothing and shoes; photographer facing north.



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section figures Page 17

Connor Lumber and Land Company Store  
Laona, Forest County, Wisconsin

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Figure 20: South and west façade and street view, circa 1955; photograph showing the storefront main entrance and entrances for drug store, soda fountain, and post office; photographer facing northeast.



\_\_\_End Figures



SHOPPING CENTER



ANNOR SHOPPING CENTER





















UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 10/10/2019      Date of Pending List: 11/1/2019      Date of 16th Day: 11/18/2019      Date of 45th Day: 11/25/2019      Date of Weekly List: 12/2/2019

Reference number:

Nominator:

Reason For Review:

Accept       Return       Reject      11/25/2019 Date

Abstract/Summary  
Comments:

Recommendation/  
Criteria

Reviewer Barbara Wyatt      Discipline Historian

Telephone (202)354-2252      Date \_\_\_\_\_

DOCUMENTATION:    see attached comments : No    see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



# Jeff Mursau

STATE REPRESENTATIVE • 36<sup>TH</sup> ASSEMBLY DISTRICT

July 18, 2019

Wisconsin Historic Preservation Review Board  
c/o Peggy Veregin  
Wisconsin Historical Society  
816 State Street  
Madison, WI 53706

Dear Review Board Members:

I would like to take this opportunity to share my support for Connor Lumber and Land Company Store's inclusion on the Wisconsin State Register of Historic Places and the National Register of Historic Places. This store was built by the Connor Company along with many other buildings in Laona, including a hotel, boarding houses, and homes. Though the original wooden building burned down, this brick structure was erected in the early 1900s.

As the representative of the 36<sup>th</sup> Assembly District, I know firsthand the important role the logging industry played in the history of the Northwoods. The Connor Lumber and Land Company played a large role in the history of the area, and the store represents a part of our logging heritage that has stood the test of time. The company has evolved with the changing times over the last hundred years, and have made a large impact in the community and the logging industry in the Northwoods. While the building no longer is home to the Connor Lumber and Land Company, its history is something worth recognizing and remembering.

Again, I respectfully request the Wisconsin Historic Preservation Review Board to support the Connor Lumber and Land Company Store's inclusion on the Wisconsin State Register of Historic Places and the National Register of Historic Places. The store has played an important role in the area and community, and being on these registers would ensure that the role it played is not forgotten, but is instead honored and remembered for years to come.

Thank you for your consideration. Please don't hesitate to contact me if you have any questions or concerns.

Sincerely,

A handwritten signature in cursive script that reads "Jeff Mursau".

**Jeff Mursau**  
State Representative  
36<sup>th</sup> Assembly District



W I S C O N S I N  
H I S T O R I C A L  
S O C I E T Y

TO: Keeper  
National Register of Historic Places

FROM: Peggy Veregin  
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Sixth day of October 2019, for the nomination of the Connor Lumber and Land Company Store to the National Register of Historic Places:

<u>1</u>	Original National Register of Historic Places Nomination Form
<u>1</u>	CD with NRHP Nomination form PDF
<u>          </u>	Multiple Property Nomination form
<u>12</u>	Photograph(s)
<u>1</u>	CD with image files
<u>1</u>	Map(s)
<u>20</u>	Sketch map(s)/figures(s)/exhibit(s)
<u>1</u>	Piece(s) of correspondence
<u>          </u>	Other:

COMMENTS:

<u>          </u>	Please ensure that this nomination is reviewed
<u>          </u>	This property has been certified under 36 CFR 67
<u>          </u>	The enclosed owner objection(s) do or do not constitute a majority of property owners
<u>          </u>	Other: